



Numerous Reconfirmations and a lot of new requests for SICAM 2010, to be held in Pordenone from 20th to 23th october



The market has chosen: SICAM is its fair. The first edition of the International Exhibition of Components and Accessories for the Furniture Industry – held in Pordenone from 14th to 17th October 2009 – left no room for doubt or interpretation: exhibitors and visitors have decided that SICAM is the new reference point. A significant result for a fair that has just made its debut and which keeps the organizers busy without let-up for a second edition that strengthens and reasserts what has already been done. “The 400 exhibitors and 13.000 visitors from 80 countries who came to Pordenone - commented Carlo

Giobbi, organizer of Expositcam – were able to see the importance of SICAM for the subcontracting sector for themselves, right from the first edition.

As at 15th December, 70 % of the companies which exhibited at the first edition had already confirmed their stands for the second, which will be held from 20th to 23rd October 2010. “For a fair that it still in its early days - continues Giobbi – such “fidelity” is absolutely essential, and rewards us for our hard work. We are also rewarded by the many companies who have decided to participate in SICAM for the first time in

2010. They experienced the strength, the attractiveness and the ability to manage every aspect of organization with the greatest care, right down to the smallest detail, at first hand. SICAM kept all the promises it made, and came up to highest expectations of exhibitors and visitors alike”.

It is particularly interesting to consider that the new participants in SICAM come from all sectors. If some branches were undoubtedly better represented at the first edition, the 2010 edition promises to be a showcase of absolute excellence for all sectors, from decorations to fittings, décor paper, panels, components, upholstery materials, blanks, and fronts.

Naturally, the strategic partnership with Pordenone Fiere has been confirmed. The extensive trade fair complex, situated in the heart of the district where over 40% of Italian furniture is produced, is easily reached by motorway, railway or by plane (Venice, Trieste and Treviso airports with connections to a wide variety of destinations and low cost flights are a few dozen kilometers away).

