

MIFF 2019 presents "Muar: Furniture city of Malaysia" to the World

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Celebrating 25 years of global furniture trade

KUALA LUMPUR, 3 Sep: Muar, recently declared the "Furniture City of Malaysia" by the government, will take centre stage at Southeast Asia's largest industry show next year when the annual Malaysian International Furniture Fair (MIFF) opens its doors again from March 8- 11.

Fresh from its biggest expansion in 2018, MIFF will celebrate its 25th anniversary sharing the limelight with Muar, the driving force that accounts for 70% of Malaysian furniture exports to over 160 countries including top destinations, the United States, Singapore, Japan, Australia and Britain.

Renowned as a robust global trade show where deals are made, MIFF is the world's largest marketplace for top quality Malaysian wood and panel furniture, and the largest procurement hub for workplace solutions via its MIFF Office segment.

"The Muar factor has been an integral part of MIFF from the very start. As we celebrate our 25th-year milestone, it is fitting to pay tribute to the vision and hard-earned reputation of Muar furniture makers who are the trailblazers of Malaysia's rise as a global furniture exporter. This is also an opportune time to reaffirm MIFF's strategic partnership with the Muar Furniture Association (MFA). The remarkable mix of innovation, high-quality craftsmanship and best in design from Muar will all be out there in MIFF 2019 to give visitors yet another exciting buying experience," said **Ms Karen Goi**, MIFF General Manager.

Over 200 Muar manufacturers, making up half of Malaysian exhibitors will converge on the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). The main cluster will be at the dedicated Muar Hall in MITEC organised by MFA while others will be showcasing in curated zones such as the lifestyle setting designRena, MIFF Office and Sofa Hall.

For the full Press Release:



About MIFF, Malaysian International Furniture Fair

MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries and regions across the world. Held annually from March 8-11, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top quality wood furniture and the most extensive office solutions in the region. Since its inception in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organised by UBM Malaysia, a member of UBM Asia, which recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

For more information, www.miff.com.my

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