



Malaysian International Furniture Fair celebrates 25th anniversary in 2019

Organizers partner with Muar Furniture Assn. to promote importance of furniture manufacturing in Muar region

Thomas Russell, September 5, 2018

KUALA LUMPUR, Malaysia – The 2019 Malaysian International Furniture Fair will put a spotlight on the Muar region of Malaysia, which the government has described as the “Furniture City of Malaysia” due to its large number of furniture exports.

The 2019 event, which takes place from March 8-11 in Kuala Lumpur, will also celebrate its 25th anniversary, making it one of the longest running furniture shows in the region. Over the years, the show has come to be known for its promotional to mid-priced case goods and upholstery, as well as its showcase of office and contract furniture. At the latest show this past March, officials reported 625 exhibitors from 13 countries.



The March 2019 show will feature more than 200 exhibitors from the Muar region, which is located south of Kuala Lumpur. In April 2018, government officials dubbed this area as the Furniture City of Malaysia due to its estimated 70% of Malaysian furniture exports to more than 160 countries including the U.S., Japan, Australia and the U.K. Around this time, officials also launched a 988-acre industrial park called the Muar Furniture Park to support growth and expansion of the region’s furniture industry.

“The Muar factor has been an integral part of MIFF from the very start,” said Karen Goi, MIFF general manager. “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 Assn. 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.”

The show will be held at the Malaysia International Trade and Exhibition Center and the Putra World Trade Center. Officials said that a main cluster of Muar exhibitors will be in a dedicated hall in the MITEC organized by the MFA, while others will be showing product in other lifestyle, office and upholstery segments of the show.

“MIFF is the best platform to view the latest productions from Muar all under one roof,” said Keh Wee Kiet, MFA president. “Whatever type of furniture buyers are looking for is produced in Muar. The bigger show means we are returning in 2019 with even more products and the latest collections to max out the display space. 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, and this invariably boosts Malaysia’s furniture exports and expands its global network.”