

## **Held in Brazil, the Furniture and Wood Industry Fair is the best opportunity to reach a growing market**

From June 30 to July 3, 2020 in São Paulo, ForMóBILE will gather around 600 domestic and international brands and expects to be visited by more than 60 thousand professionals in search of novelties and trends in the segment.

The eighth largest economy of the world, with a Gross Domestic Product over US\$ 2 trillion in 2018, Brazil is recovering the economic activity and retaking its role of a dynamic and strategic market for companies wishing to invest in the Country. For this year, the GDP forecast growth is 2.48% and, by 2020, 2.65%, according to the Central Bank's [Focus Market Report](#).

The furniture and wood segment followed the recovery of the economy and showed that the next few years should be favorable for doing business. The wood industry ended the year 2018 with good results after almost a decade of decline. According to [ABIMCI](#)- Associação Brasileira da Indústria de Madeira Processada Mecanicamente [the Brazilian Association of the Mechanically Processed Wood Industry], positive results should be maintained for the next years, since Brazil has claimed itself as one of the main players in wood products, with 65% of its forests having certified origin and more of 80% of products being certified according to the technical requirements of the market.

According to the projection of Instituto de Inteligência de Mercado [Market Intelligence Institute] [Iemj](#), the production of furniture and mattresses should grow 3,5% in 2019, reaching a result close to 453.7 million pieces. In terms of values, the furniture segment tends to grow more than 9,3%, with estimates reaching approximately R\$ 75.3 billion.

Driven by the recovery of economic growth in the country, the ninth edition of **ForMóBILE - the Furniture and Wood Industry International Fair** is larger and brings innovations for the wood processing segment. Considered the main event of the industry in Latin America, the Fair aims to gather more than 600 domestic and international brands and should receive more than 60 thousand visitors from more than 30 countries in search of new technologies and professional updating. The Fair takes place from June 30 to July 3 at SP Expo, in São Paulo.

### **The Fair is 25% larger than its previous edition**

Already consolidated by its strong representation in all stages of furniture construction, including machinery, equipment, raw materials, hardware, accessories, components and products for mattresses and upholstery, **ForMóBILE 2020** already has 25% more space than its previous year's edition, in 2018. This result reflects the success of the last edition and the industry's positive expectation for the economy.

One of the Fair's highlights is Espaço Madeira, an area created in partnership with Referência Industrial Magazine, with the support of ABIMCI (Associação da Indústria de Madeira Processada Mecanicamente). By 2020, it is gaining strength and is preparing to welcome new partners to present the news in the wood segment even more comprehensively.

According to Liliane Bortoluci, Director of the Fair, "ForMóBILE has consolidated as the biggest and most important event of the industry in Latin America, since it manages to bring together the whole

productive chain and attract qualified visitors from all over the world. Additionally, it brings diversity of technical content and distinct attractions”.

## **ForMóBILE attends Interzum and LIGNA 2019**

Considered the main events in the furniture manufacturing and interior design industry, Interzum and LIGNA, held in Germany, are the meeting point of the major players in the international market. ForMóBILE will attend the events with a corporate fair stand at Interzum (Hall B1 No. 077) and information desk at LIGNA within the EUMABOIS project. Its sales team will be on-site to strengthen relationships with current exhibitors, negotiate the attendance of new exhibitors and announce the news of the following edition.

“Attending leading industry events in the world strengthens our brand and helps us attract new exhibitors and visitors to the fair. We are very confident that the 2019 edition of Interzum and LIGNA will be extremely positive for ForMóBILE”, says Liliane.

## **More than 80 hours of content provide updating for the professionals in the industry**

By visiting ForMóBILE, participants can learn about exhibitor launches and news and also have the opportunity to deepen their knowledge through lectures and debates by specialists and industry professionals. The spaces **ForMóBILE Trends**, **Indústria do Futuro** and **Marcenaria Moderna** promise to recreate the success of 2018 with contents targeted to several audiences, among them, architects, product designers, managers and industrial managers, as well as woodworkers and woodworking shops of all sizes.

Very successful in 2018, **Espaço Maker**, which featured live presentations of digital influencers in the furniture and woodworking segment and showed how to manufacture unique pieces, is already confirmed for 2020, being even more comprehensive.

In addition to the more than 80 hours of content offered during the fair's schedule, visitors can also keep themselves up-to-date through [ForMóBILE Digital](#), a reference information digital channel and business partner in the segment.

The accreditation to the event is free of charge and will be open to the public in the first quarter of 2020.

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

Date: June 30 to July 3, 2020

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

Promotion and organization: Informa Exhibitions

Segments: Machinery and Equipment, Inputs and Raw Materials, Hardware and Accessories, Components and Products for Mattresses and Upholstery.

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