

**Special  
Report**

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# World Furniture

*International Markets Review*

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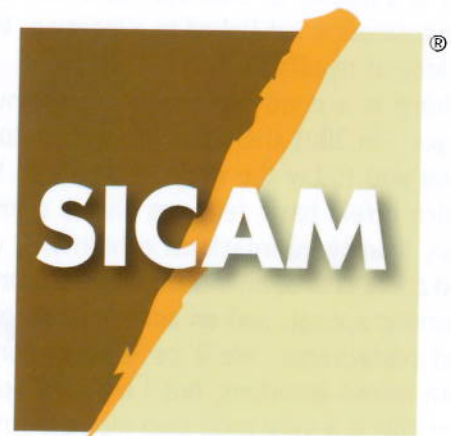
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## *THE 'ZOW' BRAND MOVES TO VERONA. PORDENONE FIERE CONTINUES WITH SICAM*



After the decision of the ZOW owner to move to Verona in 2009, Pordenone Fiere follows its vocation as a platform of excellence for B2B in the supply to the furniture sector, deciding to launch SICAM, an acronym for 'International Exhibition of Components, Semi-finished Products and Accessories for the Furniture Industry', that will take place in the first half of October 2009 - precisely from 14 to 17 - at the Pordenone Fairgrounds, in the heart of Italy's North-East district.

The same close-knit team (Pordenone Fiere, Carlo Giobbi and all suppliers) is striving for

continuity, paying particular attention to the market requirements and needs and keeping the format and contents of the fair unchanged.

In the area where 40% of the Italian furniture is produced and furniture exports account for over 4 billion EURO, Pordenone's highly competitive hospitality costs and its easy-to-reach fairgrounds are further points of attraction both for exhibitors and visitors: in this sense, the launch of SICAM is a step forward in the direction of continuity.

More info at: [www.exposicam.it](http://www.exposicam.it)