

It's not a sea of rattan anymore. MIFF 2017 shows a country and industry that is celebrating the creative spirit of design and uncovering young talent to support and grow Malaysia's thriving furniture sector.

Furniture export is one of the most important activities in Malaysia's growing economy. Malaysian manufacturers have always produced for the mass market, exporting furniture with great price points to the world's biggest furniture chains, and with North America as one of their most important markets. Given this international reach, the Malaysia International Furniture Fair (MIFF), organized by global b2b events specialists UBM, is one of the most relevant shows for international buyers as well as companies that exhibit in Kuala Lumpur for the southeast Asian market.

from Malaysia, but with a broadening international range, the show is growing a sense of local design. Many initiatives are supporting the creation of a national design industry, to sustain a sector with businesses able to compete in the global markets. The show, the government and local furniture industries are strongly investing in the creation of a young generation of Malaysian designers able to leverage the national manufacturing capabilities to create furniture with an international taste but with a local character.

