

MIFF 2018. SMART DESIGN AND A NEW WOOD PLATFORM



62.2% of those attending being trade visitors from Asia.

NATURAL COLOURS AND SCANDINAVIAN DESIGN

The focus on design to drive business growth sees new features such as designRena with a dedicated 15,000 sq.m. space for 50 top Malaysian manufacturers and the return of MIFF Office. Buyers can expect

more unique exhibits and more minimalist European design, in particular Scandinavian style furniture.

"We foresee modern classic and Scandinavian trend will still be shining in 2018 with colours more focused on smoother and comfortable hues" said Mr B.K.Aw, marketing executive of **Deesse Furniture**. Ms Chua Yew Ting, marketing manager of **Ivorie International** said more consumers are looking for environment-friendly furniture with natural colours and Scandinavian designs are a winner with new home owners and young people, also in part because of the affordable prices.

Among niche product exhibitors is **Kedai Bikin**, a local rising name with its line of Malaysian furniture crafted by local artisans and products ranging from loose furniture, light fittings and accessories.

The Sofa Hall, a popular attraction in the show, will be enlarged at its new home in MITEC to accommodate more exhibitors.

NEW SOURCING AND TRADING PLATFORM

MIFF edition 2018 will include a new

segment, MIFF Timber Mart, a one-stop wood and wood-related materials sourcing and trading platform, with the aim to connect visitors to wood related product suppliers and trade buyers from around the world. MIFF Timber Mart is a new access to trading opportunities in the heart of one of the world's most dynamic economic region - Southeast Asia. MIFF Timber Mart will take place in Malaysia International Trade and Exhibition Centre (MITEC), the newest ultra-modern venue that is purpose-built for commercial events.

TIMBER INDUSTRY IN MALAYSIA

Malaysia plays a relevant role in the international timber trade arena, supplying domestic and imported products to a range of countries worldwide. Furniture, plywood and sawn timber are the key exports that placed Malaysia among the top 10 wood exporters in the world. Many of these products, especially furniture and sawn timber, are sold to markets like the European Union and the United States.



The Malaysian International Furniture Fair (MIFF) attracts nearly 20,000 visitors from 140 countries and a strong turnout from neighbouring ASEAN countries, underlining the international reach and popularity of the show as a global sourcing centre and gateway to Southeast Asia.

Covering an extensive range of home and office solutions, besides Malaysia's renowned wood furniture, MIFF 2018 (8-11 March) has already signed up 550 Malaysian and foreign exhibitors including one third of new companies and Malaysian industry big names such as **Poh Huat Furniture**, **Lii Hen**, **Merryfair**, **Eurochairs** and **Wegmans**. With the show expanding by 25% to 100,000 sq. m. from last year, the overall number is set to surpass 600 exhibitors.

The profile of MIFF as an international sourcing hub has been reinforced by the significant number of strong buyers from China, Australia, Japan, India, the United States, the United Kingdom, Taiwan, South Korea, Algeria, Sri Lanka, South Africa and those from Southeast Asian countries attending the show,