

# MIFF 2018 OFFICIAL OPENING CEREMONY ON 8 MARCH

By YB DATUK SERI MAH SIEW KEONG,  
HONOURABLE MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES

**MALAYSIAN INTERNATIONAL**



**FURNITURE FAIR 2018**

**08-11 MARCH**

Putra World Trade Centre  
Malaysia International Trade and Exhibition Centre (MITEC)

**KUALA LUMPUR MALAYSIA**



**YAB DATO' SRI MOHD NAJIB TUN ABDUL RAZAK**  
Prime Minister of Malaysia

It is with great pleasure that I extend a warm welcome to all exhibitors and trade visitors to Malaysian International Furniture Fair 2018, and my congratulations to the organiser, UBM Malaysia, for the 24th annual edition of this major trade event.

I am particularly delighted that MIFF can finally realise its much-awaited expansion with the new Malaysia International Trade and Exhibition Centre (MITEC) and co-venue, Putra World Trade Centre (PWTC).

This will open up new opportunities for Malaysian furniture exporters and keep MIFF competitive as a robust market place for global furniture trade.

The Government will continue to focus on high-impact export sectors as well as small and medium enterprises to further accelerate the country's exports. Such efforts include incentives to support the capacity building of SMEs and greater automation in manufacturing including the furniture sector to raise exports.

Another exciting frontier for furniture retailing is the complementary nature of e-commerce to build a global market for their products. Malaysian companies can leverage the world's first Digital Free Trade Zone (DFTZ) outside China at the KLIA Aeropolis DFTZ Park launched by Malaysia and China's Alibaba Group to expand their business and export to more countries.

I wish MIFF a successful year once again.

**1 Malaysia "People First, Performance Now"**

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**DATO' SRI MOHD NAJIB TUN ABDUL RAZAK**



**YB DATUK SERI MAH SIEW KEONG**  
MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES

My congratulations to United Business Media (M) Sdn Bhd for organising the Malaysian International Furniture Fair (MIFF) 2018 at the new Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC).

The furniture industry has great potential to contribute to Malaysia's economic prosperity. This industry has successfully exported its products to more than 160 countries, and this marks Malaysia as the eighth largest furniture exporter globally. Under the National Timber Industry Policy, the furniture industry is targeted to contribute RM12 billion in exports by 2020. The Government will continue to support the development of the furniture industry through various initiatives to ensure its rapid and sustainable growth.

MIFF 2018, which gathers many new international and local buyers as well as visitors provides a huge advantage for Malaysian companies in growing their international profile and securing new markets.

To all exhibitors, buyers and visitors, I would like to welcome all of you and wish you a productive MIFF 2018.

Thank you.

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**DATUK SERI MAH SIEW KEONG**



**YB DATO' SRI MUSTAPA MOHAMED**  
MINISTER OF INTERNATIONAL TRADE AND INDUSTRY

Once again, global furniture trade pivots to the Malaysian International Furniture Fair for its 24th annual edition. I extend my best wishes to all exhibiting companies and international buyers for a successful show. The furniture industry remains an important sector to Malaysia's economy and export earnings. By 2020, it is envisaged Malaysia's furniture exports will reach RM12 billion and the country will be the world's seventh biggest furniture exporter.

We are seeing continuous efforts undertaken by Malaysian companies to transform their business by moving up the value chain from being Original Equipment Manufacturer (OEM) to Original Design Manufacturer (ODM). I urge more manufacturers to shift to this path by elevating innovative design and material use; create high-value products and greater automated production. We need to do more, and we need to move fast given the rapidly changing economic landscape.

I welcome the expansion of MIFF to Malaysia International Trade and Exhibition Centre (MITEC) this year. With this new venue, I am confident that it will bring more opportunities to local companies to increase their customer base and widen their business networking.

MITI will increase efforts to encourage furniture companies to capture more global customer through e-commerce and to increase the visibility of Malaysian companies in the international market place via agencies such as Malaysian External Trade Development Agency (MATRADE), Malaysian Investment Development Authority (MIDA) and SME Corporation Malaysia (SME Corp). Rest assured we are here to assist our companies in their transformative journey.

Thank you.

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**DATO' SRI MUSTAPA MOHAMED**



**YB DATO' SRI MOHAMED NAZRI BIN ABDUL AZIZ**  
MINISTER OF TOURISM AND CULTURE, MALAYSIA  
MALAYSIA INTERNATIONAL FURNITURE FAIR 2018

I am delighted to welcome all exhibitors and visitors to the Malaysian International Furniture Fair (MIFF) 2018.

This high profile international trade show in Malaysia is indeed testimony of our world class facilities, and ultimately, highlights Malaysia's position as a top destination in the Asia Pacific for the Meetings, Incentives, Conventions and Exhibitions (M.I.C.E.) industry.

MIFF has been an impeccable showcase for business tourism with a high diversity of exhibitors and visitors from as many as 140 countries since its inception in 1995. The expansion of MIFF at the new Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) this year deserves applause. Besides, generating more business traffic and stronger economic impact, it also projects MITEC as the new benchmark for events in the country.

Apart from the trade show, there are many exciting attractions and happenings to intrigue our visitors. As such, it is my ardent hope that you take some time off to discover and experience what Kuala Lumpur and our beautiful Malaysia can offer.

Finally, have a wonderful time doing business here and do enjoy your stay here.

'Malaysia Truly Asia'  
#SayangMalaysia

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**DATO' SRI MOHAMED NAZRI BIN ABDUL AZIZ**



**YB DATO' SRI DR HAJI WAN JUNAIDI BIN TUANKU JAAFAR**  
MINISTER OF NATURAL RESOURCES AND ENVIRONMENT

I extend a warm welcome to all exhibitors and visitors to the 2018 edition of Malaysian International Furniture Fair (MIFF) in Kuala Lumpur.

This year marks the 24th year of MIFF and also the long-term partnership between MIFF and the Forest Institute of Research Malaysia (FRIM), an agency under my ministry, since 1995 when the trade show was launched.

MIFF deserves another big pat on the back for expanding the event at the new Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) this year. The emphasis on innovative design and introduction of new segments including the MIFF Timber Mart is commendable and a boost for the local timber industry.

As a leading institution in tropical forestry research in the world, FRIM continues to showcase its depth of timber research and innovative technology at MIFF. FRIM's presence has grown in significance as the institute is stepping up its efforts to commercialise its research and development products under FRIM Incorporated that was established in August 2017.

I wish to personally invite furniture manufacturers, timber suppliers and buyers to visit the FRIM booth in MITEC to find out more about our research and products and as well as potential collaboration opportunities. Our experts will be looking forward to meet you.

Thank You

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**DATO' SRI DR HAJI WAN JUNAIDI BIN TUANKU JAAFAR**



**MR KOH CHON CHAI**  
PRESIDENT, MUAR FURNITURE ASSOCIATION

As a strategic partner of MIFF, Muar Furniture Association (MFA) is very pleased to welcome all exhibiting companies, visitors and industry stake holders to MIFF 2018. Let me also congratulate UBM Malaysia for organising a bigger trade show this year.

As the most dynamic furniture manufacturing hub in the country, Muar accounts for 60% of Malaysian furniture exports to the world. This will continue to grow in the coming years driven by the strong entrepreneurship and strong competitiveness of Muar manufacturers.

Our members and other exhibitors look forward to showcasing inside the spacious and comfortable setting of the new Malaysia International Trade and Exhibition Centre (MITEC). With the additional space, show visitors can expect a stronger presence of manufacturers displaying a wider range of products at the Muar Hall.

Many of our members are already become global exporters. There is still room for Malaysian companies to expand their international share with steady demand growth in traditional and emerging markets.

MFA is proud to continue its strategic partnership with MIFF to advance the Malaysian furniture industry and increase exports. The introduction of more new segments this year brings high quality lifestyle value and choices to buyers, and at the same time, highlight the expertise and capability of Malaysian companies in producing a wide range of quality furniture to truly suit customers' needs.

Thank you for coming and I wish all of you an excellent week.

*[Signature]*

**KOH CHON CHAI**



**MR M GANDHI**  
GROUP MANAGING DIRECTOR OF ASEAN BUSINESS, UBM ASIA

As the doors open to the biggest ever MIFF this week, let me express my appreciation for the support and commitment received by our flagship trade show in Southeast Asia.

Without a doubt, we wouldn't be where we are today without the contributions made by each and every one of you from the local and global industry, and as well as Government ministries and its related agencies.

MIFF has had an incredible journey since its inception in 1995. The trade show has continually evolved to meet the changing needs of consumers and lifestyles. The four-day show truly serves as an important platform not only for inventory stocking but also for networking, knowledge sharing, and driving the industry's future in Malaysia and globally. It is a great feeling to know that MIFF continues to grow in reputation and appeal as reflected in the overwhelming response to our 2018 show. We are focused on accelerating the growth of MIFF and be a good business partner for the mutual benefit of all exhibitors and trade visitors.

Thank you for your participation.

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**M GANDHI**



**YB DATO' DR TAN CHIN HUAT**  
FOUNDER AND CHAIRMAN, MIFF

I cannot remember a year when I was more excited to welcome all of you to Malaysian International Furniture Fair with perhaps the exception of the show debut back in 1995.

The much-awaited expansion of the trade show has finally come and I am very thankful to so many of you, exhibitors, buyers and industry allies, who have been with MIFF every step of the way.

The ultimate hallmark of a top trade show is to create a positive environment to help exhibitors and buyers gain more deals, more value and drive their business forward. I am confident MIFF 2018 will be a major and productive experience for all and set the benchmark even higher as the go-to furniture marketplace in Southeast Asia.

Let me stress that even as it gets bigger, MIFF is grounded in its roots to be a relevant partner for furniture entrepreneurs from every corner of the world. The growing cohort of MIFF exhibitors and diversity of international visitors attests to our long-term commitment to help each other succeed.

The combined 100,000sqm show floor at the iconic Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) will feature more new segments, contemporary lines and strong opportunities for business growth under the distinctive tagline "Design Connects People".

Attractions such as designRena, MIFF Timber Mart, Millennials@Design, FDC in Action and MIFF Office will inspire you with new and lifestyle ideas that you are looking for to take home.

As always, I am looking forward to meet you on the trading floor and networking events to get feedback and your opinions.

Thank you once again for your support and enjoy the show.

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**DATO' DR TAN CHIN HUAT**

## Rules and regulations

- Admission fee: RM20
- No admission to person(s) below the age of 16
- Dress code is strictly business attire
- 8 - 10 March - opening hours: 9.30am - 6.00pm
- 11 March - opening hours: 9.30am - 5.00pm

ORGANISED BY: UBM | STRATEGIC PARTNER: MUAR FURNITURE ASSOCIATION | ENDORSED BY: Ministry of International Trade & Industry, Ministry of Plantation Industries and Commodities, Malaysia External Trade Development Corporation, Malaysian Timber Industry Board, Forest Research Institute Malaysia, MALAYSIAN TIMBER COUNCIL | MEDIA PARTNER: Star, furniture, furnish now | OFFICIAL DIRECTORY: | OFFICIAL MAGAZINE: | TOURISM MALAYSIA, Malaysia Tourism Promotion Board

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