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Sales orders for MIFF likely to break 2009 record of US\$710m

KUALA LUMPUR: Sales orders for Malaysian International Furniture Fair 2010 (MIFF 2010), which kicks off today, are expected to surpass last year's record US\$710mil.

The trade show recorded total sales of US\$690mil in 2008 and US\$667mil in 2007.

MIFF 2010 will showcase the best of Malaysian furniture at Putra World Trade Centre, Kuala Lumpur Convention Centre (KLCC) and the Matrade Exhibition and Convention Centre (MECC) from March 2 to 6.

The venues have a combined exhibition space to over 80,000 sq m.

The exhibition is expected to attract 500 local and foreign exhibitors including from China, Indonesia, Hong Kong, South Korea, Singapore, Thailand, Vietnam, the United States, Britain, Turkey, Taiwan and Japan.

Since it began in 1995, the annual fair organised by MIFF Sdn Bhd has received good response from exhibitors and foreign visitors.

Last year, it attracted 19,705 visitors, including 6,809 from 137 countries. This year's event is expected to draw over 20,000 visitors.

MIFF is endorsed by the International Trade and Industry Ministry, Plantation Industries and Commodities Ministry, Malaysian Furniture Promotion Council, Malaysian Timber Industry Board, Malaysian Timber Council, Malaysia External Trade Development Corp, Malaysian Tourism Promotion Board and Forest Research Institute Malaysia.

At a welcome reception last night, MIFF managing director Datuk Tan



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Chin Huat said the federation would be organising three competition in conjunction with MIFF 2010 - Furniture Excellence Award, Best Presentation Award and the Ideation Award.

"The Ideation Award is held for the first time to offer students a platform to showcase their designs with an aim to nurture more young designers," he added.

A new segment, ID Trends, will be introduced at MECC this year. Highlights of ID Trends include a showhouse, an ID Square where visitors can get advice from local interior designers, as well as product demonstrations and presentations. ID Trends is open to the public from March 3. Admission is free.

Visitors can also expect furniture made from "green" materials, which include palm oil, fibre and wood-plastic components made of wood waste, rice husk, *kenan* fibre and sawdust.

Interior designer Eric Leong will also host a talk show in which he will present interior design and colour trends for 2010 and a step-by-step home make-over project.

MIFF 2010 is open to trade visitors and invited guests. The public will only be admitted on March 6.

It is open from 9.30am to 6pm daily. Entry fee is RM20 for the whole duration of the show.

● For details, visit <http://www.miff.com.my> or call 03-9282 2888.