



A winning debut

That's how to describe what happened at Pordenone Fairgrounds, where the first SICAM, International Exhibition of Components and Accessories for the Furniture Industry, was recently held. More than 13.000 visitors from 79 countries, demonstrating the effectiveness of Expositcam's choices and of the huge promotion made to establish SICAM as a world-known fair.

"We demonstrated that we keep our promises, proposing an expo that responded perfectly to the needs of exhibitors and visitors to meet and interact, also in such a difficult moment. The number and kind of exhibitors, together with the choice of remaining in Pordenone - an area with a high furniture production - gave us the chance to attract lots of visitors. We have now archived a first big success, bigger than expected." So commented Carlo Giobbi, organizer of SICAM, at the end of the exhibition.

"It has been a great pleasure for me to hear in meetings with exhibitors and visitors how much they appreciated what we have done and for having so strongly believed in this new project. Also the more "incredulous" have been able to see a complete fair. Many have already confirmed or announced, and not just with words, their choice to be with us for the second SICAM."

SICAM 2010 will be held from the 20th to the 23rd October in the Pordenone Fairgrounds. The date announced last May, has been chosen to avoid clashing with the Holz exhibition in Basel (12-16 October) and the Orgatec exhibition in Cologne (26-30 October).

