



si! success!

Carlo Giobbi and his team are so confident of a packed out event that they are predicting Sicam could take over all the pavillions of the Pordenone fairground.

Sicam's success last year appears to have marked the start of a small tsunami which is rolling in for the next edition of this lively components fair, scheduled for October 20th-23rd 2010.

By the meeting with journalists on May 4th, Sicam boss, Carlo Giobbi, was already announcing 330 confirmed exhibitor signings for the event in autumn - and, adds Carlo, the enrolment rate indicates it will be a huge edition which, if the present trend continues, could see Sicam occupy all the pavillions of the Pordenone fairground.

Over 80% of the exhibitors from 2009 have reconfirmed their participation in the 2010 event so far. More than 25% of the stands confirmed at the time of going to press will be new to Pordenone but alongside them will be a substantial number of leading names from the hardware sector, paint and glue companies and specialists from the kitchen furnishings and semi-

finished products sectors. Many will be foreign companies from outside of Italy - notably Germany, Austria, Switzerland, Turkey, Spain and the UK. The first edition of Sicam saw 24% of the visitors arriving from 79 different countries, attesting to the international nature of this exhibition.

During his presentation, Carlo Giobbi commented that, "the tough period [of recession] has ended and the market, not only in Italy, has made its choice." That choice is to take positive steps to show new and innovative products at a friendly and accessible location.

The essence of the fair is accessibility - not just the result of good international connections by road and rail or through Venice, Trieste and Treviso airports but also through the internet. The website has been given a makeover with a new, no-frills presentation and on-line registration makes life easy too. You'll find the website at www.exposicam.it