

## PRESS RELEASE

### **MIFF 2019 PRESENTS “MUAR: FURNITURE CITY OF MALAYSIA” TO THE WORLD *Celebrating 25 years of global furniture trade***

**KUALA LUMPUR, 3 Sep:** Muar, recently declared the “Furniture City of Malaysia” by the government, will take centre stage at Southeast Asia’s largest industry show next year when the annual Malaysian International Furniture Fair (MIFF) opens its doors again from March 8-11.

Fresh from its biggest expansion in 2018, MIFF will celebrate its 25<sup>th</sup> anniversary sharing the limelight with Muar, the driving force that accounts for 70% of Malaysian furniture exports to over 160 countries including top destinations, the United States, Singapore, Japan, Australia and Britain.

Renowned as a robust global trade show where deals are made, MIFF is the world’s largest market place for top quality Malaysian wood and panel furniture, and the largest procurement hub for work place solutions via its MIFF Office segment.

“The Muar factor has been an integral part of MIFF from the very start. As we celebrate our 25<sup>th</sup> 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 Association (MFA). 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,” said Ms Karen Goi, MIFF General Manager.

Over 200 Muar manufacturers, making up half of Malaysian exhibitors, will converge on the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). A main cluster will be at the dedicated Muar Hall in MITEC organised by MFA while others will be showcasing in curated zones such as the lifestyle setting designRena, MIFF Office and Sofa Hall.

“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. The bigger show means we are returning in 2019 with even more products and 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 boost Malaysia’s furniture exports and expands its global network,” said Mr Keh Wee Kiet, MFA President.

Muar was officially accorded “Furniture City of Malaysia” in April 2018. At the same time, a 400-hectare Muar Furniture Park was launched to be ready in two years to accommodate more factories and expand the industry. To further support the vibrant industry, the government had earlier banned rubberwood exports in July 2017 to help manufacturers access a supply of competitive raw material. Loan incentives were also introduced to encourage greater automation to speed up production, quality and efficiency.

Muar's furniture heritage traces its roots back to the early 80s as a wood-based cottage industry. In a matter of decades, the small town rose above itself to transform into a competitive global player with 700 factories and shipping 6,000 – 7,000 containers overseas each month. Over half a dozen big names are public-listed such as Poh Huat, SWS, SK Furniture, Lii Hen and Wegmans, all regular exhibitors in MIFF.

MIFF 2019 will feature an estimated 650 suppliers from Malaysia and other top Asian furniture producers. Buyers will likely need to spend more time to explore the range of new products and network with more suppliers expected.

In 2018, the show expanded 25% to 100,000 sqm. It attracted 625 exhibitors and 20,000 visitors from 134 countries, closing with record orders worth US\$984 million.

For more information, visit [www.miff.com.my](http://www.miff.com.my) or email: [info@miff.com.my](mailto:info@miff.com.my). To get latest news and insights, follow Furnish Now by MIFF (FB) | ubmMIFF (Youtube) | Furnish Now MIFF (LinkedIn) | Furnish Now by MIFF (IG).

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## Notes to Editors

About MIFF ([www.miff.com.my](http://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 and regions 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, which recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

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