

## Press Release

### **MALAYSIAN INTERNATIONAL FURNITURE FAIR 2014 NETS MORE BUYERS AND RECORD ORDERS**

**KUALA LUMPUR, 7 April:** The Malaysian International Furniture Fair (MIFF) drew more buyers and record orders at its 20<sup>th</sup> anniversary edition held from March 4 to 8.

The five-day show extended another solid year with estimated sales of US\$892 million and a 6% jump in attendees to 19,472 visitors including 6,171 international buyers from 141 countries and regions.

The outcome underscores the continued strength and relevance of MIFF as the leading and most business results-focused global furniture trade show in Southeast Asia. It is demonstrative of the growing interest from global buyers, distributors and planners recognising the value and versatility of Malaysian-produced furniture for commercial and retail use.

The turnout of the international and local buyers has created more business opportunities to the 503 exhibitors from 13 countries and regions who packed the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC) with their latest range and wide-variety of products.

In 2013, the fair attracted total 18,397 visitors from 140 countries and regions with sales of US\$854 million.

MIFF 2014 was officially opened by Malaysia's International Trade and Industry Ministry Deputy Secretary-General Mr Mohd Ridzal Sheriff on behalf of his Minister, Datuk Seri Mustapa Mohamed.

Visitors to the 80,000 gross square metres event included a first-time delegation from Belgium Furniture Manufacturers Association as well as trade groups from South Korea and Japan, among them was Ms Chie Kikuchi, Managing Director of Hikari Global Trading Co, one of Japan's biggest furniture importers. (*Watch Ms Chie Kikuchi:*

[http://www.youtube.com/watch?v=-JKycdyr2vI/?CID=release\\_postshow\\_local](http://www.youtube.com/watch?v=-JKycdyr2vI/?CID=release_postshow_local))

"We have seen an increase in prices from China, so we are seeking new markets for Japanese customers. We are looking for companies in Malaysia

**MALAYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2014**

**04-08 MARCH  
0930 - 1800 hrs**

Putra World Trade Centre  
MATRADE Exhibition  
& Convention Centre

**KUALA LUMPUR  
MALAYSIA**



**UBM**

and other Asean countries. Japan and Malaysia can collaborate in terms of design and the manufacturing of the furniture that cater to the Japanese market which is competitive and consumers are sensitive of market trends,” said Ms Kikuchi.

MIFF 2014 also hosted the 5<sup>th</sup> rendition of the MIFF Furniture Design Competition (MIFF FDC), a platform designed exclusively by MIFF to engender more creative yet commercially attractive furniture concepts to sustain future generations of Malaysian manufacturers and the industry.

The design prototypes from 10 finalists, culled from over 200 submissions, were produced with the help of MIFF exhibitors and sponsors and showcased in a specially design area at MECC, a culmination of six exciting months for the young talents who were rewarded with real-life experience and a platform to see their designs materialise in form, as well as interest from manufacturers and international buyers.

Gaining the most accolade in terms of design and marketability, the top prize was awarded to young industrial designer Francis Lye Aik Theng with *XSR*, a stylish light bar stool constructed from stainless steel, a mountain bike spring absorber and a thermoplastic seat. (*Highlights of MIFF FDC 2014: [http://www.youtube.com/watch?v=JRub1wgzqfE/?CID=releasepostshow\\_loc](http://www.youtube.com/watch?v=JRub1wgzqfE/?CID=releasepostshow_loc)*)

**Datuk Dr Tan Chin Huat, Chairman of MIFF:** “Within the global furniture trade network, MIFF is commonly known for our type of ‘home-style service and atmosphere meets serious furniture buyers.’ The entire team is pleased that our 20<sup>th</sup> anniversary event continued to embody our philosophy of serving our customers and industry well and with style. Of course, we are equally delighted by the speedy rebooking of exhibition space for next year’s show which takes place March 3 to 7.”

**Mr Enrico G. Cleva, Architect, EC&Co. , Milan, Italy:** “MIFF is one of the greatest events for business I have visited in the last few years around the world. There is a terrific energy here and the strength of the fair is the focus on trade, sales and business, this is something that is lacking in our fairs in Europe. MIFF is an excellent place for companies to do business and for buyers to source products. It will be the best gate to enter the booming Malaysian and ASEAN markets for European companies. The incredible potential of this event is in its thriving numbers, in its roots in the South East

Asian economies, in the portfolio of thousands of buyers from all over the world, and finally in 20 years of success."

**Mr Helmut Merkel, Chief Judge, Furniture Excellence Award (FEA) for exhibitors:** "While in the past, many exhibitors were relying on the design of successful products from the past, now we could find companies which really are looking for new paths and are on a good track. Their designs are following more the international trends."

Visit [www.miff.com.my](http://www.miff.com.my) for updates on MIFF 2015 which takes place from March 3 to 7, and to keep track of the industry and opportunities.

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#### *Notes to Editors*

#### **1. About MIFF** ([www.miff.com.my](http://www.miff.com.my))

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

#### **2. About UBM Asia** ([www.ubmasia.com](http://www.ubmasia.com))

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and over 1,400 staff in 25 major cities. We operate in 21 market sectors with 160 exhibitions, 75 conferences, 28 trade publications, 18 vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

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