



TAKE A CLOSER LOOK



There has never been a better time to consider furniture and accessories manufactured in Malaysia. Aside from a diverse collection of fresh and stylish furnishings, Malaysia offers retailers an excellent relationship with the United States and Canada that keeps the costs of importing low, and profits up.

Already, the U.S. is by far the biggest importer from Malaysia, accounting for a third of the export share. Located in the heart of Southeast Asia, Malaysia is the world's 9th largest exporter with approximately USD2.5 billion shipments in 2017 thanks to its ample supply of home-grown rubber wood and other hardwood lumber.

"MIFF IS THE WORLD'S LARGEST MARKET PLACE FOR TOP QUALITY MALAYSIAN WOOD AND PANEL FURNITURE"

A visit to Malaysian International Furniture Fair (MIFF) is a visit to Southeast Asia's biggest industry trade show and the world's largest market place for Malaysian hardwood furniture. Buyers from 140 countries converge on MIFF every March to choose from the extensive range of residential and commercial furniture and as well as component parts. New design trends and quality across a vast array at right price points deliver excellent value to customers.

Presenting The Furniture City of Malaysia - Muar

MIFF provides global buyers the fastest route to Muar which produces 70 % of the country's furniture exports. In April 2018, the southern city was declared "Furniture City of Malaysia" by the government. A 988-acre Muar Furniture Park was launched to expand export capacity. From a humble cottage industry in the 1980s, Muar now has 700

factories and ships 6,000 to 7,000 containers every month.

"MIFF is the best platform to view the latest productions from Muar all under one roof. Whatever type of furniture buyers are looking for is produced in Muar." - Mr Keh Wee Kiet, President, Muar Furniture Association.

Over 200 manufacturers from Muar will share the limelight of MIFF's 25th anniversary show in 2019 at the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). Comprising half of domestic exhibitors, they will be showcasing in Muar Hall and curated zones i.e. designRena lifestyle floor, MIFF Office and Sofa Hall.

Style That Sells

MIFF has products across every home furnishing category for your store. It is also where you'll find the largest showcase of



office furniture in Southeast Asia via MIFF Office, MIFF 2019 will feature 650 suppliers from Malaysia and other top Asian furniture producers.

Mr Randy Fiser, CEO, American Society of Interior Designers, visited MIFF 2018 for the first time and here is what he has to say: *"We had a great experience here, and we were able to expose American designers to what Malaysia has to offer. It was great to see products similar to those offered in the U.S. here but they were more interesting to us because the designs had a Malaysian influence which was not found in North America."*

Family Legacy, Craftsmanship, State-of-the-Art Machinery

Most Malaysian furniture companies are family-owned and have been passed down to the second generation and beyond, keeping alive decades of skills, entrepreneurial spirit and long-term business relationships. Automated technology

has increasingly been adopted. Craftsmanship remains uncompromised and skilled manual labor devote meticulous attention to the finishing touches.

"NOW MORE THAN EVER BEFORE, U.S.-BASED FURNITURE RETAILERS AND WHOLESALERS CAN BENEFIT FROM CULTIVATING ADDITIONAL SOURCES OF SUPPLY."

Right Price Points for Extra Profitability

Not only do Malaysian manufacturers offer quality and style, they also have the capacity and ability to deliver exceptional value for their North American customers at the right price points, flexible order size and mixed containers.

Hedge Against Tariffs & Supply Chain Disruptions

Now more than ever before,

U.S.-based furniture retailers and wholesalers can benefit from cultivating additional sources of supply. Malaysia used to be a British colony and English is widely spoken. It is the the main language of major businesses

According to the World Bank's Doing Business Report 2017, Malaysia is the 23rd most business-friendly economy in the world. Travelers from the United States and Canada do not need a visa if they are coming for business or tourism for 90 days or less.

What Buyers Say About MIFF

"It is my first time here and I find it very nice. There's a huge global presence in the fair and I can clearly see what is going on around the world and in which country, like trends and new technology used in furniture. I came for sofas, beds and dining sets and there's really a huge variety. Coming here has

exposed me to so many things and I will surely be back next year." - Sarang Waghmerer, Wishful Homes, India.

"This is my first time in Malaysia and I like it very much. Although both venues are good, I like MITEC a lot and I think it's beautiful. My trip to Malaysia was fruitful and I felt my time in MIFF was well spent. I viewed some very nice furniture and saw new models of products. The furniture and other products are really creative and of good quality." - Tarek Abasy, Wood Line Furniture, Egypt.

across 18 halls at MITEC and PWTC. Exhibitors increased 13% to 625 companies, orders rose 5% to US\$984 million and visitor attendance from 134 countries was 7% higher at 20,000 including 5,866 from overseas.

Malaysian International Furniture Fair

Held annually from March 8-11, MIFF offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top-quality wood furniture and

most extensive office solutions in Southeast Asia.

Launched in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organized by UBM Malaysia, a member of UBM Asia, which recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

For more information, visit www.miff.com.my or email: info@miff.com.my

Taking Records to New Heights

In 2018, MIFF expanded 25% to fill a million square feet



8-11 March
MITEC & PWTC
Kuala Lumpur, Malaysia
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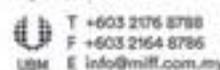
**1 FAIR, 2 VENUES,
18 HALLS**

1,000,000 sqf | 650 exhibitors

Featuring:



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**The Largest Global
Furniture Trade Show in
Southeast Asia**