

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2015 READY FOR LAUNCH

Opens 2015 Buying Season in Asia

KUALA LUMPUR, Feb 16: The Malaysian International Furniture Fair 2015 is all geared up to open the first industry trade event of the year in Asia on Mar 3 with packed show floors at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC).

Organised by UBM Malaysia, the five-day annual event and Southeast Asia's largest industry platform will feature 500 exhibitors from 14 countries and regions and primed to live up to its reputation as a robust trading platform as a top 10 global furniture show.

Visitor pre-registration is overwhelming with a strong number of first-timers. The show has a track record of drawing overseas attendees from 141 countries.

Besides Malaysia, the 21st edition of MIFF will feature exhibitors from China, Taiwan, Bulgaria, Korea, Indonesia, Hong Kong, Spain, USA, Singapore, Italy, France, Japan and Turkey filling up 80,000 square metres of booth space.

China and Taiwan pavilions are located at PWTC while Muar Hall, helmed by producers from Malaysia's main furniture hub, is in MECC.

A new showcase entitled "Designing with Malaysian Hardwood" will take the centre stage in PWTC in a first-time collaboration of state agency, Malaysian Timber Council and MIFF, with China-based Malaysian designer Philip Yap on designing with Malaysian hardwoods. Called "*Collection N^o 1*", it features contemporary living and bedroom sets made of *Sepetir*, a light golden brown tropical hardwood.

Potential visitors are already getting a headstart even before MIFF 2015 opens, thanks to the free MIFF app which has more business friendly and social interaction features that allows them to search for exhibitors and products in advance, and to keep in touch with fellow buyers.



The app compatible with iOS and Android can be downloaded from Apple App Store or Google Play Store.

A major show side-bar is the series of five industry seminars from March 4 to 6 that will highlight current trends and bring attendees face-to-face with international industry experts.

Among the speakers are Italian industry consultant Enrico G. Cleva who will share his take on new trends in furniture design while compatriots Roberta Mutti and Franz Rivoira will focus on products and lifestyle. A two-member panel from the United States Consumer Product Safety Commission will make a presentation on the requirements for furniture sold in the U.S.

The MIFF Furniture Design Competition (MIFF FDC) with 220 entries reaches a climax on Mar 5 with the winner selected by an international jury to be announced at a prize presentation ceremony. The Malaysian Timber Council is a sponsor this year.

The works of the 10 finalists will be showcased during MIFF at Hall A, MECC. Design students are welcomed to visit the showcase by pre-registering on www.miffdc.com.

Last year, MIFF had 503 exhibitors from 12 countries and a 6% increase in attendees to nearly 20,000 including 6,171 international buyers. It posted a record turnover of US\$892 million.

Ms Karen Goi, MIFF General Manager, comments: “This is the most exciting run up to MIFF as signs of recovery in global demand picks up further. The momentum shows MIFF continues to gain international prominence. We have a great mix of regulars and new exhibitors bringing latest collections and innovative products for genuine business opportunities. We are just waiting to open the show.”

MIFF 2015 opens at 9.30am to 6pm daily from Mar 3 (Tuesday) to Mar 6 (Friday) and 9.30am to 5pm on Mar 7 (Saturday).

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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