

PORDENONE

In the heart of furniture production

Pordenone – a city located 80 kilometres to the north-east of Venice – is a continuously developing economic and commercial centre chosen by large multinational industrial groups (such as Zanussi-Electrolux). Above all, however, it represents the heart of a district that is home to thousands of small and medium-sized businesses operational all over the world thanks to their expertise in combining top-level professionalism, entrepreneurial ability, the desire for excellence and flexibility in the management of complex projects.

Indeed, in terms of Italian provinces, along with Treviso, Pordenone is the most prolific production district in the country with over 40% of Italian furniture (*a sector that counts 30,000 businesses, 200,000 employees and that accounts for 19 billion euro of the 22 billion turnover made by the furnishing industry as a whole*) produced in the Livenza area. Production that has stimulated the strong development of satellite activities, a large proportion of which is made up of semifinished products, supplies and accessories for the furniture industry.

PORDENONE FIERE

Within easy reach of all markets in Central Europe and the Balkans, thanks to a motorway network that brings operators directly to the district, the Fiera di Pordenone is also very close to the international airports of Venice (third in Italy in terms of traffic and destinations served), Treviso and Trieste (chosen by low-cost companies that fly between many European destinations): the trade fair is less than an hour's drive from all three airports.

The trade fair district covers an area of 100,000 m² and boasts nine halls equipped with the most advanced technological systems, and connected with lines that guarantee ISDN and Wi-Fi connections in all locations. The covered exhibition area is over 30,000 m² and is structured into three large blocks, each of which equipped with its own reception and all necessary logistics services to ensure that both visitors and exhibitors are provided with the best possible service. Architecturally speaking, the trade fair buildings are both modern and highly striking, designs that embody Pordenone Fiere's desire to open its doors to the world of industrial technology.



SICAM 2009

A MAJOR NEW EXHIBITION

“Beyond even our most optimistic of predictions”. This is how Carlo Giobbi, legal representative of Expositicam Srl, the company that organises the show, described the state of preparations for SICAM, International Exhibition of Components and Accessories for the Furniture Industry, at the press conference in Cologne. The show is scheduled to take place in Pordenone on 14-17 October 2009.

Over 250 direct exhibitors will be taking part at the first SICAM, meaning that over 60% of the exhibition space at Fiera di Pordenone has already been assigned and every day new companies are added to the list of exhibitors. (the list of confirmed exhibitors is updated in real time at <http://www.expositicam.it/english/elencoespositori.asp>)

“The list has been online for months and the fact that it can now be compared with those of other events is something we are very happy about”, remarked Carlo Giobbi. “Our partners, the companies we contact, need not simply rely on our words: all they need do is see how many have chosen us to get an idea of what will be happening in Italy in October at the centre of the most important Italian furniture district.”

With five months still to go until the official opening, the presence of all product typologies, presented by the most authoritative brands, is already guaranteed at Pordenone. “A comprehensive and exhaustive exhibition – commented Giobbi – that will attract large numbers of operators and quickly convince those who are yet undecided that no other alternative compares”.

The “slowdown in pessimism” that seems to be taking a foothold in the world economy has also undoubtedly had a major impact on the high numbers of participants expected to register over the next few weeks. The first hints, the first cautious observations of an “arrest in the fall” of the main economic indicators seems to have convinced significant numbers of business professionals to visit key trade fairs such as SICAM Pordenone.

Indeed, if there is a risk, it may be that of missing such a good opportunity: “Being unable to meet visitors at a trade fair just when there are the first minimal yet concrete signs of an upturn may give the competitors a helping hand”, commented Carlo Giobbi, who underlined his satisfaction with the “SICAM project” and the significance of the close, continuous, intense and profitable partnership with Fiera di Pordenone.

