

Malaysian International Furniture Fair 2018 opens March 8

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One of the world's top international furniture fairs is coming next week, with the Malaysian International Furniture Fair (MIFF) taking place from March 8 to 11. As arguably the pre-eminent furniture fair in Southeast Asia, the annual event is poised to continue its growing tradition of leading the local and international furniture trade scene.

This year, MIFF is set to welcome over 6,000 buyers from some 140 countries, reflecting a truly global reach. Since its inception in 1995, MIFF has continued to create business and networking opportunities for hundreds of thousands of participants. According to the official MIFF 2018 website, the fair "is going to be 25% bigger in 2018, expanding to 100,000 square meters spanning two venues – Malaysia International Trade and Exhibition Centre (MITEC), the newest ultra-modern venue that is purpose-built for commercial events and Putra World Trade Centre, another international trade fair location that has hosted MIFF since 1995."

Returning for its 24th edition, MIFF 2018 is transitioning into a new era this year with a brand new concept, called "Design Connects People." The ethos of design connectivity introduces additional new segments to give visitors an abundance of furniture collection, more selection and materials for business needs. This year, new segments of the fair include FDC in Action, designRena, MIFF Timber Mart, and MIFF Office, with links to each of the segments available here.

Last year's show was profiled in Canadian Interiors' July/August 2017 issue:



Furniture export is one of the most important activities in Malaysia's growing economy. Malaysian manufacturers have always produced for the mass market, exporting furniture with great price points to the world's biggest furniture chains, and with North America as one of their most important markets. Given this international reach, the Malaysia International Furniture Fair (MIFF), organized by global b2b events specialists UBM, is one of the most relevant shows for international buyers as well as companies that exhibit in Kuala Lumpur for the southeast Asian market.

You can find the rest of our 2017 MIFF report here, while more information about this year's show is available via the official website, linked here.