

FORMÓBILE

INTERNATIONAL TRADE SHOW FOR THE FURNITURE AND WOOD INDUSTRIES

FORMÓBILE 2020 WILL DISCUSS INDUSTRY 4.0 IN THE FURNITURE SECTOR

The 9th edition of **ForMóBILE - International Fair of the Furniture and Wood Industries** will discuss the opportunities, challenges and trends of Industry 4.0 in the furniture sector. The issue is on the agenda of the largest international associations in the sector and has been receiving investments from the main market players.

A good example is the initiative of **The European Federation of Woodworking Machinery Manufacturers - Eumabois**, that is encouraging manufacturers to develop unique technologies for easy machine integration and, therefore, allow different industries to apply the concepts of Industry 4.0 in a simple and efficient way.

During ForMóBILE 2020, the "Industry of the Future" space will organize conferences and debates with big market names that will show furniture industries' visitors how they can benefit from Industry 4.0 and use their concepts to improve their productions and profitability. The first edition of "Industry of the Future" took place at ForMóBILE 2018 and was a huge blockbuster. By 2020, the fair is preparing an important program that will offer quality and free content to all those interested in improving the theme.

ForMóBILE is considered the main event of the industry in Latin America. The fair aims to bring together more than 600 national and international brands and should receive more than 60,000 visitors from more than 30 countries in search of new technologies and professional updates. The fair will take place between June 30 and July 3, at SP Expo, in São Paulo.

ForMóBILE - International Fair of the Furniture and Wood Industry

Date: June 30 to July 3, 2020

Place: Expo São Paulo Exhibition and Convention Center (Rodovia dos Imigrantes, km 1,5 – São Paulo – SP)

Promotion and organization: Informa Markets

Sectors on display: Machinery and equipment, supplies and raw materials, hardware and accessories, components and products for mattresses and upholstery.

Visitors Profile: joiners, furniture industries, architects, designers, timber companies and retailers.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction &

Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit www.informamarkets.com.