



# MIFF 2019, MALAYSIA, MUAR TOWN WORLD FURNITURE CITY

0

📅 05-10-2018



**Malaysian International Furniture Fair (MIFF), the largest industrial fair in Southeast Asia, will open its doors again on March 8 -11, 2019. Since its largest historic expansion in 2018, MIFF has achieved 70% of Malaysia's furniture exports on its 25th anniversary. he said that he will celebrate with the United States, Singapore, Japan, Australia and Muar, the driving force of 160 countries.**

With its office segment in the far east, MIFF is the largest supplier of wood and panel furniture and business solutions in Malaysia, the world's largest marketplace.

Or The Muar factor has been an integral part of the MIFF since its inception. As the 25th anniversary of the Miff, Muar wants to respect the vision and respectable reputation of Muar furniture manufacturers, the pioneers of Malaysia's rise as a global furniture exporter. This was also an opportunity to confirm the MIFF's strategic partnership with the Muar Furniture Association (MFA). MIF General Manager Karen Goi, Miff 2019'da to give visitors an exciting experience of innovation, high-quality workmanship and the best design will be a remarkable mix of Muar said.

More than 200 Muar producers, half of Malaysian participants, will be united on the Malaysia International Trade and Exhibition Center (MITEC) and Putra World Trade Center (PWTC). Muar Hall's Muar Hall will be a master cluster, while others will be exhibited in private halls and regions with lifestyle décor design such as Rena, MIFF Office and Sofa.

Karen Goi " bir MIFF is a great platform to see the latest products of Muar under one roof. They can find what kind of furniture buyers are looking for in Muar. In 2019, we are returning to maximize the fairground with more products and latest collections. The MFA-MIFF strategic partnership has worked very well since 2013. The diversity of international buyers brings real business opportunities to existing and new companies, which is always increasing the export of Malaysia's furniture and expanding its global network. Uluslararası .

Muar was officially awarded as Malaysia Furniture City in April 2018. At the same time, a 400-hectare Muar Furniture Park was established within two years to house more factories and expand the industry. In order to further support the current industry, the government had previously banned rubber exports in July 2017 to help producers access a competitive supply of raw materials. In the furniture sector Credit incentives were introduced in order to accelerate production, quality and productivity and to encourage automation for production.

Muaar's furniture legacy presented its roots as a wood-based cottage industry until the early 80s. . For decades, the small town has grown to become a competitive global player with 700 factories and is carrying 6,000 - 7,000 containers every month overseas.

This year, MIFF 2019 will host an estimated 650 suppliers from Malaysia and other Asian furniture manufacturers. Buyers will therefore spend more time building the new product range and the expected network with more suppliers

In 2018, the MIFF Fair expanded from 25% to 100,000 m2. It has attracted 625 participants and 20,000 visitors, holding US \$ 984 million.