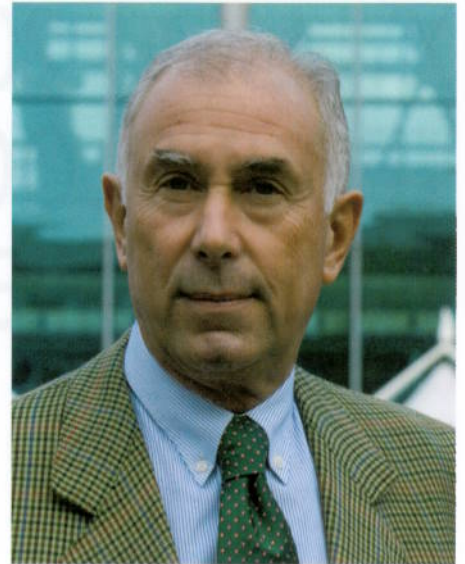


# SICAM 2009, A MAJOR NEW EXHIBITION

**"B**eyond our most optimistic predictions" said Carlo Giobbi, legal representative of the organizing company Expositicam Srl, speaking at the press conference in Cologne about the preparatory work for SICAM, International Exhibition of Components and Accessories for the Furniture Industry. The show is set for 14-17 October 2009 in Pordenone.

Direct exhibitors of the first SICAM will be almost 300. The list of confirmed exhibitors is updated in real time at: [www.expositicam.it/english/elencoespositori.asp](http://www.expositicam.it/english/elencoespositori.asp). A view through the list is all it takes to see that Pordenone in October will welcome in the heart of the Italian furniture district of Livenza (Treviso-Pordenone) many world's leading companies from the fitting industry and other productive sectors.

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 of the opportunity 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 hel-



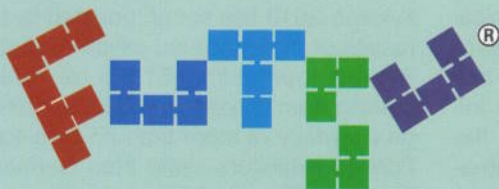
Carlo Giobbi

ping hand", commented Carlo Giobbi, who underlined his satisfaction with the "SICAM project" and the close, continuous, intense and profitable partnership with Fiera di Pordenone.

The new "BD System" system of modular partition walls will be used for the first time at SICAM Pordenone. It is a new system of 80 mm thick walls with an underlying structure comprising aluminium supporting frames, to which laminate panels are fixed. The surfaces of the walls are white and smooth. The panels can be worked on and perforated in order to hang pictures, products, samples etc. The panels have been designed to be used and substituted each time.

A targeted advertising campaign was launched involving 20 publications in Italy, Germany, Spain, Turkey, Brazil, Poland, and England. SICAM Pordenone also participated at DelhiWood (New Delhi, India), MTKT-Furniture Technologies, Components, Textiles (Kiev, Ukraine), Fimma (Bento Goncalves, Brazil), Furnica (Poznan, Poland) and Furnima (Salonika, Greece).

A partnership agreement with the Brazilian association Movergs has been signed at Fimma, followed by other agreements with associations, consortiums and organised groups of businesses to guarantee SICAM's exhibitors a suitable audience.



## CONVENTION FUTSU - Furniture Trends Update Pordenone Fairgrounds, Friday, 16 October 2009

FUTSU, first edition of a convention focusing on global updating for the furnishing industries, includes 4 sessions and 20 lectures, each of them taking 20 minutes, with contributions from sector's keynote experts.

Main points of discussion will be innovative paths and future visions for the furniture industry. FUTSU's four sessions are:

- ENVI - ENVIRONMENT as a vehicle
- FUSE - FURNITURE Software Evolution
- MAPA - MATERIALS Panorama
- GLOBEC - GLOBAL ECconomy forecast

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