



**Sicam – the international exhibition of components and accessories for the furniture industry which will be held in Pordenone from 14<sup>th</sup> to 17<sup>th</sup> October 2009 – decided to organize a press conference during the last edition of Interzum in Cologne.**



Carlo Giobbi.

If the goal was to prove that there is no inferiority complex we can say without any doubt that it has been achieved. Because **Sicam** – an acronym the furniture industry is familiar with – decided to organize the first press conference at Interzum. In front of all the most important industry journalists **Carlo Giobbi** – the organizer of the exhibition with a con-

solidated experience in the industry acquired thanks to collective groups in the hardware industry and Zow Pordenone – presented all his strategies.

Mr. Giobbi, a skilled and convincing speaker, talked to the audience with self-confidence (*"I've brought all my papers to show everybody that everything I said and I will say is absolutely true, as usual"*) he told us) and he was ready to answer the questions of all journalists. He focused on the reasons of the foundation of Sicam, on how the project is being implemented, on the expectations relating to the first edition and on the consequences of a "tight" comparison with Zow Verona, which will be held few days after the Pordenone-based event.

*"Beyond even our most optimistic of predictions".* This is how Carlo Giobbi, legal representative of Expositcam Srl, the company that organizes the show, described the state of preparations for Sicam, international exhibition of components and accessories for the furniture industry, which will be held in Pordenone next 14-17 October. *"Everything is*



going according to plan”, he added. “Here in Cologne we have presented a preview of the new self-supporting walls that will form the centerpiece of our display. We have shaken hands on agreements with our most trusted suppliers, invested in a major advertising campaign, and wanted to secure a widespread presence at the most important international trade fairs in the sector”.

Over **280 exhibitors** will be taking part at the first Sicam, meaning that over 60 percent of the exhibition space at Fiera di Pordenone has already been assigned, as we were told during the press conference. The figures are in continual change as every day new companies choose the event organized by Expositcam and are added to the list of exhibitors. The list of confirmed exhibitors is updated in real time at [www.expositcam.it/elenco-espositori.asp](http://www.expositcam.it/elenco-espositori.asp). The exhibitors' list has been a key topic for Giobbi: “I hope that more and more potential exhibitors and visitors will have the time to look at the list of all those exhibiting in Pordenone” he added. “An absolutely real and clear list, that we are ready to use to quickly convince those who are yet undecided that we are willing to organize a great event which will meet the requirements of this industry”.

And he added with a rather polemical tone: “Our partners, the companies we contact, need not simply rely on our words: all they need do is see how many have chosen us and many have chosen differently to get an idea of what will be happening in Italy in October at the centre of the most important Italian furniture district”.

Sicam Pordenone has leveraged the **support** of several important organizations from the very outset: first of all the hardware leading companies (Blum, Grass, Häfele, Hettich, Huwil, Kesseböhmer, Vauth Sagel, Salice, Caimi, Camar, Formenti & Giovenzana, Gruppo Pozzi, Scilm, etcetera), the world of panel (including Frati, Fantoni, Saib, Trombini Group), semi-finished products (fra cui Attimec, Bellotti, Ilcam, Santarossa, Tabu), equipment (Alpes Inox, Blanco, Franke, Jollynox, Plados) and leading companies operating in different industries (Durante e Vivan, Compagnucci, Giplast Group, Icro Coatings, Süddekor).

And Giobbi did not forget to remind it. “We have to wait five months before the inauguration and all product types will be in Pordenone, presented by the most renowned brands. We will offer a complete

## PROMOTION, AGREEMENTS, EVENTS

The presence of Sicam Pordenone in Cologne has represented - as the organizers said - an important step of the **promotion** activities carried out to present the Pordenone event all over the world and at targeted shows. In addition to the advertisement campaign involving twenty magazines of several countries, Expositcam will be attending not only the most important national and international exhibitions dedicated to the furniture industry, but also many events where the whole industry will be exhibited, from technologies to finished products.

This project is also supported by a **cooperation** protocol signed with Movergs, the Brazilian association gathering the most important furniture manufacturers. The agreement allows the association to take part to Sicam Pordenone and it represents the basis of a series of agreements that will be implemented together with Fiera di Pordenone and that will involve associations, consortiums, industrial groups in order to provide a suitable audience.

A rich agenda of **events and meetings** will be provided in cooperation with universities and research and certification institutes.



and exhaustive exhibition that will gather a huge number of operators and that will show everybody - also all those who are not confident - that there are no alternatives”.

The dates of the event were already communicated during the press conference and that was a particularly meaningful sign: Sicam 2010 will be held in October 20-23, always in Pordenone. **(I.r.) ■**