

# FORMÓBILE

INTERNATIONAL FAIR OF THE FURNITURE AND WOOD INDUSTRY

The biggest event of the furniture sector!

## POST SHOW REPORT 2022

**05-08 JULY 2022**

Tuesday to Friday  
from 10 am to 7 pm

SÃO PAULO EXPO  
EXHIBITION & CONVENTION CENTER  
ROD. DOS IMIGRANTES - KM 1,5



# THE EVENT

**ForMóbile - International Fair of the Furniture and Wood Industry** is the main event of the sector in Latin America, aimed at professionals and national and international companies involved in the furniture chain.

The eighth edition took place from **July 5th to 8th, 2022**, at the São Paulo Expo, and was marked by great innovations, new attractions and significant numbers of exhibitors, visitors and participations in exclusive and targeted content.



# FORMÓBILE OVERVIEW



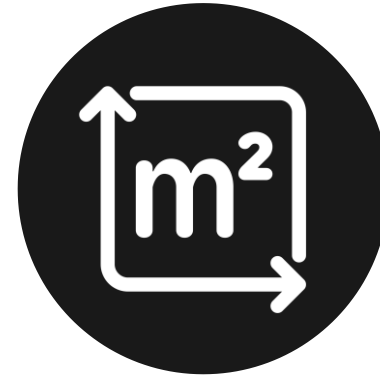
**+50 thousand**

Visitors



**+500**

exhibitor brands



**+50 thousand**

square meter of area  
of exhibition space



**+40hours**

of content

# FORMÓBILE STAGE

On a special stage of presentations, the audience attended lectures and content on three different topics: ForMóBILE Trends, Marcenaria Moderna and Indústria do Futuro.



Qualified content directed to product designers, architects, and those interested in the news and trends of the segment



Lectures and debates aimed at woodworkers and interested parties in the woodworking area in general, with tips on marketing, service and business management.



Topics such as economic scenario, advanced manufacturing and new technologies.



# FORMÓBILE STAGE

During the four days of the event, 22 speakers visited the ForMóBILE Stage and there were more than 20 hours of content aimed at the sector.



## +4,300

### Visitors

attended  
talks!!





# ESPAÇO MAKER

Espaço Maker

BY STOPA LAB

Curated by Stopa Lab, Espaço Maker featured a program full of interactions. During the four-day event, 11 influencing woodworkers shared techniques and tutorials for different projects, all carried out in real time!

In between demos, the audience interacted with the professionals and also participated in interactive challenges to show all the skills of creation and manufacturing.

- ❖ Letícia Saba - Stopa Lab
- ❖ João Batista - Faz Aki
- ❖ Carlos Nohara - NoharaWood
- ❖ Bruno Lima - Lab74
- ❖ Márcio Irineu - Profissão Marceneiro
- ❖ Letícia Piagentini e Fernanda Sanino - Lumberjills
- ❖ Leonardo Afonso
- ❖ Ricardo Morcegão
- ❖ Fernando Imazu
- ❖ Elias Leão

**+2,000**

## Visitors

Visited the Space during the **4-day** event!





# ESPAÇO MADEIRA

**Aimed at the universe of solid wood and that, since 2018, promotes the segment.**

The unique environment offers opportunities for networking, business possibilities, exchange of experiences and access to industry news assertively and efficiently.



In 2022 the action arrived in a renewed way and with new participants.



# TOP MÓBILE

*Top*  
*móbile*  
2022

Performed by Alternativa Editorial \ Revista Móbile,  
the Top Mobile Award is considered the most important in the national furniture sector.

The 17th edition ceremony took place on the second day of **ForMóbile** and acknowledged the most remembered brands in the sector in **43 categories**, **22 categories** in the **Industry Suppliers** segment and 21 categories in the **Furniture Manufacturers** segment.





# ESCOLA MÓVEL



SENAI-SP presented the Mobile Connectivity Unit 5G, WiFi 6, virtual reality and augmented reality at ForMóbile 2022.

- ❖ At the premises of the new Mobile School, visitors were able to experience, in practice, cases of uses and applications of the technology made possible by connectivity, especially 5G, such as: monitoring, activation and maintenance of equipment, securely and remotely.
- ❖ In addition to 5G, the school presented Wi-Fi 6, latency test, transmission capacity and applications in immersive education, including the Metaverse.



# INTERNATIONAL BUSINESS ROUND

A successful project that moves business opportunities between Brazilian companies and international buyers.

Coordinated by Sindmóveis (Union of Furniture Industries of Bento Gonçalves) and promoted in partnership with Apex-Brasil (The Brazilian Trade and Investment Promotion Agency).

Importers participate in negotiations with suppliers of the furniture industry during the event, in a space specially assembled for the Buyer Project.

Importers from Argentina, Chile, Bolivia, Mexico, the United States, Colombia, Peru, South Africa, Vietnam, Uruguay and Paraguay were invited.





# COMMITTEE OF ARCHITECTS AND DESIGNERS

A **ForMóbile** is the outstanding event of the furniture sector in Latin America and the stage of the main launches, trends and innovations in the production of furniture, attracting professionals from all over the production chain as **architects and designers**.

To build a creative and collaborative process of innovation of the fair, a committee was developed where architects and designers of products and interiors were selected who previously applied to participate. Together with the ForMóbile team, the committee has the role of perfecting the attractions, content and even the journey of visiting architects and designers during the fair.



In all, the ForMóbile  
committee  
is composed of  
**16 members.**



# Clube VIP

ForMóbile brought together clients and main domestic and international buyers in the furniture sector.



**+800**  
**Guests**  
visited the space!





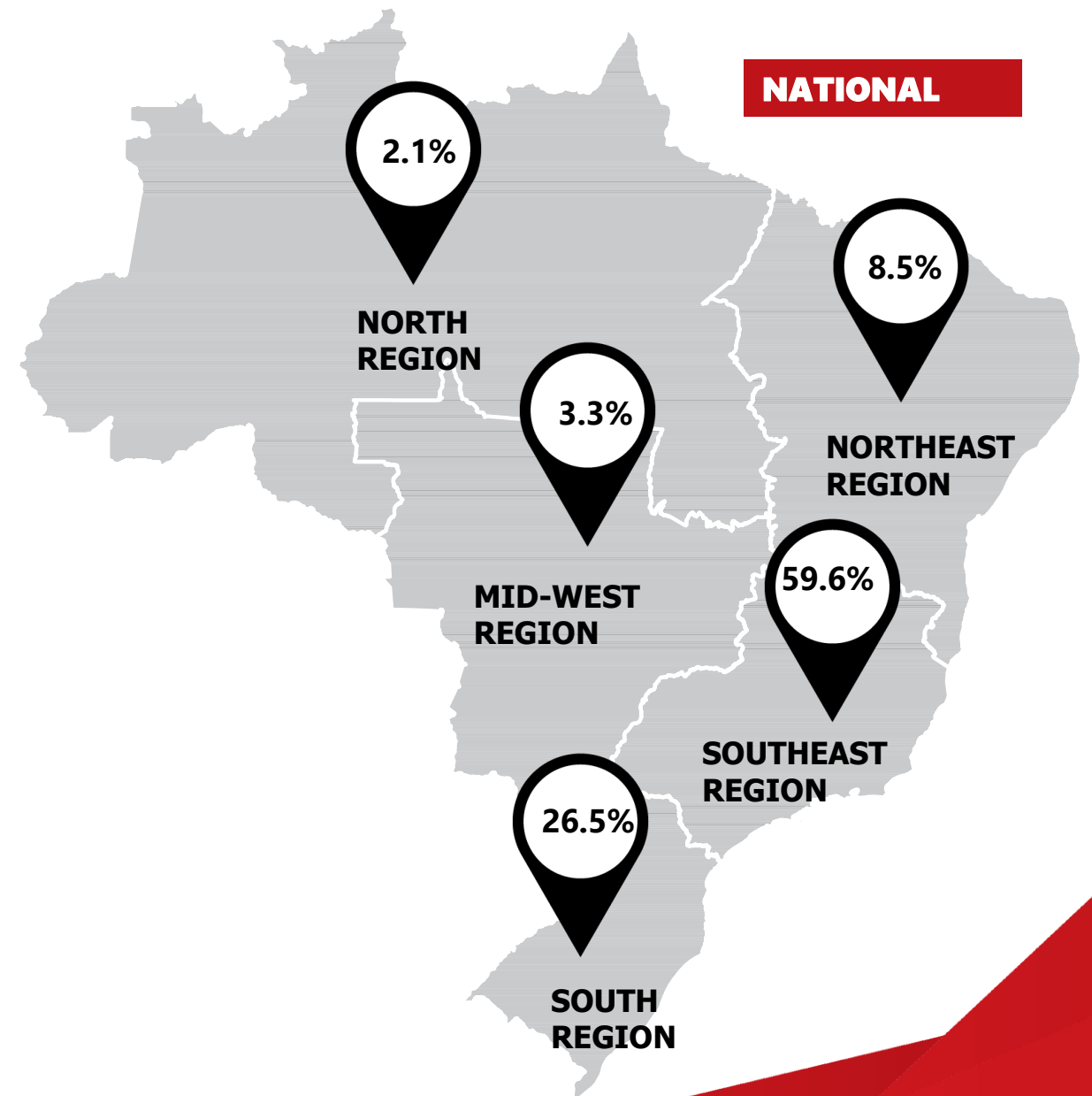
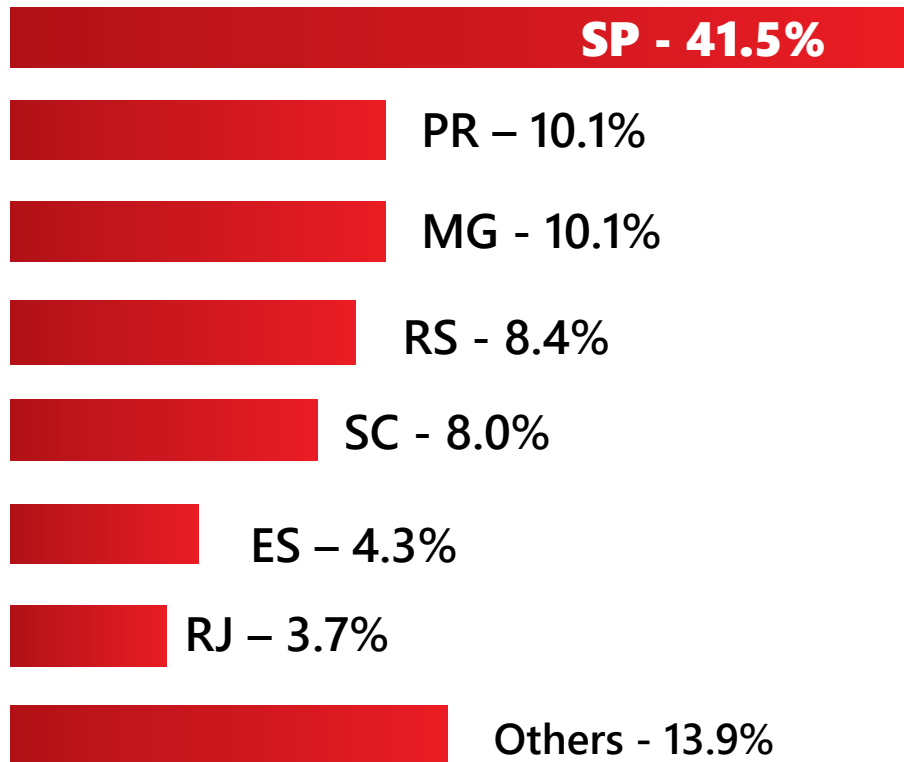
# CARAVANS AND GROUPS

ForMóbile 2022 received dozens of Caravans with groups of associations, entrepreneurs and institutions from different states, such as São Paulo, Minas Gerais, Rio de Janeiro, among other regions.



# VISIT

ForMóbile received visitors from **ALL** Brazilian states.





# VISIT

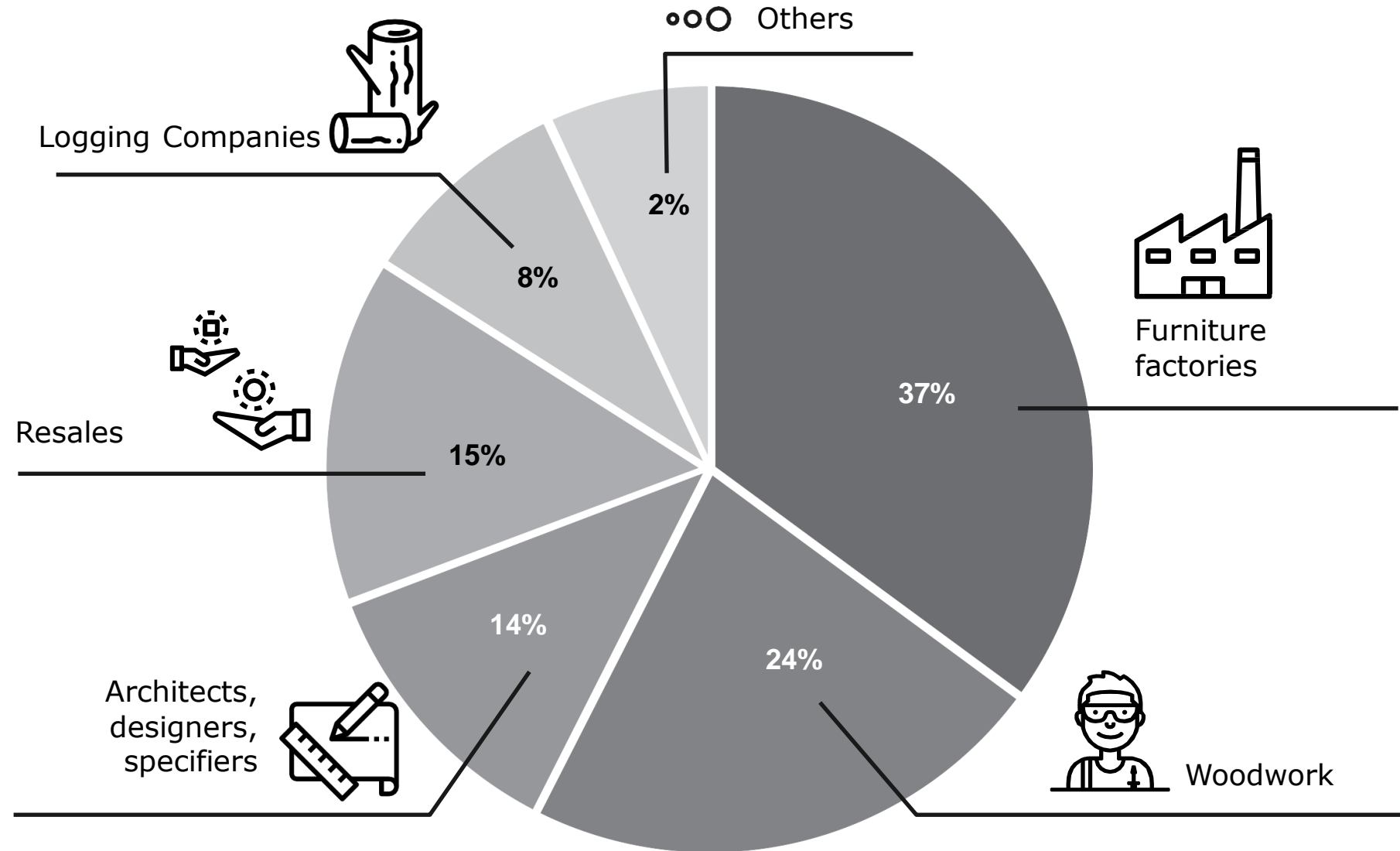
ForMóbile received national and international visitors, predominantly from Latin America.

## INTERNATIONAL



# VISIT

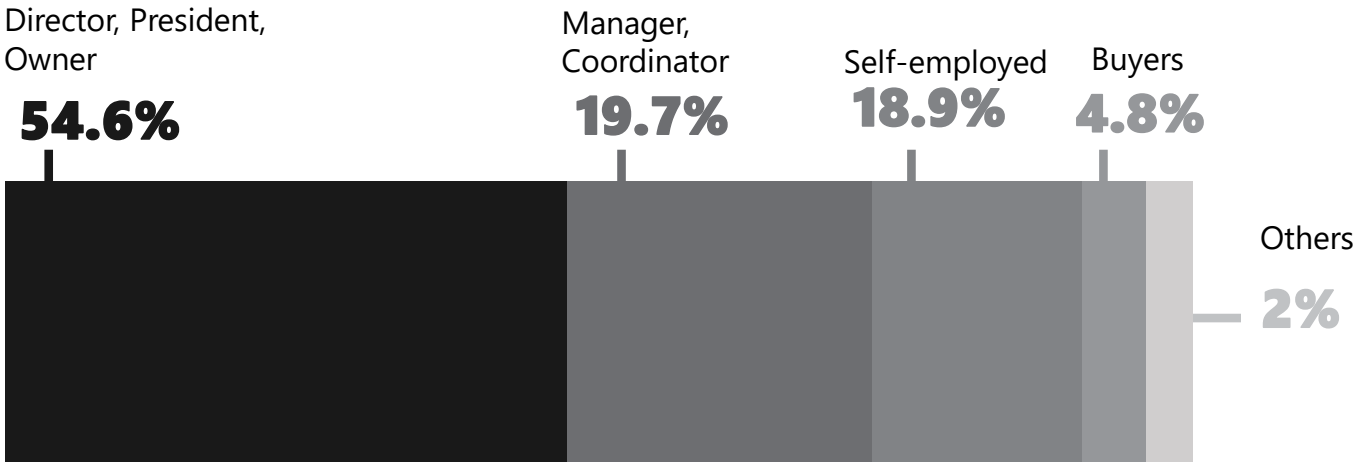
## BY LINE OF BUSINESS





# VISIT

## POSITION



96.1%

of visitors **intend to return** to ForMóvel in 2024

90%

90% of the visitors have **a major role in the company's** purchase process

72%

of the visitors went to ForMóvel with the **intention of conducting business**

# SOCIAL MEDIA

- Special coverage
- Interaction with the audience
- Actions with exhibitors



**+1,100.000**  
**people reached**  
during the fair!

**+85 thousand**  
**Views**  
of the special videos  
covering the fair!

**+ 60 thousand**  
**Followers**  
on ForMóBILE social media!



# Support and Media Partners



# ForMóbile new identity

A NEW TIME, A NEW IDENTITY, A NEW FORMÓBILE!

Keeping up with the pace of modernization, ForMóbile - **International Fair of the Furniture and Wood Industry**, an event held and organized by Informa Markets, launched, in the ninth edition of the fair, **its new visual identity**.

Before



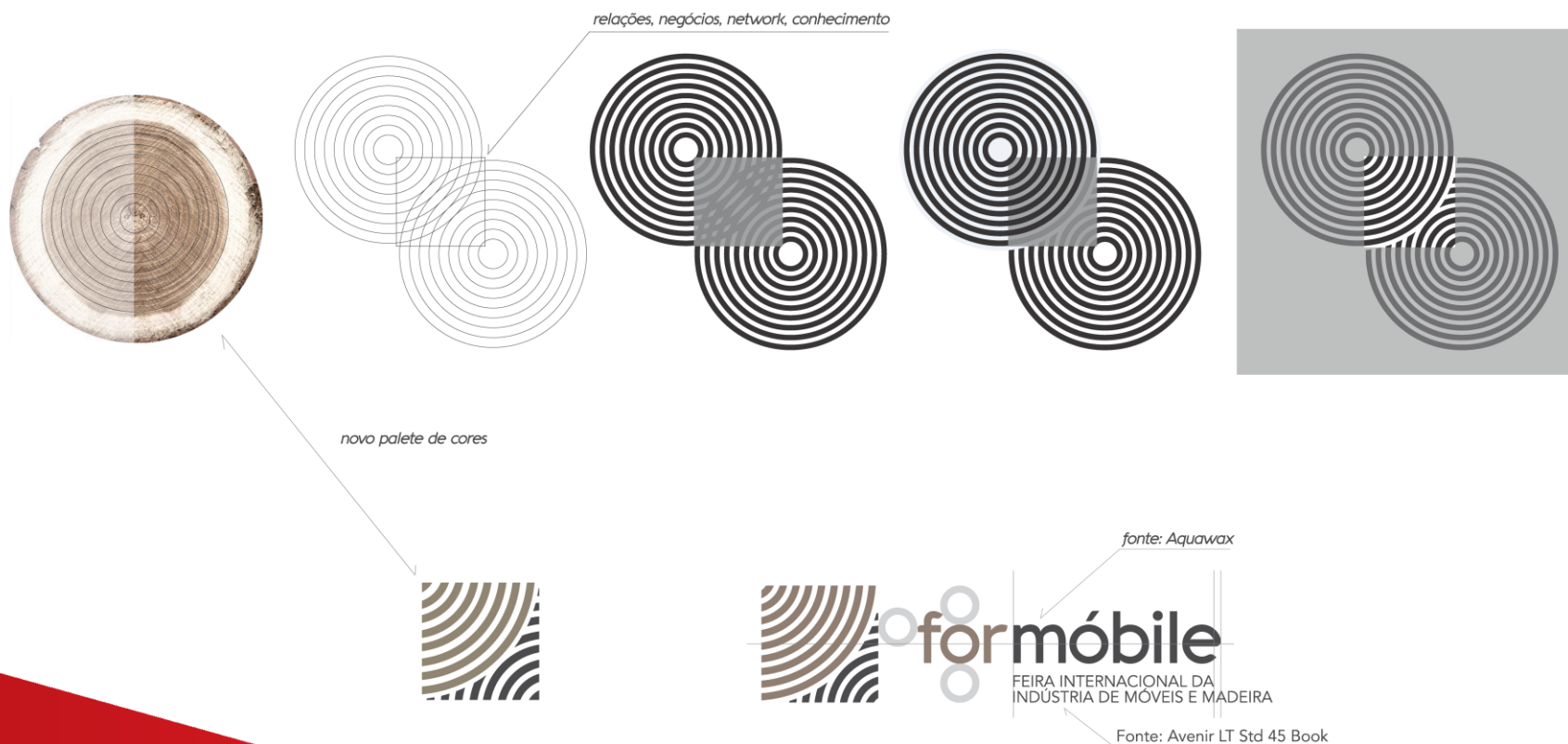
After





# ForMóbile new identity

The new brand refers to more organic **elements, shapes** and **colors**, directly **associated with wood**, which has designs similar to human digital. In addition to reinforcing our commitment to sustainability.



# ForMóbile new identity

Versatility for communication with a horizontal and vertical logo variation.





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PROMOÇÃO E



LOCAL

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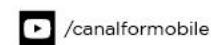
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FEIRA INTERNACIONAL DA  
INDÚSTRIA DE MÓVEIS E MADEIRA

02-05  
JUL 2024

A gente  
*se vê aqui!*  
*See you in 2024*

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Promoção e Organização

**informamarkets**

Local

**SÃO PAULO EXPO**  
EXHIBITION & CONVENTION CENTER



Apoio Internacional

**eumabois**  
Woodworking Technology  
Made in Europe

Agência de Viagens Oficial

**MUST TOUR**

Associada à

**UBRAFE**  
União Brasileira dos Promotores de Feiras