





FOR/MÓBILE

INTERNATIONAL TRADE SHOW FOR THE FURNITURE AND WOOD INDUSTRIES

JULY, 10 - 13 • 2018
10AM TO 7PM

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POST SHOW
REPORT • 2018

Promotion and
Organization

informa
exhibitions

Venue

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



Member of

UBRAFE
União Brasileira dos Promotores de Feiras

THE EVENT

ForMóbile - International Trade Show for the Furniture and Wood Industries is the main event of the industry in Latin America, aimed at professionals and national and international companies involved in the furniture chain. The eighth edition took place from **July 10 to 13, 2018**, at São Paulo Expo, and was marked by great innovations, new attractions and expressive numbers of exhibitors, visitors and participation in exclusive and targeted content.



INDUSTRIES ATTENDING

EXHIBITORS

MACHINERY / TECHNOLOGY
RAW MATERIALS / HARDWARE
ACCESSORIES EQUIPMENT
COMPONENTS

FURNITURE INDUSTRIES
SMALL AND BIG JOINERS
RESALES / TIMBER INDUSTRY
PRODUCT DESIGNERS
ARCHITECTS

VISITORS

FORMÓBILE

2018



59.160
visitors



Over
500
brands



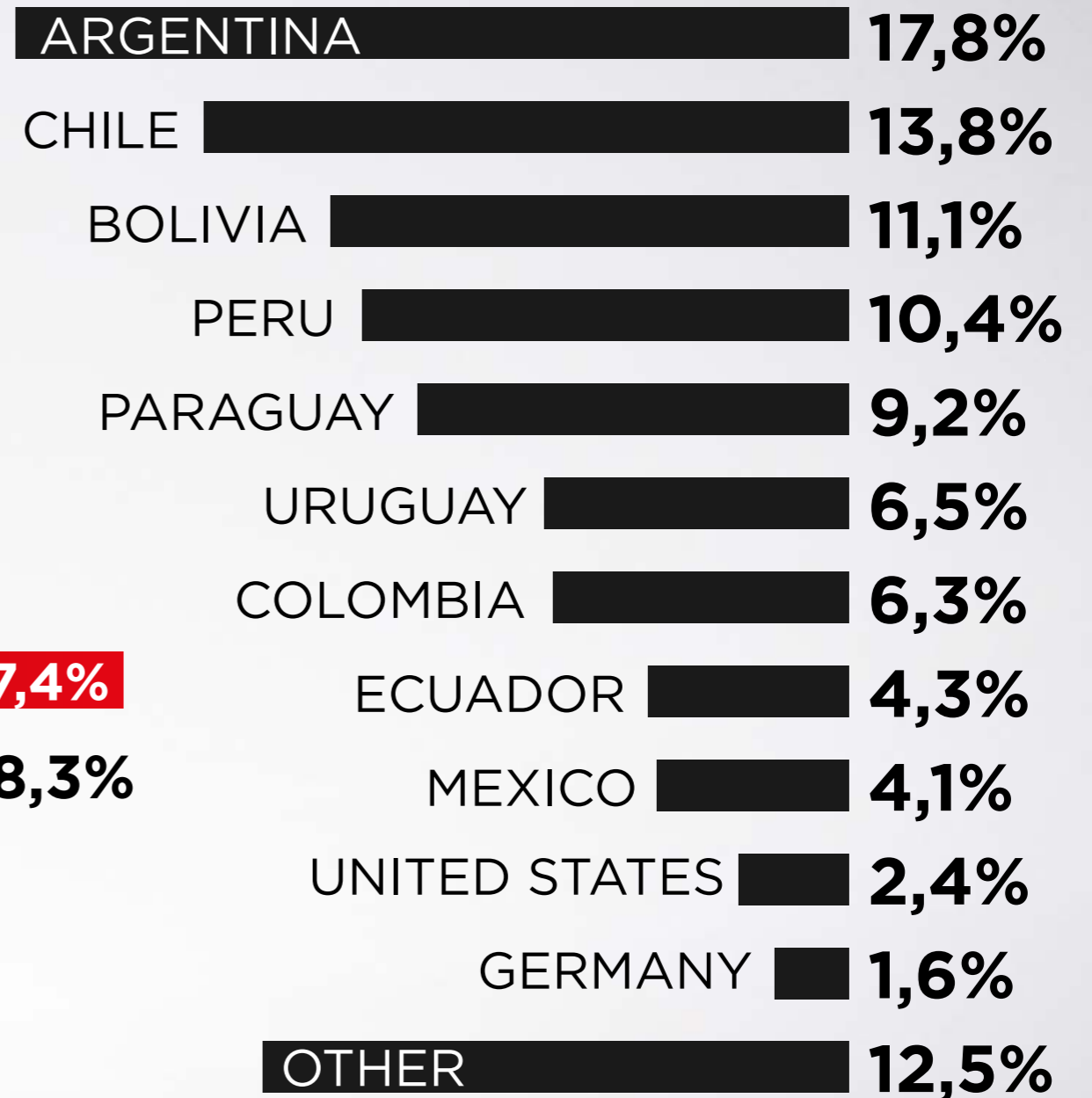
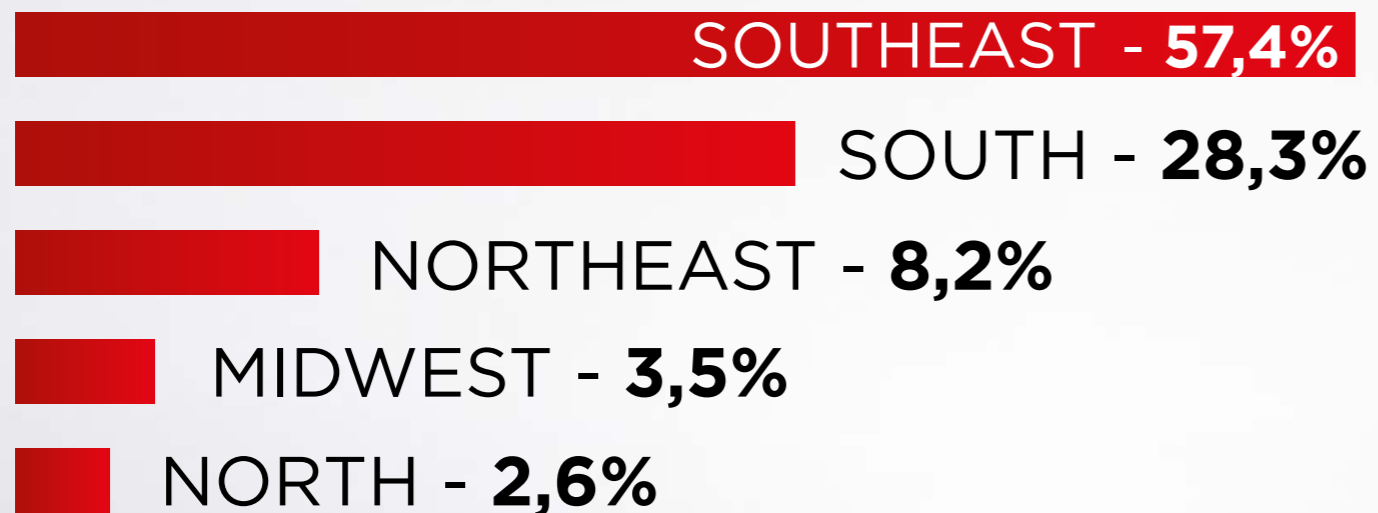
Over
70 HOURS
of content

SUPPORTERS



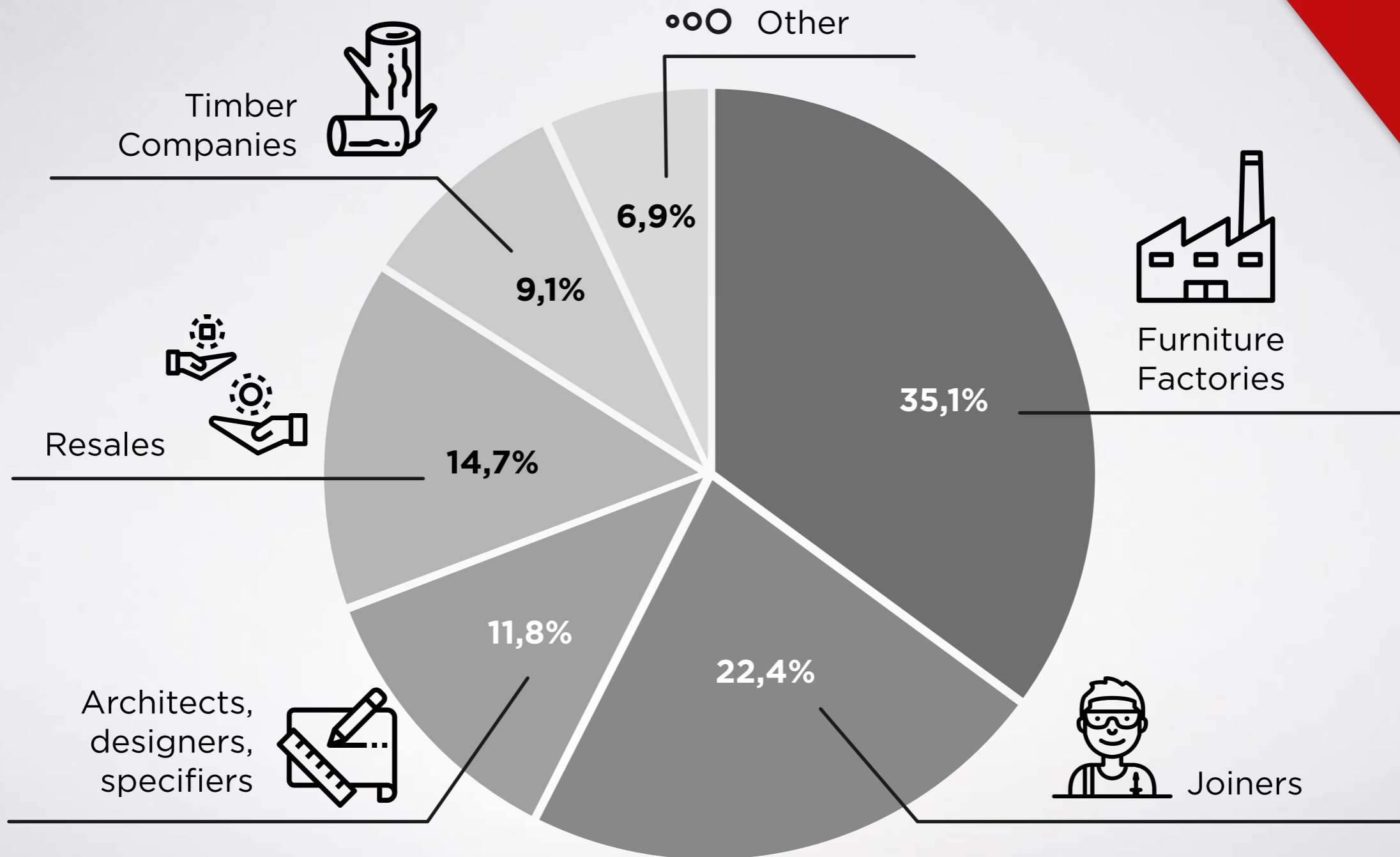
VISITORS

ForMóbile
received visitors
from **ALL Brazilian
states** and **32
other countries.**



VISITORS

FIELD OF ACTIVITY



VISITORS

POSITION

Director, president,
owner

53,2%

Manager,
coordinator

19,8%

Self-
employed

16,5%

Engineer/
Technician

4,5%

Other
6%



95%

of visitors **intend to return** to ForMóbile in 2020

85%

of visitors play a **key role in the company's buying process**

72%

of visitors went to ForMóbile with the **intention of doing business**

QUALIFIED VISITORS

albatroz
móveis

a alberflex

Colchões
Americanflex

Anjos
COLCHÕES

APOLO PUMA

m
ARAPLAC
Móveis

artefacto

ARTEFAMA
AMOVEIS

ARTELY
Complementos para Sala

ARTEMA
móveis e
decorações

Bartira

Bartzen
Ambientes Planejados

Batrol
MÓVEIS
EVOLUÇÃO EM MÓVEIS

B Bechara
Móveis
Desde 1925

bell'arte

Bertolini
COZINHAS DE AÇO

FABRICA DE MÓVEIS
Bom Pastor
Design

BONTEMPO

BRETON

BRISA
CASA

BRV
móveis

caemmun
movelaria

CAROLINA
Baby

Castor

Cavaletti
CADEIRAS PROFISSIONAIS

Celmar

Cimol
móveis

CINEX

colibri

Copespuma

MÓVEIS
DALLA COSTA

Dalmobile

Dell Anno

dimare
MÓVEIS PLANEJADOS

DJ MÓVEIS
Das Juntas

ecoflex
tecnologia em colchões

EDN
MÓVEIS

estar
moveis

estofama

Evviva
Bertolini

FABER-CASTELL
since 1761

Fazzio
MÓVEIS
DORMITÓRIOS

Finestra
Móveis

FLORENSE

GAZIN

GO GERDAU

GREENHOUSE
LIFESTYLE COMPANY

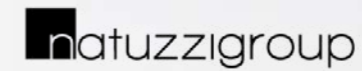
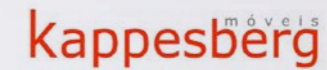
HENN

Herman Miller

Herval
Grupo Herval

IMAZA
MÓVEIS

QUALIFIED VISITORS



INTERNATIONAL BUSINESS ROUNDTABLES

Buyer Project



Orchestra Brasil
Projeto de Promoção de Exportações

Coordinated by Sindmóveis (Furniture Industry Union of Bento Gonçalves) and promoted in partnership with Apex-Brasil (Brazilian Agency for Promotion of Exports and Investments)

209 meetings

with Brazilian companies and importers from eight countries: South Africa, Argentina, Bolivia, Chile, Colombia, Mexico, Paraguay, and Peru.

During the event, businesses have been generated that are expected to achieve in 12 months, the amount of **US\$ 3,155** million.



ATTRACTIONS AND NEWS

top
móbile
2018
MARCAS MAIS LEMBRADAS

TOP MÓBILE AWARD

Carried out by Alternativa Editorial/Revista Móbile, it is considered the most important award in the Brazilian furniture industry.

The ceremony for the 13th edition took place on the first day of ForMóbile and recognized the most remembered brands in 26 categories of Suppliers and 21 in Furniture Manufacturers.



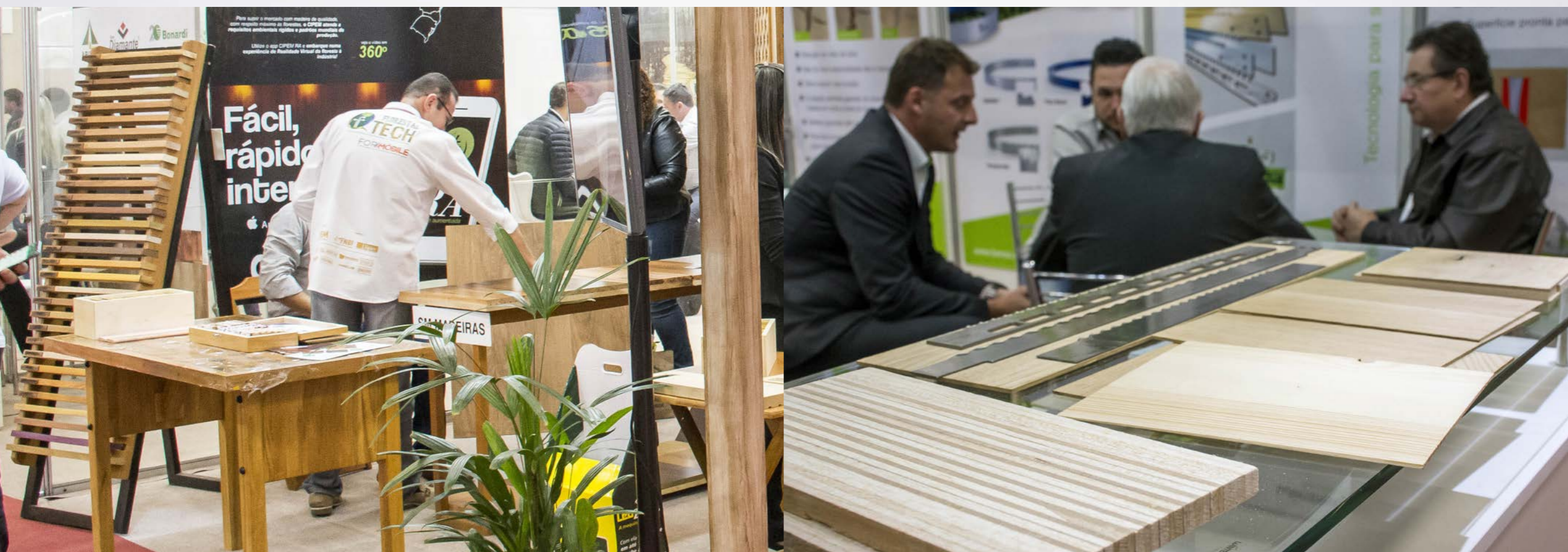
ATTRACTIONS AND NEWS



WOOD SPACE

Conceived in partnership with the Referência Magazine and support from ABIMCI (Association of the Mechanically Processed Wood Industry), Espaço Madeira brought together exhibitors of solid wood supply and related products that make up the sector of great importance and relevance in the national and international furniture segment.

For the 12 participating companies, being in ForMóbile in an exclusive environment offered unique opportunities for networking, business possibilities, exchange of experiences, and access to news in an assertive and efficient way.



ATTRACTIONS AND NEWS

FORMÓBILE TRENDS

More than 20 hours of qualified content directed to product designers, architects, and people interested in news and trends in the furniture industry.

SPONSORSHIP:



VIEIRA LÂMINAS



ATTRACTIONS AND NEWS



FUTURE INDUSTRY

More than 20 hours of lectures for industry workers and manufacturers, including topics with economic scenarios, advanced manufacturing, and new technologies.

SPONSORSHIP:



ATTRACTIONS AND NEWS



FUTURE MANUFACTURING CIRCUIT

The experience of living a demonstration of the Industry process 4.0! Visitors were able to witness the workings of the chain by building a Tangran - a Chinese puzzle made up of a set of seven pieces.

REALIZATION: **STÄUBLI**

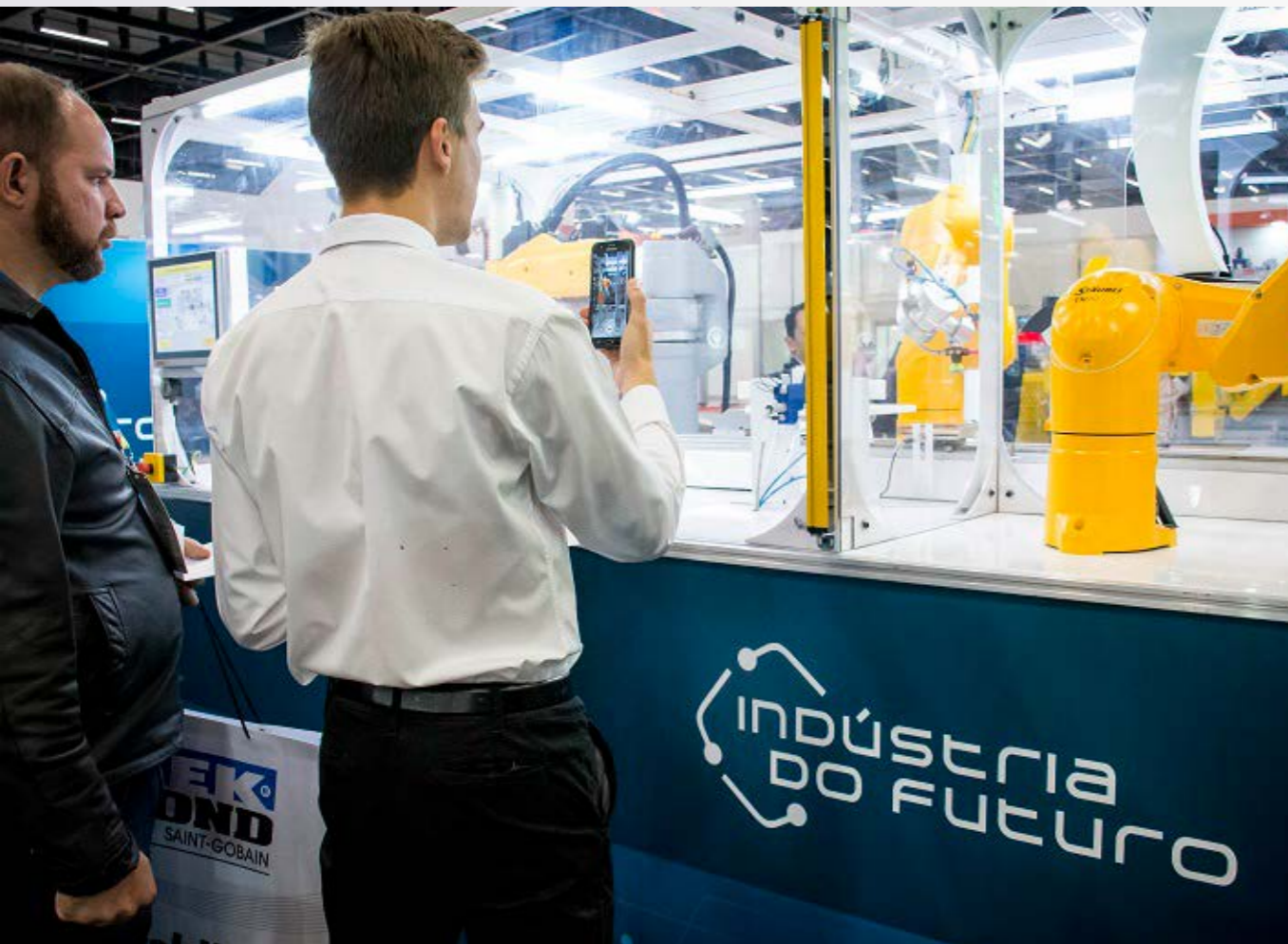
SUPPORT: **BALLUFF**

BECKHOFF

BRASMACOL
Componentes para móveis



COGNEX



ATTRACTIONS AND NEWS



Marcenaria
Moderna

MODERN WOOD SHOPS

More than 20 hours of lectures and debates aimed at professionals in the wood shops area and people interested in the industry.

SPONSORSHIP:



Pertech®



ATTRACTIONS AND NEWS

Espaço Maker

BY STOPA LAB

MAKER SPACE

Live presentations and interaction with the main youtubers and DIGITAL influencers from the wood industry!

Daniel Stopa Stopa Lab
Felipe Miranda Canal da Poeira
Eduardo Casa Grande
Odair Lucas
Edson Oséas Tudo em Torno
Letícia e Fernanda Lumberjills
Elias Leão Marcenaria Faça Você Mesmo
Fernando Belchior Marcenaria Fina
Waldênia Caraca Tudo sobre Paletes
Amarildo Móveis Demolição
Will Araújo Oficina Carcará Garagem

SPONSORSHIP:

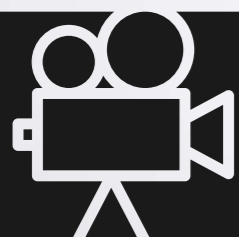
duratex

blum

SUPPORT:

 **BOSCH**
Tecnologia para a vida

Razi



12 videos recorded during the event with 84 thousand views:



+ 30 thousand views in the ForMóBILE Official Channel.

+ 54,000 views on partner channels!



SEE YOU IN 2020!

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