

SICAM 2010

IS 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 on May 4 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 figures we will present this evening – and which will grow even more in the six months between now and SICAM 2010 – demonstrate that the tough period has ended and the market, not only Italian, had made its choice", Carlo Giobbi added.



THE EXHIBITORS

At May 3rd, ca.330 direct exhibitors have signed up for the event, covering an overall surface of almost 12 thousand metres squared. 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/english/elencoespositori.asp, 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 wor-

ldwide calendar of all the sectors involved. The international nature of the event is confirmed by the presence of many foreign companies from the sector, 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.

The second edition of SICAM will see the involvement of all the leading names in the hardware, decorative, paint and glue, kitchen furnishings, and semi-finished products sectors. A thoroughly exhaustive offer which also includes small and medium-sized enterprises, the companies which form the backbone of an industry where invention, creativity and production know-how are at home.

A STRONG PARTNERSHIP

The SICAM and Pordenone Fiere winning partnership has, of course, been confirmed. The cooperation with the Friuli-based 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 its perfect size, top-quality services, 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, machines 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



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. The first event is Formobile to be held in San Paolo (Brazil) from July 27 to 30, at stand H14, the first step of what may soon become an "international circuit".

SICAM ON THE INTERNET

The SICAM website (www.exposicam.it/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 made need. No frills, very little concessions to animations or graphics, all to promote speed, clarity, and completeness of information presented in an immediate 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



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".



THE ADVERTISING CAMPAIGN

Sicam had a stand at the M&M of Bogotá (Colombia, March 3 to 6), at Indiawood (Bangalore, March 4 to 8), MTMK in Kiev in the Ukraine (March 10 to 13), at Technobel in Sofia (Bulgaria, from March 23 to 27), in Poznan, Poland for Furnica (April 13 to 16), and at Medwood in Athens, Greece (April 22 to 25). And in a few days time it will be appearing at Interzum Moscow (May 12 to 15). With a clear, strong message: Sicam is the event not to be missed!

SICAM EXHIBITOR'S CLUB

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



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.

www.exposicam.it