

Event News

Malaysian International Furniture Fair (MIFF) 2022

6-9 July 2022

Kuala Lumpur, Malaysia



admin • September 1, 2022 • 0 comments • 789 likes • 3 minutes read



A Successful Restart

Malaysian International Furniture Fair (MIFF) 2022 was the first in-person international furniture industry trade fair in Southeast Asia to open this year. As the region's top show for home-, office- and commercial furniture, the highly anticipated event was held successfully from July 6-9 at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL). FurnitureAndFurnishing.com covered the show in person.

Predominantly a showcase for top Malaysian exporters, MIFF 2022 hosted 192 exhibitors from 11 countries and regions. The organisers reported a total of 10,017 visitors coming from 94 countries and regions. Interestingly, first time visitors made up 40% of the visitor traffic.

Prior to the event, MIFF implemented an aggressive international advertising and promotion campaign. In addition, it continued a long-time practice to offer a Valued Visitor Privilege (VVP) Programme that provided international buyers to attend in person (first 200 registrant) with a complimentary 3-night hotel stay. The organisers also hosted several international journalists and buying delegations. These probably contributed positively to the better-than-expected visitor turn-out.

While the scale of the 2022 show was significantly smaller with an obvious absence of many major local manufacturers and exporters from Muar and Klang Valley areas, all major categories were represented. As expected the number of visitors was considerably reduced compared to its last event in 2019. Nevertheless, the event was well organised as always. The feedback from exhibitors and buyers we spoke to both during and after the event were mostly positive.



“We were optimistic that the outcome would be good but it totally exceeded our expectations. Exhibitors are very happy with the strong orders and the brisk buying attests to the variety and quality of products here. MIFF remains a solid sourcing platform in global furniture commerce, it has proven its resilience and relevance,” said Ms Karen Goi, General Manager of MIFF.

An after-event survey showed USD199 million on-site sales was generated during the four-day exhibition. For those who were not able to visit the show, an online platform was available to serve them. Named MIFF Furniverse, the digital business-matching service was introduced to mitigate the lack of a physical fair when COVID-19 first started. Likewise MIFF 2022 was supported by this platform and service started before the fair and continued for some days after the physical show concluded.

All work and no play makes Jack a dull boy. There was a welcome dinner party for international journalists and buying delegation on the first evening of the fair. At the end of the second day after exhausting discussions and negotiations was the traditional Buyers & Exhibitors night that has always been very popular with international buyers. This time it was organised in the form of a Reunion Party with abundance of food and drinks with accompanying entertainment held at MITEC.



John Wogan, Chairman, Vida Living

! *"Always a pleasure to be at MIFF"*



Jenny Koh, Group COO, Matsushita Greatwall Corporation

"MIFF has always been an excellent showcase of quality Malaysian products"



(Right) Dian Novita Sularko, Merchandising Manager, PT Home Center Indonesia with her colleague

"MIFF is a refreshing experience and provides new insights on the latest trend for retailers"



(Right) Zan Haliru, Chief Commercial Officer, HipVan with her colleagues and our chief editor Casey Loo

“Although it was not as crowded as in the past, there were still plenty of folks to meet – both suppliers and competitors alike!”



Vijai Subramaniam, Chairman, Royaloak with his brother

“MIFF is a good platform to both buy and sell”



(Left 5) Richard Koh, Group Executive Chairman, Star International with his team and our chief editor Casey Loo

"MIFF is an important event in the region and very helpful to retailers"

According to the organisers, the show will return full scale from March 1- 4 next with a projected scale of 80,000 sqm to host over 500 exhibitors at the same two venues.

The 2022 edition has been a promising restart not only for MIFF but the region's industry events. We do hope its next edition will see a full return to its former glory.