

MFFM

M A L A Y S I A
FURNITURE FURNISHINGS MARKET

4 - 6 Sept 2025
World Trade Centre Kuala Lumpur



photo courtesy by Fella Design Sdn Bhd

A PREMIER B2B EXHIBITION

CONNECTING MARKETS

EXPANDING BUSINESS HORIZONS

www.mffmfurniture.com



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MFFM: YOUR GATEWAY TO MALAYSIA AND BEYOND

MFFM, Malaysia's premier B2B furniture trade show, uniquely designed to connect industry players with one of Asia's most dynamic markets. As the first event of its kind to integrate both domestic and export markets, MFFM offers a strategic platform for businesses to tap into the fast-growing demand for quality furniture and furnishings in Malaysia and across the region.

More than just a marketplace, MFFM 2025 fosters networking, partnerships and business opportunities. It is an ideal environment for industry players looking to expand their reach in Southeast Asia, a region recognised for its strong growth

potential. With access to key buyers, retailers, distributors and project buyers from Malaysia and beyond, the event provides valuable opportunities to explore new business ventures and strengthen market presence.

Malaysia has earned its reputation as a trusted supplier of high-quality furniture globally. With a growing domestic market, MFFM 2025 offers businesses the chance to establish and grow their market share within this expanding arena, contributing to the future of the global furniture industry.



MFFM is not just an exhibition but a testament to the growth and potential of our furniture industry, serving as a vital platform for both domestic and international markets, as well as a vital hub for timber entrepreneurs to showcasing innovations and strengthen their market presence in fostering growth and collaboration with the industry.

YB Datuk Larry Sng
Chairman
Malaysian Timber Industry Board



EXHIBIT AT MFFM 2025: EXPAND AND CONNECT GLOBALLY



Access a Growing Market

Malaysia's furniture industry is growing at **4.1% annually**, while Southeast Asia's furniture market is valued at **USD 7.5 billion**. The construction sector's **6.1% annual growth** offers strong opportunities for furniture suppliers, especially in contract and project sectors.



Expand Your Brand Presence in Multiple Sectors

The **wholesale market is rapidly expanding** due to urbanization and increased consumer spending. With the **hospitality sector expected to add 10,000 new hotel rooms** by 2025, suppliers have great opportunities to secure retail contracts and project-based business.



Leverage Malaysia's Strategic Position as a Regional Hub

Ranked as the **11th largest furniture exporter**, Malaysia exported over **USD 2.7 billion** in 2023 to **180 countries**. Its prime location within ASEAN, home to **650 million consumers**, offers MFFM exhibitors access to both domestic and regional retail and cross-border project markets.



Stay Ahead with Industry Insights and Networking

MFFM is a knowledge hub providing **valuable insights** into the latest retail trends, emerging wholesale opportunities, and key developments in contract and project furniture. Aligning your offerings with industry advancements to stay competitive and position your business for future success.



Exhibition size:
15,000 sqm

Exhibitors:
200
(Malaysia, ASEAN, China, Japan, Korea)

Visitors:
12,000
(50 countries & regions)



EXHIBIT PROFILE



Home Furniture



Commercial Furniture



Home Décor & Lifestyle Products



Fittings, Hardware & Accessories



Materials & Finishings

VISITOR PROFILE



Importers & Buying Agents



Wholesalers & Distributors



Retailers & Showroom Owners



E-commerce Sellers



Manufacturers & Suppliers



Project Managers & Property Developers



Hotel & Restaurant Purchasers



Interior Designers & Decorators



Government Agencies & Trade Associations

EXHIBITOR SAY:

We aim to build our brand and introduce our "rent to own" purchase scheme to the market. We are very pleased with the responses we received at MFFM, both locally and internationally. It has been a successful event.

Mr Ray Chung
Marketing Consultant
ADDCAP Holding Sdn Bhd
Malaysia

Through this exhibition, I realised that more people appreciate and recognise Japanese furniture than I initially expected. We engaged in discussions with many high-quality buyers and received numerous product inquiries, which gives me great confidence in MFFM's future.

Mr Yasuhiro Aoki
CEO
Covearth & Vogue, Japan

The environment at MFFM is excellent. We received many enquiries about our products, especially teak wood furniture, which is a great starting point for us to expand into exports.

Mrs Darningsih Rustiadji
Senior Manager
House of Indonesia

VISITOR SAY:

This event is crucial as it fosters synergy and cooperation between Malaysian furniture designers, manufacturers, and potential clients and buyers, particularly developers from the Philippines.

Mr Santiago F Ducay
Executive Director
Subdivision & Housing Developers
Association of the Philippine

I came to the show without any expectation, but it exceeded my expectations. We found at least three suppliers we wanted to build relationship with. They offer products that perfectly cater to our needs and what our customers are looking for.

Ms Vivien Teo
Director
Kid's Haven (Pte) Ltd Singapore

There are many wood products at MFFM, and I particularly like rubberwood. It is a great material - high density, excellent quality, and competitively priced.

Ms Valentina Vera Santander
CMO
Artecon De Columbia SAS, Columbia

This is my first time visiting Malaysia. Although the show is smaller in size, I had more time to interact and engage with the exhibitors. It's a great event with a lot of potential.

Mr Billy Chen
Purchasing Manager
Seville Classics, USA

WORLD TRADE CENTRE KUALA LUMPUR (WTCKL)

World Trade Centre Kuala Lumpur, formerly known as Putra World Trade Centre (PWTC), is the home for Malaysian furniture trade show since 1995. Located in the heart of Kuala Lumpur and 45 minutes from Kuala Lumpur International Airport, accessible via public transport and within walking distance from malls, restaurants, entertainment centres and 3-5 star hotels.



CONTACT US FOR YOUR PARTICIPATION:

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