

THE Malaysia International Furniture Fair (MIFF) 2022 in Kuala Lumpur features 200 exhibitors from 11 countries and regions.

It is being held at Malaysia International Trade and Exhibition Centre (Mitec) and World Trade Centre Kuala Lumpur until today.

Apart from Malaysian exhibitors, the others are from China, India, Indonesia, Italy, Gabon, Singapore, South Korea, Taiwan, Thailand and Vietnam.

The event was launched by Malaysia External Trade Development Corporation (Matrade) deputy chief executive officer Abu Bakar Yusof (on behalf of Matrade CEO Datuk Mohd Mustafa Abdul Aziz) alongside MIFF founder and chairman Datuk Tan Chin Huat and Muar Furniture Association (MFA) president Steve Ong.

In his opening address, Tan said global furniture retailers were understandably anxious over disrupted supply chains and were eager to source for more suppliers as economies recover.

"This is why MIFF decided to open its doors now even though our event usually takes place in March annually.

"As the country's largest furniture export platform, MIFF is here to support the recovery of our national economy and to deliver the message that Malaysia is back in business," he added.

The event also provides pragmatic digital opportunities through MIFF Furniverse, an online exhibition initially launched in 2020.

This year, there is a special MIFF Furniture Lounge at Mitec to connect with buyers and exhibi-

Furniture fair brings big players to the table

Trade centres play host to 200 local and international exhibitors



(From third left) Ong, Abu Bakar and Tan after presenting prizes to the winners of MIFF Furniture Design Competition 2020 and 2021 at the event in Kuala Lumpur. — ONG SOON HIN/The Star

tors who were unable to travel to Malaysia.

Abu Bakar remarked that modern furniture needed to be multi-functional without forgoing environmental, social and governance regulations in the process.

"We need to look at sustainability as global customers also require suppliers to comply with these regulations.

"The related industries along the supply chain, like vendors who supply parts to manufacturers, can further benefit from automation as it can address labour short-

age issues and prepare them for the Fourth Industrial Revolution (IR 4.0).

"This is where MFA can come in to encourage more players to pivot towards automated systems," he added.

Abu Bakar said Malaysia's export of furniture was valued at RM12.58bil in 2021 compared to RM12.86bil in 2020.

Ong said: "High quality wood and raw materials have always been our branding over the last three decades.

"The profile of international

buyers and organised buying missions shows huge interest in Malaysian furniture and high potential export opportunities.

"This is a good sign for the majority of our manufacturers who are in the export business."

The opening ceremony was followed by a prize-giving session for the winners of the MIFF Furniture Design Competition (FDC) 2020 and 2021.

The winners in order from first place to second runner-up in 2020 were Toru Tan (Universiti Putra Malaysia), Lim Joe Yi (The One

Academy) and Danish Harun Arisanuar (Universiti Teknologi Mara, (UiTM) Melaka).

The Best Mentor Award in 2020 went to Abu Bakar Abdul Aziz (UiTM Melaka) while Southern University College bagged the Best Institution Award.

The FDC 2021 winners from first place to second runner-up were Natelie Kang Zhi Le (Asia Pacific Institute of Information Technology), Kelven Liew Kae Wen (OUW Malaysia KDU Penang University College) and Muhamad Irfan Mohamad Anuar (UiTM Puncak Alam).

The Best Mentor Award for 2021 went to Ooi Aik Khong (Asia Pacific Institute of Information Technology) and UiTM Puncak Alam snagged the Best Institution Award.

Mock-ups of the winners' respective designs are on display at the xOrdinary space of the fair.

Entries for MIFF FDC 2023 are now open, with the theme, "Post Pandemic Workspace".

The aim is to nurture young design talents for Malaysia's furniture industry.

Visit www.miff.com.my or email info@miff.com.my for information.