

Press Release

UBM AND MUAR FURNITURE ASSOCIATION HOLD PRE-MIFF 2018 SYMPOSIUM AND DINNER FOR FURNITURE COMPANIES IN SOUTHERN REGION

MUAR, Dec 14: With the biggest ever Malaysian International Furniture Fair (MIFF) just eight weeks away, show organiser UBM Malaysia and strategic partner, Muar Furniture Association (MFA), held a pre-exhibition symposium and dinner for industry players in the southern region here tonight.

The packed affair held at SKT Banquet Hall was to update MIFF exhibitors who will be showcasing at the new Malaysia International Trade and Exhibition Centre (MITEC) during MIFF 2018 and leading industry event in Southeast Asia from March 8-11.

Nearly 200 representatives from as many as 100 furniture companies in Muar and Batu Pahat attended the event. They include major exporters such as Poh Huat Furniture Industries, Chuan Heng Furniture Products, Ivorie International, Favourite Design, Mobilia Design, Sin Wee Seng Industries and SSH Furniture.

MIFF 2018 will be the biggest ever in its 24-year history and feature a record 600 companies from at least 12 countries. The trade show to be held in MITEC and Putra World Trade Centre will expand by 25% to reach 100,000 square metres with a new tagline "Design Connects People".

"The overwhelming response to our gathering today reflects the excitement of the exhibitors over the new MITEC venue and their expectations of high quality support and service from us again. Many of them are major long-term exhibitors of MIFF and the rest are young companies that look to MIFF as their platform to build a global export base," said MIFF General Manager Ms Karen Goi.

"It was an opportune time to update the exhibitors of the preparations for the 2018 show especially of the extensive international marketing programme to attract more buyers and the hassle-free logistics at MITEC to ensure exhibitors can fully concentrate on serving show visitors."

She attributed the success of the pre-exhibition event to the collaborative partnership between MIFF and MFA led by its President Mr Koh Chon Chai.

MIFF Founder and Chairman Datuk Dr Tan Chin Huat and UBM ASEAN Business Managing Director Mr M Gandhi were also present. .

The purpose-built MITEC is the new landmark for the exhibition industry in Malaysia and will host several new MIFF attractions namely designRena, a curated lifestyle setting showcase featuring 80 top Malaysian manufacturers, Muar Hall, Sofa Hall, International Hall, Millennials@Design gallery and MIFF Timber Mart.

Muar is well known as the furniture capital of Malaysia, the world's eighth largest furniture exporter. The township accounts for over 40% of Malaysia's furniture exports which are renowned the world over for top quality wood products.

Notes to Editors

About MIFF (www.miff.com.my)

MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries across the world. Held annually from March 8-11, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top quality wood furniture and the most extensive office solutions in the region. Since its inception in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organised by UBM Malaysia, a member of UBM Asia group of companies owned by UBM plc, the largest pure-play B2B Events organiser in the world.

MEDIA CONTACT

Ms Kelie Lim

Tel: +603-2176 8788

Fax: +603-2164 8786

Email: Kelie.Lim@ubm.com