



® INTERNATIONAL
EXHIBITION
OF COMPONENTS,
SEMIFINISHED
PRODUCTS
AND ACCESSORIES
FOR THE FURNITURE
INDUSTRY

13-16
OCTOBER
2020



PORDENONE
FAIR



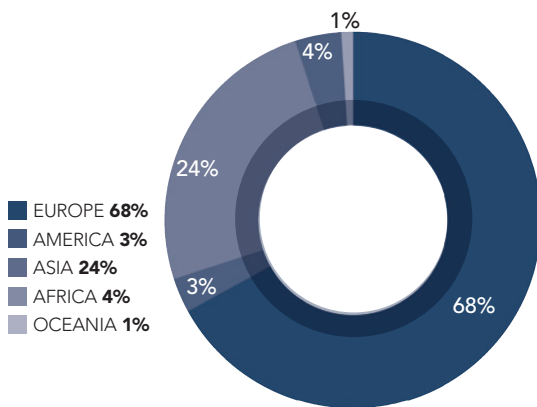
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THE IMPORTANCE OF RELATIONS

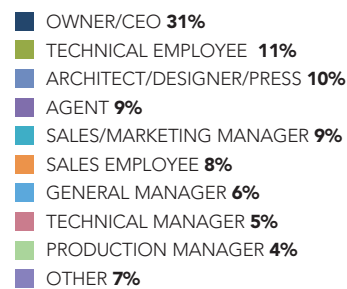
The value created at a trade fair lies in the quality and quantity of business relations. This is the distinguishing feature of SICAM, because you find the right people there, those who make decisions and choices, new commercial partners for developing products, ideas, and projects. The new trends of the global furniture industry come to life at Pordenone.

SICAM: A REFERENCE FOR THE SECTOR

The right trade fair at the right time in the right place: this is one of the factors of SICAM's success. Every October, in the heart of one of the main industrial districts of the global furniture industry, the professionals who meet up at the trade fair find new products, the most innovative materials, and cutting-edge technologies to breathe life into ideas for the furnishing collections that will be presented at the international trade fairs in the following spring. Ten exhibition halls: those who matter come to SICAM!



ORIGIN OF FOREIGN VISITORS IN 2019



QUALIFICATION OF VISITORS IN 2019

THE QUALITY OF THE TRADE FAIR IN FIGURES

SICAM's strength lies in the numerous high-profile international relations it ensures to its participants every year. This explains the high rate of return of exhibiting companies from all over the world (93% last year). In 2019, 8,281 companies from 109 foreign countries sent their professionals to visit the Pordenone event. They came from the more developed countries in the furniture industry and countries of more recent growth, with an increasingly more significant Asian component found at the trade fair.

604 exhibitors

109 visiting foreign countries

8.281 visiting companies

36.500 square metres of exhibition area

1,28 average stay of the visitors at the fair

AN EASY EXHIBITION LAYOUT

The well-sized, condensed exhibition spaces at SICAM make every company highly visible within an established, functional layout. Each stand can exert its importance in halls that hold all the products, generating a balanced flow of visitors that makes each exhibitor easy to identify.

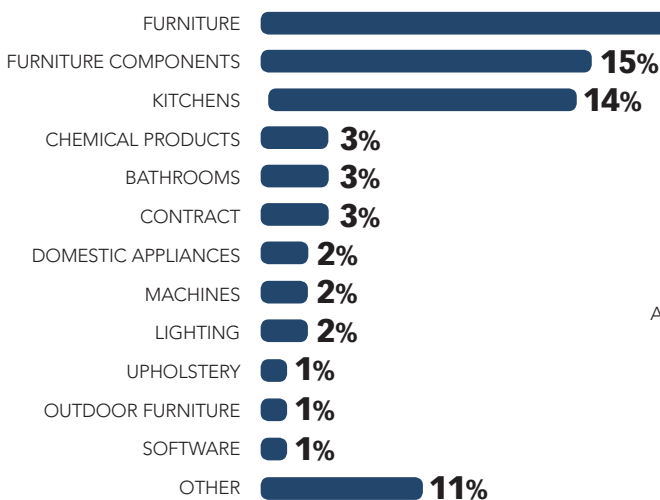
THE DECISION MAKERS ARE FOUND AT SICAM

Each year at SICAM over six hundred companies from all over the world present the broadest offering of components, accessories and semi-finished goods for the furniture industry to an audience of over eight thousand visiting companies. Designers and interior designers, production managers and technicians, marketing managers, CEOs and general

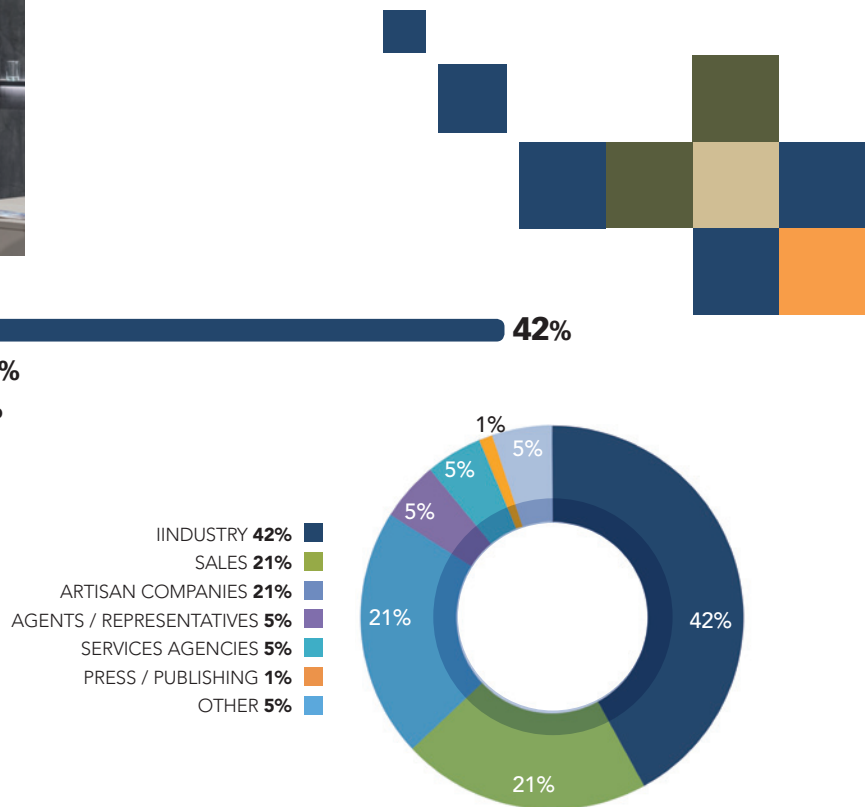
managers: at SICAM all top management roles from the entire value chain are present. They comprise the most attentive and numerous nucleus of visiting professionals in an environment exclusively focused on building high profile relations and on the most innovative and top quality products.

A TRADE FAIR WITHOUT ANY TIME WASTING

Condensed in a simple, elegant environment, SICAM is easy and quick to get around: the average time spent at the event in 2019 was 1.28 days. Time is precious at a trade fair; it is fully dedicated to developing business relations. The opportunity to meet new commercial and design partners to develop a visitor's company and business is the decisive element for valuable attendance at a trade fair.



PRODUCT SECTORS OF VISITING COMPANIES IN 2019



TYPES OF VISITING COMPANIES IN 2019

THOROUGH AND EFFICIENT SERVICES

FOR EXHIBITORS AND VISITORS

Ranging from special shuttles from the Venice and Treviso airports and handy car parks near each entrance, to the restaurant and bar services available in the halls: the attention paid to services is a distinguishing feature of SICAM, where attending professionals are placed in the best working conditions.

The format of the trade fair and its elegant, functional environment are the most evident factors that ensure the perfect conditions for a successful visit.

1 - CHINA	11 - ROMANIA	21 - BELGIUM
2 - GERMANY	12 - AUSTRIA	22 - CZECH REPUBLIC
3 - UKRAINE	13 - SERBIA	23 - UNITED STATES
4 - SLOVENIA	14 - GREECE	24 - SWITZERLAND
5 - CROATIA	15 - HUNGARY	25 - IRAN
6 - RUSSIA	16 - BULGARIA	26 - PORTUGAL
7 - SPAIN	17 - BELARUS	27 - NETHERLANDS
8 - FRANCE	18 - TURKEY	28 - SOUTH COREA
9 - U.K.	19 - BOSNIA HERZEG.	29 - FINLAND
10 - POLAND	20 - INDIA	30 - ISRAEL

THE TOP 30 VISITING COUNTRIES IN 2019



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13th - 16th OCTOBER 2020

PORDENONE FAIR

Organizing Secretariat

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