

SICAM: MANY COMPARTMENT LEADERS HAVE ALREADY DECIDED TO ATTEND THE PORDENONE EVENT

The upcoming SICAM trade show's organisational framework is already buzzing with activity

To date over 140 companies have registered for the SICAM - event dedicated to the furniture industry's components, semi-finished products and accessories - that will be held in Pordenone on 14 - 17 October 2009. One third of the available exhibition area has already been allocated to companies and groups that have chosen continuity, thus witnessing their appreciation for the experiences in this city in Friuli.

Pordenone is unquestionably a leading city in the world of subsupplies due to its location in the furniture district that embraces both the provinces of Treviso and Pordenone, which produce 40% of Italian furniture and, most likely, and thanks to the efforts made by Fiera di Pordenone and its partners, who have never doubted that the SICAM would cross the borders of the reference markets as a real international event. Data based on such events held from 2001 to date prove this point.

Therefore, on the one hand we find a strong, mature industrial fabric, and on the other hand a precise, tested project that witnesses a close knit team's efforts in organising a B2B event. Targeted at meeting the demands of specialist operators, both exhibitors and visitors, SICAM will be held in a trade district - such as the one in Pordenone - entirely dedicated to hosting this review of supplies and semiprocessed items.

SICAM's success in Pordenone over the years mostly depends on insight into subsupplies companies' need to have their own stage to display their productive qualities to a large number of potential partners. History seems to repeat itself today - despite the extremely hard times for the entire production line, and the rather confused atmosphere that prevails in the trade show framework, Pordenone holds its leadership with an event that deems "service" the most relevant commitment. The success of this happening held in Friuli lies in the unparalleled focus on clients and obsessive care for the smallest details.

For various weeks Expositcam - the company that organises the event - constantly publishes and updates the exhibitors' list published on the page <http://www.expositcam.it/english/elencospositori.asp>. Suffice to visit the site and browse through the listed names to understand that the project counts the participation of many leading companies, and that October in Pordenone will go on being an appointment one will never miss, thanks also to the growing synergy created between Expositcam, the Pordenone Trade Fair, local institutions, associations and institutions that have long worked to provide this container with the tools required to ensure its very best.