



seek 'em at sicam

If it's furniture components you're looking for, Carlo Giobbi is confident you'll find SICAM the best place to look as the big names line up to make the new Pordenone show a success.



Above: Carlo Giobbi, a well-known face in the components exhibition sector.

Carlo Giobbi is clearly satisfied about how his team is working for the next stage of SICAM, the International Exhibition of Components and Accessories for the Furniture Industry, to be held in Pordenone from 14th-17th October 2009. "Everything is proceeding as planned," he commented. "We bought the necessary structures, confirmed the relationships with our suppliers, invested in a massive promotional campaign and a series of presences in the most important trade fair events for the sector throughout the world."

Already over 240 companies have chosen to be present - among them the most important names in all branches of components, accessories and semi-finished products for the furniture industry. They have decided not to miss the big event to be held in the heart of the most important Italian furniture district.

"We are very satisfied with the work we are doing," added Carlo. "Our proposal is a fair rooted in the territory but with a strong international dimension, thanks to the presence of many big industrial groups of global significance. There is also much important news, such as the complete renewal of the exhibiting modules (ceiling and furniture) to make our show even more appropriate for exhibitors and easy viewing for the visitors. We have worked in the world of fairs for over 30 years and have therefore experience and relationships that make us look with great serenity to the future. Coupled with an economic strength that allows us to operate in order to offer the best to our protagonists, both exhibitors or visitors, our well-known capacities make us say right away that the first SICAM will be a great event!"

SICAM launched a challenge that right from the start has seen many important supporters prioritising it. First were the global giants of the hardware, then came the big names in other branches. Even now - and there are still more than six months until the start of the fair - all product types will be shown in Pordenone by the most respected brands. SICAM promises to be a complete show, appealing to a great number of high profile players and already showing to the few still undecided that there are no comparable alternatives.

www.exposicam.it