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MIFF 2025 aims to achieve 5pc sales rise

KUALA LUMPUR: The Malaysian International Furniture Fair (MIFF) 2025 aims to achieve a five per cent increase in sales this year against on-site sales of US\$1.28 billion (US\$1 = RM4.43) last year.

MIFF founder and chairman Datuk Tan Chin Huat expects the four-day event, to be held in two venues, to achieve better results this year despite last year being MIFF's 30th anniversary with a record 715 exhibitors from 15 countries and regions.

"We are looking forward to having better results in 2025," he said at the MIFF 2025 pre-show press conference and industry networking event here.

A statement said MIFF 2025 will take place from March 1-4 at the Malaysia International Trade & Exhibition Centre and the World Trade Centre Kuala Lumpur.

It will occupy a gross area of 100,000 square metres across 17 exhibition halls and will be Southeast Asia's largest and most global furniture event, with close to 700 confirmed exhibitors.

MFF general manager Kelie Lim said other than Malaysian exhibitors, the others are from Vietnam, Singapore, Indonesia, India, Thailand, Hong Kong and the USA. The largest groups are from China, Taiwan, Japan, and South Korea. About 20,000 attendees are expected with 8,500 visitors already registered.

In addition to the extensive variety of furniture, MIFF 2025 stands out for its unri-

valled showcase of Malaysia's solid wood furniture and MIFF OFFICE, the region's biggest collection of workspace solutions, the statement said.

There will be more products made from regenerated oil palm waste this year in collaboration with Japan's Panasonic Housing Solutions and Shantawood, one of Malaysia's largest chair producer, the statement said.

Two key events held in conjunction with MIFF 2025 are the inaugural KL iDesign Week to elevate Asian designs, made possible in partnership with Guangzhou Design Week, and the return of My Favourite International Design Awards to highlight exceptional architecture and interior design.

The Forest Research Institute Malaysia and the Malaysian Timber Industry Board will showcase green practices in developing sustainable furniture.
-Bernama