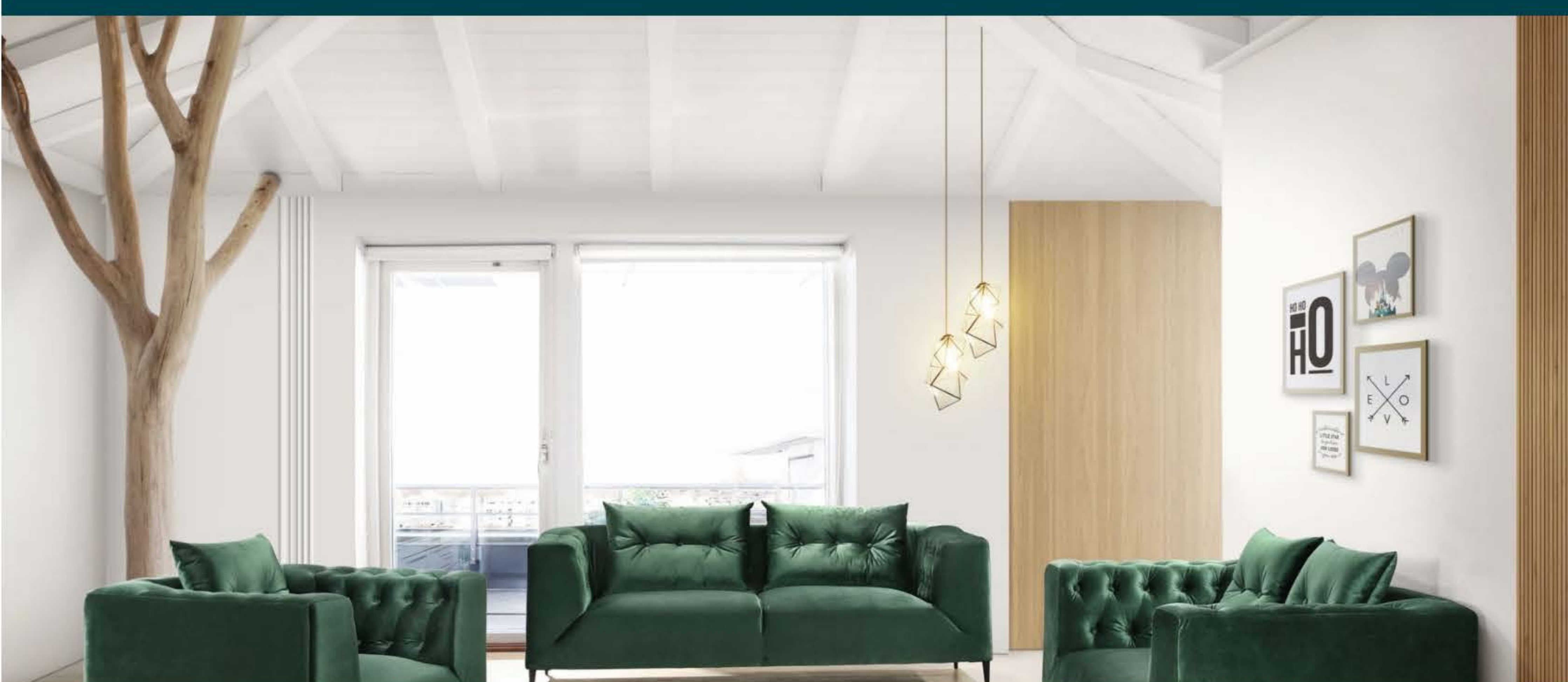


# Why Malaysian International Furniture Fair 2020 is the top destination for design lovers

STAFF WRITER



Inter Sofa Industries sofa set

For anyone intrigued by furniture design, today's evolving market offers a plethora of choices. Whether you are a maximalist, minimalist, or a lover of everything avant-garde, there is something for everyone. But within this vast global market, how does a discerning furniture buyer find exactly the thing that they are looking for? The [Malaysian International Furniture Fair \(MIFF\)](#) has been solving this conundrum for over 20 years now.

The best furniture fair in Southeast Asia and consistently ranked among the top B2B furniture fairs in the world, the Malaysian International Furniture Fair has spearheaded the furniture trade scene since its inception in 1995. A dynamic platform that brings together renowned exhibitors, brands, and buyers, it is the hotbed for discovering the latest in furniture trends and designs, and connecting people and creating business opportunities. And the 2020 edition, which is set to take place in March this year in Kuala Lumpur, promises even more.



Omega Sofa set

Spread over two venues, the ultra-modern Putra World Trade Centre and Malaysia International Trade & Exhibition Centre in the heart of the city, MIFF 2020 will host 600 furniture manufacturers and exporters from across Malaysia, China, Indonesia, Japan, Korea, New Zealand, Portugal, Sri Lanka, and more. Interior designers, architects, and other trade-related buyers can peruse the most innovative and intuitive dining, bedroom, living room, children's room, kitchen, office, and occasional furniture, and accessories, fittings, materials, and hardware options from some of the most well-known brands from around the globe.



Organised by UBM Malaysia, part of [Informa PLC](#), a leading B2B information services group and the largest B2B event organiser in the world, what makes MIFF 2020 stand out is the 360 degree experience it provides both exhibitors and visitors; the theme 'Design Connects People' focuses on brands that are driven by innovation and creativity. Some of the most prestigious Malaysian brands such as Favourite Design, Merryfair, SWS, Step Furniture, Deesse, Inception Design, ChuangHeng, and Wegmans have made use of the exhibition to roll out entire lifestyle concepts and smart designs to captivate buyers, alongside a large number of local manufacturers who can be visited in the Muar Hall (hosted by Muar, the official Furniture City of Malaysia). Also taking part are international brands such as the Turkey-based Norm Hali, known for its artisanal carpets and digitally printed rugs.

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Ker Global Furniture dining set

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Other highlights of the fair include the MIFF Office, the largest showroom space offering a wide range of solutions for new generation workspaces and home offices, and the MIFF Timbermart, catering to those looking at wood and wood-related material. Young guns will find Millennials@Design (MAD) interesting, a curated space featuring cutting-edge designs and futuristic ideas born of 30 young, award-winning, Malaysian designers. There are also a range of free seminars cover a wide range of topics that both industry professionals and those starting out on their own can learn from. Though primarily a B2B event, MIFF 2020 is open to the public on the last day, and to students on Mar 8 and 9.



MAD showcase

MIFF 2020 is expected to be attended by 20,000 visitors including 6,000 international buyers. Don't be the one who misses out!

The Malaysian International Furniture Fair 2020 will be held at Malaysia International Trade and Exhibition Centre and Putra World Trade Centre, Kuala Lumpur from Mar 6-9, 2020. Online pre-registration of visitors is open until Feb 15, 2020. For more information, visit [www.miff.com.my](http://www.miff.com.my)

All images: Courtesy Malaysian International Furniture Fair