

International Fair of Machines and Tools for the Wood and Furniture Industries DREMA 2009

International Fair of Components for Furniture Production FURNICA 2009

DREMA and FURNICA give good prospects

From 31 March to 3 April in Poznań, Poland, DREMA and FURNICA fairs, being the most crucial business meeting of the woodworking and furniture industries in this part of Europe, were held together. Both the number of exhibitors and turnout of visitors, as well as the quality of talks at stands are all a unique barometer of the current market situation.

No crisis on the horizon in Poznań

This year, the DREMA and FURNICA fairs were attended by **nearly 800 companies**: suppliers of the wood and furniture industries, showcasing their products on the exhibition area of 35,000 m². This extensive and diversified offer attracted over **21,000 professionals from Poland and abroad**. These statistics are comparable with those from the last year's edition of DREMA and FURNICA fairs.

- This year, we felt a greater pressure of expectations from fair participants. However, according to a survey carried out during the fairs, the Polish market was not hit by the global crisis, and the prospects actually seem quite bright here. It shows a huge interest in new technologies and in the quality of solid business talks conducted at stands, said Hanna Ochnik Pawłowska, DREMA and FURNICA Project Manager.

Not only the most important companies from the sector of manufacturers and suppliers of craftsmanship and industry had a strong presence in Poznań, but also leading industry organisations such as the Polish Economic Chamber of Wood Industry, the Polish Chamber of Commerce of Furniture Manufacturers or the Wood Based Panels Producers Association of Poland. The European Federation of Woodworking Machinery Manufacturers EUMABOIS also attended the fairs, and organized a Board meeting during fair days. At a press conference, a programme of the „Choose the original - choose the success" campaign was presented, aimed at protection of intellectual property of machinery manufacturers. The campaign emphasizes how necessary it is to choose original machines and technologies being a product of experience, research process and involvement.

- The DREMA fair we recommend and the developing FURNICA fair are an important meeting we have been waiting for impatiently. We are truly impressed with their quality, said Franz-Josef Bütfering, the EUMABOIS President. Mr. Bütfering also praised presentation spaces organised during the DREMA fair, such as the Live Furniture Factory.

Live Furniture Factory: cutting-edge technology transfer

Already for a third year in a row, a presentation of furniture production live, unique in a global scale, was made on a special area in pavilion 3A. This year, partners of the **Live Furniture Factory**, leading manufacturers and suppliers of machinery, tools and components, together with the organiser, i.e. Międzynarodowe Targi Poznańskie, presented the process of dining furniture (table, chairs, cabinet) production from solid wood. A professional team supervised by Professor Jerzy Smardzewski from the Department of Furniture Design of the Poznań University of Life Sciences coordinated proper operation of the Furniture Factory. A brand new thing at this year's Live Furniture Factory was the presentation of technical preparation of production, as well as control of the quality of generated prototypes using scanning technology, checking how the geometry and strength of concept models compare with those of the prototypes.

What trends for the furniture industry?

The highlight of the FURNICA fair held at the same time was the **Charm of Detail: Colours of Relaxation** exhibition, featuring speeches of experts in the field of design and colour psychology. The lectures and workshops by Zuzanna Skalska, a trend watcher from VanBerlo Strategy + Design, a Dutch agency, were devoted to colour perception and its awareness by consumers. Speeches by Marek Borowiński touched upon the usage of colours in sales strategy as a psychological factor that determines product choice to a great extent. Lectures proved very popular, in particular owing to a solid dose of expertise 'served' in an attractive and creative way in interesting scenery. The „Important Detail" lecture by Katarzyna Jeżowska, representing the Silesian Castle of Art and Entrepreneurship Cieszyn, came as a surprise as it included unique presentations of functional products with unusual shapes. Jeżowska concentrated on the functional aspect of objects that tend to be focused primarily on design nowadays.

Meetings of leading industry representatives

The second day of DREMA and FURNICA fairs was filled with numerous side events, one of the most important being the **3rd Economic Forum of the Polish Wood and Furniture Industry POLWOOD**, organized by the Inwestor Publishing House and Międzynarodowe Targi Poznańskie. Participants who flocked to the debate discussed cost competitiveness of the Polish woodworking and furniture industries in Europe. „Szynaka" Furniture Factory received the Polwood Award for the 2008 Investment of the Year.

The Thursday agenda of DREMA and FURNICA fairs was all about lectures and seminars. „**The investment potential of the European wood and furniture market in the context of financial crisis**" was the title of the conference co-organised by the PIF and Lesprom Network, a Russian publishing house. The speeches were among others on financial indicators for the Russian woodworking industry, short-term forecasts for the European wood market or increased economy of production. The debate participants encouraged the audience to be optimistic in the investment decision-making process and not to yield to panic caused by crisis. „The word crisis seems to be abused today, and unfortunately it effectively blocks investment decisions", said Grzegorz Nowak from the Weinig Group Polska company.

The FURNICA fair featured seminars co-organised by OIGPM and MTP, offering practical remarks and guidelines concerning the process of application for the EU funds to finance innovative projects.

Prestigious awards presented

This year, six Gold Medals were granted to products showcased at the DREMA fair and two Gold Medals to products presented at the FURNICA fair. At the award ceremony, the Acanthus Aureus awards were also presented to exhibitors whose stands best reflect the marketing strategy of their company.

The fairs also saw the announcement of results of the competition for the best wholesaler supplying furniture manufacturers, organised by the Inwestor Publishing House and Międzynarodowe Targi Poznańskie. Towarzystwo Gospodarcze MebloPol Sp. z o.o. received the „**Ace of Distribution**” title.

Poznań: it is worth to be here

There were concerns and a tense atmosphere of anticipation during the preparations to this year's edition of DREMA and FURNICA fairs. It resulted from the global economic situation affected by recession. Everyone waiting for the spring Poznań meeting was asking questions about how it is going to be and what will the coming months bring. The good atmosphere at DREMA and FURNICA fairs filled with solid talks about the future proves that the investment potential of the wood and furniture industries in this part of Europe remains large.

The next edition of DREMA and FURNICA fairs: 13-16 April 2010

DREMA and FURNICA 2009 Organiser:
Międzynarodowe Targi Poznańskie sp. z o.o.

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More information and photos at: www.drema.pl www.furnica.pl www.mtp.pl

Also coming this year

BUDMA INTERIOR – Interior Finishing and Renovation Fair MEBLE – Furniture Fair BIURO – Office Furniture and Furnishing Fair HOME DECOR – Interior Design and Home Furnishing Fair LUMINEXPO – Lighting and Light Technology Exhibition	03.06-06.06.2009	www.budmainterior.pl www.meble.mtp.pl www.biuro.mtp.pl
DREMASILESIA – MEBELTECHEXPO – Exhibition of Woodworking Machines and Tools	02.10-04.10.2009	www.dsm.katowice.pl