

All the best for interiors in Poznań!

A comprehensive offer for entrepreneurs and buyers professionally related to the sector of interior finishing and decoration will be presented in Poznań at three independent events: MEBLE POLSKA (16-19 February 2010), HOME DECOR (26-28 May 2010) and INVEST-HOTEL (20-23 October 2010). It is worth analysing the trade fair offer already today.

MEBLE POLSKA, 16-19 February 2010

In 2010, Poland's largest trade show for the furniture sector will be organised on new dates and in a completely new form. The subsequent 29th edition called MEBLE POLSKA will be launched at the beginning of the year, on 16-19 February, as an independent business-to-business event addressed mainly to furniture manufacturers and buyers.

So far, the furniture show has been held in Poznań in late May and early June. The upcoming show has been moved to February, which will bring benefits to exhibitors (promotion of designs at the beginning of the year) and buyers alike (additional time to test new offers will help them make decisions about orders for the second half of the year).

Meble Polska will be held as a B2B contracting event and for the first time will be addressed solely to professionals. Business meetings are to be facilitated thanks to an online application to arrange meetings available at www.meble.mtp.pl. As a result, exhibitors will be able to contact specific buyers interested in their offers.

The way of showcasing offers will also change. Along with the slogan: "we sell furniture, not the appearance of stands", MTP has made booths uniform, which will significantly reduce costs of participation in the fair. The furniture offers will be presented in six modern, spacious and adjacent pavilions, which mean that the visitors will be able to see exhibitors' proposals and the latest market trends in one place at one time.

Józef Szyszka: Poland is the 3rd largest European and the 4th largest international supplier of high quality furniture. The Polish furniture brand, however, is not known among foreign clients. MEBLE POLSKA, which will include presentations of integrated offers of Polish furniture manufacturers, is to promote the Polish furniture industry among traders and buyers from all over Europe.

A special offer has been prepared for furniture buyers this year. Traders can receive a special trader package including: free-of-charge admission and car entry on all trade fair days, a parking permit for parking a car on the fairgrounds, an all-day catering facility and participation in the carnival party for furniture producers and traders.

The following market leaders have already confirmed their presence: Black Red White, Bydgoskie Fabryki Mebli, Klose, Jadik, Rameta, Bogatti, Tombea, Jafra, Wintech, Mebin, Gawin, Forte, MSP DĄB and many more.

For more information visit www.meble.mtp.pl.

HOME DECOR, 26-28 May 2010

HOME DECOR will debut in 2010 in a new form simultaneously with the Luminexpo Lighting and Light Technology Exhibition to create the most comprehensive and varied market offer for professionals from the interior decoration sector.

By participating in the fair, you will be able to see a wide range of products and services related to furnishing and finishing interiors. The scope of the event has been expanded in 2010 to include various segments earlier belonging to Budma Interior (including bathrooms and home spa, furniture), which guarantees interesting offers for both representatives of chain stores, wholesalers, shop owners, interior designers and property developers.

The trade fair offer has been diversified in line with the business dimension of the event. In 2010, exhibitors and visitors will be able to use a package of services to maximise business benefits stemming from trade fair participation. The following are the new offers available at HOME DECOR: Speaker's Corner (an opportunity to present a company on a seminar area), Hosted Buyers programme (perks and facilities for key clients) and pre-arranged business talks.

That is not all. According to Ms. Anna Paczos, the Interior Fair Manager: *the idea of HOME DECOR is to combine the business know-how with an artistic vision. This is why the events held at the Poznań fair in May will focus on two things – first, on business, and second, on design. HOME DECOR will be accompanied by two events devoted to design and open to the general public – arena DESIGN and moodFORM Design Fair.*

It is worth adding that moodFORM is the first initiative of this type in Poland. It is dedicated to designs and projects in a wide range of sectors, from industry, through interior decoration, up to website design and visual communication. The May interior design package can be recommended to all those interested both in well-tested and practical solutions, and in bold innovative design.

INVEST–HOTEL, 20-23 October 2010

INVEST-HOTEL Hotel Equipment Trade Fair, held on 20-23 October 2010, presents specific applications of furniture in hotels. It is very popular among investors, owners and managers of hotels and SPA & Wellness centres, architects and interior designers. The scope of the show includes furnishings for: a hotel room, a hotel bathroom, a reception desk, a restaurant, a conference room and SPA&Wellness centres. Furniture manufacturers perceive the hotel market as very attractive, which is evidenced by the presence of the following companies at this year's show: Kler, Klose, Famos, Meble Jarocin, Meble VOX, JMB, Mebin, Meblotap, Taranko, Tombea, Fabryka Mebli Ryś, Bejot, Dąb, Wilimex. Their expositions attracted visitors with their originality and refined taste.

For more information visit: www.investhotel.pl

WHAT WAS 2009 LIKE?

In 2009, MEBLE and the simultaneously held BIURO, HOME DECOR and BUDMA INTERIOR enjoyed great popularity among trade fair participants and visitors. Almost 500 exhibitors participated in the event. They came from over 20 countries, including: Germany, Italy, Sweden, Switzerland, Spain, Czech Republic, Slovakia, Turkey, the Netherlands, Lithuania, China, Belgium, India, Malaysia, Romania, Kazakhstan, Ukraine and Portugal. Last year's exposition was located in as many as 9 exhibition halls. The exposition included the latest and most fashionable furniture, decorations, lighting and interior finishing products. The furniture fair was accompanied by the first edition of arena DESIGN dedicated in whole to modern design and industrial designing. The arena DESIGN show was very positively received by its participants – mainly designers, academies of art and universities of technology, associations and design promoting institutions. The exposition focused on the latest trends in modern European design. Lectures by the greatest and most famous European designers were very popular. They offered an opportunity to find out more about the most current trends. On the first two days the exhibitors hosted mainly people related to the sector – furniture buyers, traders, architects and interior designers. Individual clients interested in furnishing their flats came to the show in great numbers on Friday and Saturday. The show turned out to be a great media event. The show was covered on an ongoing basis by the trade fair TV studio and reports were published in nationwide weeklies.

INVEST-HOTEL, which was held in October 2009, proved to be a great success. The exhibition area amounted to 12,000 m². Offers were presented by over 160 exhibitors, including the largest furniture market leaders. The show was accompanied by a rich programme of conferences and presentations attracting professionals from the sector.

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