



## **FORMÓBILE WILL PARTICIPATE IN FITECMA IN ARGENTINA**

From 02 to 06 July, **ForMóBILE - International Fair of the Furniture and Wood Industry** will be present at FITECMA - International Fair of Wood and Technology - held in the city of Buenos Aires in Argentina.

Visitors will be able to talk with representatives of **ForMóBILE** at stand number 127 located in Hall 01, being also able to receive more information about the Brazilian market and knowing the details of the 2020 edition of **ForMóBILE**.

Participation in international fairs is part of **ForMóBILE's** strategy for the dissemination of the brand and relationship with leading exhibitors and entities in the sector. During the month of May of 2019, the fair was in Germany and marked presence with stands in the main events of the furniture and wood segment: Ligna, the largest fair of machines and equipment and the Interzum, the largest in raw materials and accessories.

"The Argentines represent an important part of the international visitors of the **ForMóBILE**. The market recognizes the Brazilian fair as the reference in Latin America and travels to acquire machines and equipment and in search of technological novelties and professional improvements." Participating in the FITECMA is important to publicize next year's edition and reinforce our differentials, "says Liliane Bortoluci, director of ForMóBILE.

Driven by the resumption of Brazil's economic growth, **ForMóBILE** reaches its ninth edition even bigger and with novelties for the furniture and wood industry. Considered the main event of the sector in Latin America, the fair aims to gather more than 600 national and international brands and should receive more than 60 thousand visitors from more than 30 countries in search of new technologies and professional improvements. The fair takes place between June 30 and July 3, at the SP Expo, in Sao Paulo.

### **ForMóBILE - International Fair of Furniture and Wood Industry**

Date: June 30 to July 3, 2020

Location: Sao Paulo Expo Exhibition & Convention Center (Rodovia dos Imigrantes, km 1,5 - São Paulo - SP)

Promotion and organization: Informa Markets

Sectors: machinery and equipment, raw materials, hardware and accessories, components and products for mattresses and upholstery.

## **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 organiser, 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](http://www.informamarkets.com).

For more information about ForMóbile:

**Tatiano Segalin**

Show Manager

[Tatiano.segalin@informa.com](mailto:Tatiano.segalin@informa.com)

[www.formobile.com.br](http://www.formobile.com.br)