

SICAM 2010

once more the
reference event



"I am very satisfied, I can't deny it. SICAM will be the leading event in 2010 for the world of semi-finished products and supplies for the furniture industry, an international primacy which we have earned on the field. It is an incredible result if we consider that this is only the second edition of our trade fair, though I'll admit that this was exactly the goal we had set our sights on".

With these words Carlo Giobbi greeted the journalists gathered in Milan in May for an informal meeting, where he took stock of the preparation for the upcoming edition of SICAM, the International Exhibition of Components, Semi-finished Products and Accessories for the Furniture Industry, which will be held at Pordenone Fiere from October 20 to 23.

THE EXHIBITORS

At May 3rd, 330 direct exhibitors have signed up for the event, covering an overall surface of almost 12,000m². The enrolment rate of new participants indicates that it will be a huge edition, which could even occupy all the pavilions of the Pordenone Fiere. (*The exhibitors' list can be seen at www.exposicam.it updated in real time.*)

Over 80% of the exhibitors at SICAM 2009 renewed their participation this year. There is also a huge presence of new companies who decided to take part in the second edition of the event. Indeed, more than 25% of the stands confirmed to date are participating for the first time. This new fair has immediately become a reference point on the worldwide calendar of all the sectors involved. The international nature of the event is confirmed by the presence of many foreign companies, from multinationals to small and medium-sized enterprises. To date they make up 20% of the confirmed participants. The main countries involved are Germany, Austria, Switzerland, Turkey, Spain and Great Britain.

A STRONG PARTNERSHIP

The SICAM and Pordenone Fiere winning partnership has, of course, been confirmed. The cooperation with the trade fair organiser is one of SICAM's strong points, setting the fair in the heart of a region where, despite the problems of the current economic cycle, most of "Made in Italy" furniture is manufactured. An ad-hoc fair trade district for this event with a "city system" mindful of what a successful fair brings to the entire economic structure, excellent connections with the entire world thanks to airplane connections (*Venice, Trieste and Treviso airports*) and easy access by car or train.

THE VISITORS

"But despite these results," Carlo Giobbi added, "we certainly haven't been resting on our laurels. Trade fairs are delicate structures, which must offer high-quality services. They must arrange it so that the exhibitors only have to think about their own business. But they also have to heavily engage in promotion, because there are always new exhibitors to win over and, above all, visitors to be shown the importance of being in Pordenone next October. In the first edition of SICAM, 24% of the visitors came from 79 different countries. I am certain that this is the result of our strategy of being present in all the leading trade fairs of the sector, no matter where they may be".

PROMOTION

During the lead up to SICAM the expo has had stands at the M&M in Bogotá, at Indiawood in Bangalore, MTMK in Kiev, at Technobel in Sofia, in Poznan for Furnica, at Medwood in Athens and Interzum Moscow. With a clear, strong message: SICAM is the event not to be missed!

SICAM's aim is to guarantee the best possible service to its partners. Therefore, it has set up SICAM Exhibitor's Club, an initiative reserved solely and exclusively to its exhibitors. In some

of the trade fairs where SICAM will participate there will be a business lounge reserved to its partners. "Our task is to provide a service to our clients", commented Carlo Giobbi while presenting the initiative. "We are at home in many trade fair all over the globe; this is a know-how that we make available to SICAM exhibitors in view of events where they may decide to exhibit in the future". The exhibitors have an area available to them where they can enjoy the use of various services free of charge and which they can also use as a base during their visit.

SICAM ON THE INTERNET

The SICAM website (www.exposicam.it) has also undergone a makeover. It has been completely renewed in order to allow everyone to rapidly find all the information they may need. No frills, very little concessions to animations or graphics, all to promote speed, clarity, and completeness of information presented in a manner that is easy to use for the various different user groups (exhibitors, visitors, journalists). One of the most popular services is the ability to access the always active on-line registration which enables operators coming to Pordenone from October 20 to 23, 2010 to get their entry pass sent to their own address saving any hassle.

SICAM 2011, THE THIRD EDITION

There are still six months to go to the 2010 edition but the organisers are already looking ahead to the third edition, aware that for companies - exhibitors or visitors - it is more and more crucial to be able to plan their activities well in advance. As announced some months ago, SICAM 2011 will be held in October from Wednesday 19 to Saturday 22, a set date to suit all those who wish to participate in fairs which, starting from next year, will be held in October.

