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## MIFF 2018. A LARGER AND MORE ATTRACTIVE SHOW

**M**IFF, Malaysian International Furniture Fair concluded its 24th edition on 11th March 2018 with excellent results after a four-day event. Organized by UBM Malaysia, a member of UBM Asia group of companies, MIFF reached a record number of 625 exhibitors from 13 countries in two venues, the Putra World Trade Centre (PWTC) and for the first time the spacious new Malaysia International Trade and Exhibition Centre (MITEC), which co-hosted the annual event. An indisputable international furniture meeting place in Southeast Asia, MIFF grew by 25% to 100,000 sqm, packing 18 halls in MITEC and PWTC. With an established reputation for robust trading, MIFF 2018 gained extra pace from new exhibitors and buyers making up a third of the overall presence. The larger exhibition space created room for the launch of more new initiatives to drive design quality and business opportunities, such as designRena, a curated floor for 80 top Malaysian companies and MIFF Timber Mart. This year show attracted visitors from 135 countries, including 34% of first time attendees.

### LOOKING AHEAD TO 2019

Ms Karen Goi, MIFF General Manager, said: "This year has again reinforced MIFF's global standing

as a very happening and productive sourcing hub. It proves we are effective in drawing new exhibitors, buyers and more products to a much larger show. Generally, exhibitors are happy, they are securing extra business from markets, which they have not encountered before such from Africa and South America. Many have expressed they want bigger booths in MITEC and PWTC to launch more products and scale up their presentations next year. We will be look into more customer-centric and design driven programmes to benefit them for an even better show in 2019, which is the 25th anniversary of MIFF". Dates for the next edition are: 8 - 11 March 2019.

### INTERNATIONAL PRESENCE ON THE RISE

Beside relevant Malaysian players the show welcomed an array of international manufacturers from China, Taiwan, Indonesia, Hong Kong, South Korea, India, Japan, Vietnam, Thailand, Turkey, Singapore and the United States. The largest dedicated local presence is Muar Hall featuring more exhibitors organized by Muar Furniture Association, the country's most prominent industry group and a strategic partner of MIFF. International clusters include regular attractions, China Hall and Taiwan Hall, and the debut of a



group of South Korean companies supported by the Korean Federation of Furniture Industry Cooperatives (KFFIC). MIFF always pays special attention to the office furniture segment, with 120 exhibitors, up 20% on last year.

Three international juries vetted hundreds of entries vying for recognition of design excellence in the MIFF Furniture Design Competition

(FDC) and exhibitor categories, the Best Presentation Award (BPA) and Furniture Excellence Award (FEA). Over 20 winners and merit recipients were awarded at a ceremony held at the Malaysia International Trade and Exhibition Centre (MITEC), the new co-venue of the trade show, on the eve of the closing of the four-day trade show. Datuk K. Yogevaran, Secretary-General of the Ministry of Plantations Industries and Commodities, was the Guest-of-Honour.

This year's FDC drew 304 entries, a 31% increase from 2017. Many of the 20 finalists presented ideas on space saving solutions and their designs are displayed at the new Millennials@Design (MAD) gallery in MITEC.

According to MIFF organizers: "The enthusiastic response from exhibitors and aspiring designers resonates with the new MIFF theme 'Design Connects People'. This is the real success of the awards, to spur greater creativity and bring more excitement and value into the show halls of our trade show.

The furniture industry is always in search of new design ideas. We see more and more innovative products making its way into MIFF. This is very exciting for buyers".

The MAD showcase underlines MIFF's commitment to support young design talent. The gallery also featured market ready products by past winners and finalists of FDC, Pattern Banyak, Tanggam Design Centre by Malaysian Timber Industry Board and Sarawak Timber Industry Development Corporation; top entries of 2018 MIFF Furniture Design Competition (FDC); and FDC in Action. FDC in Action is the latest MIFF initiative to support creative talent. Seven young designers selected from previous FDCs are mentored by MIFF Creative Director Philip Yap to provide product design and booth styling for exhibitors. MIFF 2018 also promoted the inaugural ArtEDecor exhibition to promote aspiring artists as a co-located event at the MATRADE Exhibition and Convention Centre, next to MITEC, as part of its CSR programme to support the creative industry.

Best Presentation Award. The BPA for best booth creativity and product display saw Unique Advance Sdn Bhd declared winner for the Shell Scheme Booth and SJY Furniture (M) Sdn Bhd won the Bare Space Booth top award. The Non-Furniture Booth honour went to Green Panel Products (M) Sdn Bhd.

Furniture Excellence Award. In the Household Furniture category,

Vistawood Industries Sdn Bhd captured the Platinum Award for its baby cot, Sunshine Cot. The Gold Award went to Turkey's children and teens furniture company, Cilek Mobilya A.S for its metal study desk and the Silver Award to Getha Bedding (M) Sdn Bhd for Dream Kingdom Mattress. In the Office Furniture Award, Work Studio System (M) Sdn Bhd stamped their mark to wrest the Platinum Award with Retro System. The Gold Award went to Euro Chairs Manufacturer (M) Sdn Bhd with Elements and the Silver Award was presented to Oasis Furniture Industries Sdn Bhd for Ramma. Hardwood furniture manufacturer Acacia Home Furnishing Sdn Bhd received the Judges Commendation Award.

### A HIGHLY EXPORT-ORIENTED INDUSTRY

MIFF confirms its strong presence as leading global furniture sourcing platform in South East Asia. According to CSIL estimates, Malaysia is among the top 10 world's furniture exporting countries with a strong market share in wood furniture.

The Malaysian furniture industry is highly export-oriented (around two thirds of domestic production is exported). Malaysia furniture export is worth about US\$ 2,3 billion, with major trading partners the U.S. (representing one third of its total furniture exports), followed by Japan, Singapore, Australia and the United Kingdom.



### NEW HIGHLIGHTS IN 2018 INCLUDE:

- designRena an exclusively curated 15,000 sq. m. floor for 80 top Malaysian manufacturers to showcase their products in lifestyle settings
- MIFF Timber Mart a one-stop platform for global wood suppliers and buyers
- Millennials@Design (MAD) gallery featuring export ready furniture by young designers from MIFF Furniture Design Competition (FDC), Pattern Banyak