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AN ESTIMATED 700 exhibitors from 12 countries and regions are expected to take part in the 31st edition of the Malaysian International Furniture Fair (MIFF).

The event, which will take place from March 1 to 4, will be held across two venues, the Malaysia International Trade and Exhibition Centre (Mitec) and World Trade Centre Kuala Lumpur (WTCKL).

MIFF, South-East Asia's leading furniture event, is Asia's first this year, showcasing trends, innovations and the largest gallery of made-in-Malaysia furniture to global buyers.

The exhibition features 17 exhibition halls across both venues, spanning 1,076,391 sq ft.

It has so far attracted exhibitors from Malaysia, Vietnam, Japan, South Korea, Singapore, Indonesia, Taiwan, India, China, Thailand, Hong Kong and the US.

"It is vital that we remain open and welcoming to professionals from across the globe.

"This way, we can explore new opportunities, stay relevant and add value to businesses while reinforcing MIFF's pivotal role in the global supply chain," said MIFF founder and chairman Datuk Dr Tan Chin Huat during a press conference held at Mitec.

Also present were MIFF general manager Kelie Lim, Muar Furniture Association (MFA) president Steve Ong Yeou Huan, MFA secretary-general Goh Song Huan, Informa Markets Malaysia country general manager Gerard Leeuwenburgh, Forest Research Institute Malaysia (FRIM) product

# Showcasing Malaysia's furniture to the world

Event expects to welcome 20,000 visitors from 140 countries



(From left) Sharmiza, Farydatul, Lim, Tan, Ong and Goh at the press conference held at Mitec.

certification services managing director Dr Sharmiza Adnan, Malaysian Timber Industry Board (MTIB) deputy director-general (development and commercial) Farydatul Nazly Mohd Zin and Star Media Group chief business officer Lydia Wang.

Based on last year's success, MIFF expects to welcome 20,000 attendees from 140 countries and

regions this year. Ongoing pre-registrations have surpassed 8,500 visitors from more than 115 countries and regions.

With a surge in first-time visitors in recent years, MIFF is extending its Valued Visitor Privilege programme, offering free accommodation to early-bird newcomers.

Apart from the extensive furni-

ture variety, MIFF stands out for its unrivalled showcase of Malaysian solid wood furniture and the MIFF Office, the region's biggest collection of workspace solutions.

Numerous local manufacturers have signed up for MIFF, including renowned exporters such as Ecomate, Merryfair, Wegmans, Poh Huat, WA Furniture, Favour-

ite Design, Triswift, Inspiwood, SWS and Johann & Joann.

Sustainable offerings include furniture made from regenerated oil palm waste, made in collaboration with Japan's Panasonic Housing Solutions and Shantawood, Malaysia's largest chair producer.

"Sustainability remains a key focus area for us. We have been advocating the importance of design sustainability for nearly a decade," said Lim.

"Many of our exhibitors are also attuned to market trends, embracing sustainability and incorporating eco-friendly practices into their materials and product offerings, driving this critical direction within the industry," she added.

The Muar Hall is a key attraction that will showcase Muar's top furniture brands and products, while the designRena Hall will display Malaysia's finest furniture collections.

Visitors are encouraged to register by Feb 14 for complimentary access to both venues.

Free shuttle services between venues are also available.