

**The AIS  
Furniture Show**



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17-20 January 2020  
Cranmore Park Exhibition Centre



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By Paul Farley Nov 26, 2019

# MIFF prepares to kick off Asian show circuit

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**From 6–9th March, 2020, the Malaysian International Furniture Fair (MIFF (<http://www.miff.com.my>)) returns to Kuala Lumpur's Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC).**

Next year's MIFF is already generating a buzz among its exhibitors, who will be the first to present their products to global buyers when the show kicks off the 2020 Asian exhibition season.

Over 600 suppliers from Malaysia and at least a dozen more exporting countries (including China) will stock up the 100,000 sqm trading floor to welcome a highly diverse visitor base.

With visitors from as many as 140 countries and regions, MIFF offers numerous opportunities for exhibitors seeking to grow their export footprint. The show has emerged as the gateway to South-east Asia's increasingly affluent, young consumers, and a route to new markets in other parts of the world.

"The MIFF brand and experience is very compelling," says MIFF's general manager, Karen Goi. "It has proven again and again how relevant it is in global furniture commerce.

"The trade show has taken a huge step forward after its expansion and design transformation in 2018. The product showcases and quality of design has become much, much better. Modern-day buyers are very discerning and well-informed, and so are exhibitors. They like the value, the business opportunities and experience here because we keep pushing the boundaries to make it better every time."

This year, MIFF featured 600 exhibitors from 14 countries and regions, with over 20,000 attendees including over 6000 international buyers, and achieved record orders of US\$1.01b. MIFF 2020 will maintain the Design Connects People tagline for the third year, to encourage companies to bring ever-more innovative products and generate even more business.

Muar, Malaysia's official Furniture City, will factor strongly, with some 200 manufacturers taking up booths within and without the Muar Hall. Other highlights include: MIFF Office, South-east Asia's largest office furniture showroom; Millennials@Design (mailto:Millennials@Design), a segment targeting Generation Y consumers, managed by award-winning young designers from the MIFF Furniture Design Competition; and MIFF Timber Mart, a trading platform for wood and wood-related materials.



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