

Press Release

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2015 TURNS UP THE HEAT TO KICK OFF ASIA SEASON

KUALA LUMPUR, Mar 3: Buyers flocked to Southeast Asia's leading furniture fair when the 21st Malaysian International Furniture Fair (MIFF) opened Tuesday to kick off the buying season in Asia.

Yang Berbahagia Datuk Himmat Singh, Secretary General, Ministry of Plantation Industries and Commodities representing Yang Berhormat Datuk Amar Douglas Uggah Embas, Minister of Plantation Industries and Commodities, Malaysia officiated the annual show that brought together over 500 exhibitors from 15 countries in one of the most robust trading platforms in the global furniture industry.

Organised by UBM Malaysia, the five-day event at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC) has drawn 10% new exhibitors and strong pre-registration of first time attendees from all over the world.

Buyers will be kept busy with the wide displays of newest products and selections from Malaysia, China, Taiwan, Indonesia, Hong Kong, Singapore, South Korea, United States, India, Spain, Bulgaria, Italy, Japan, Finland and France packing 80,000 square metres of exhibition space.

The show offers the full range of furniture with extensive selections of modern and contemporary styles for dining, bedroom, living room, office, children, occasional, outdoor as well as furniture fittings and hardware.

Based on visitor trend, MIFF 2015 is anticipated to attract attendees from as many as 140 countries and regions, drawn by the solid reputation of value and quality products of the show.

The high diversity of attendees has made MIFF increasingly attractive as the gateway to new markets in Southeast Asia and other emerging regions including East Europe, South Asia, East Asia, Africa and the Middle East.

Last year, the show was visited by nearly 20,000 including 6,171 international buyers from 141 countries and regions, and orders again hit a high of US\$892 million from US\$854 million in 2013.

For the first time, state agency Malaysian Timber Council has teamed up with MIFF and China-based Malaysian designer Philip Yap to present a showcase called "Designing with Malaysian Hardwood – Collection N° 1" featuring contemporary living and bedroom sets made of *Sepetir*, a light golden brown tropical hardwood, at PWTC.

Other highlights includes five seminars starting Wednesday to enhance networking and educational opportunities with international industry experts, among them



design consultants, Enrico G.Cleva, Roberta Mutti and Franz Rivoira of Italy, as well as Arlene Flecha and Jake Miller from the United States Consumer Product Safety Commission.

Taking place on Thursday is the announcement and presentation of prizes to the winners of the young talent MIFF Furniture Design Competition and top exhibitors for best product and booth displays. The prototypes of the 10 finalists of the design competition are displayed at MECC.

Walk-in registration counters are open during the show time from 9.30am to 6pm daily from Mar 3 (Tuesday) to Mar 6 (Friday) and 9.30am to 5pm on Mar 7 (Saturday).

MIFF is among a dozen key industry shows in Asia owned by UBM, that includes Furniture China, Index Trade Fairs Mumbai, Indonesia International Furniture Expo and FIDexpo in Russia.

Dato' Dr Tan Chin Huat, MIFF Chairman, said: "The overall response reflects the importance of MIFF as a highly effective trade platform in the international market place, one that stands out for value, quality, variety and world class show experience. Our goal is always to continue and develop MIFF to benefit exhibitors and buyers alike. We strive to make the show even better every year."

Jime Essink, President and CEO, UBM Asia, said: "The trade show industry still has plenty of room to grow in Southeast Asia. We are excited that, finally, more exhibition space will be ready in Kuala Lumpur by 2017. This will open exciting opportunities to expand and bring more events here. The launch of the ASEAN Economic Community from this year will be another key driver for the show industry in the region."

For more information on the event, highlights and exhibitor profiles, visit www.miff.com.my

Notes to Editors

About MIFF (www.miff.com.my)

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

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