

SICAM DID MAKE IT!

As well known by sector's operators, one major case of success in the trade fair panorama of the last decade and an exhibition which has been showing steady increasing trends for 8 years, came to an end.

We refer to ZOW Pordenone, leading Fair of Furniture Components and Accessories, whose Organizers decided to take different direction.

The market has been asked to choose between remaining in Pordenone with a 'new' fair or moving to Verona with the ZOW brand or even not attending at all, just wait and see.

For SICAM, International Exhibition of Components and Accessories for the Furniture Industry, it was a winning debut last October in Pordenone. The first edition of the fair took place in the former 'traditional' location in the heart of the Livenza furniture district, boasting more than 13.000 visitors from 80 countries.

Around 400 exhibitors proved to believe in this new project and among them particularly the leading European manufacturers of furniture fittings. Many exhibitors of all productive segments took the opportunity to present innovative products and new items on the show.

The first edition of 'FUTSU: Furniture Trends Update' a convention focusing on global updating for the furnishing industries with distinguished contributions from sector's keynote experts, also attracted a crowded audience of professionals during SICAM.

Main points of discussion at the convention were: Environment as a Vehicle, Furniture Software Evolution, Materials Panorama and Global Economy Forecast.

"We're exceptionally happy with our first SICAM" says Carlo Giobbi, the Organiser. "As everyone knows, it's been a huge challenge, a necessary challenge, and a challenge that we were willing to accept, because we knew we had something to say about a sector where I and my team have over thirty years of experience."

70% of attending exhibitors already confirmed their participation in the second edition, that will be held from 20 to 23 October 2010 in the Pordenone Fairgrounds. The date of the next SICAM, already announced last May at a Press Conference in Cologne, has been chosen to avoid overlapping with Holz Basel (12-16 October) and Orgatec Cologne (26-30 October).



"Such an exhibitors' fidelisation is extremely important for an event at the beginning of its story – continues Giobbi – and is a great reward for all the work done. Also a great reward is the high number of companies who in 2010 will attend SICAM for the very first time".

Exhibitors' list is online at:
www.exposicam.it/elencoespositori.asp

