press release

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SICAM 2026: AT LAST, WE MEET AGAIN!
This is the spirit in which the furniture world looks forward to the **17th edition of SICAM**, the International Exhibition of Components, Semi-Finished Products and Accessories for the Furniture Industry, which opens today at the **Pordenone** exhibition centre. Four days, **from 20th to 23rd October**, to explore the direction of an industry that has been undergoing a period of transformation for some time: on the one hand, the search for furniture and furnishings that reflect the tastes and habits of an increasingly "digital and globalised" world; on the other, the demanding task of engaging consumers seeking fresh inspiration in an extremely competitive international environment.
In this complex period, SICAM will offer more opportunities than ever this year to share ideas, meet, exchange views, gain insights and explore new business prospects. Products take centre stage at SICAM, but it is also a place where people can enjoy a pleasant, relaxed and smart environment: a practical, flexible and convenient event that enables exhibitors and visitors to **focus on their business**.

THE EXHIBITORS
Once again this year, Pordenone will showcase the vast range of products and services needed to build tomorrow's furniture: hardware, materials, panels, services, adhesives and coatings, household appliances, decorative surfaces, upholstery padding and much more will fill the stands of the **697 exhibitors** – including 218, 31.4%, from 35 countries – who have chosen to attend SICAM again this year, occupying all **19,150 square metres of net exhibition space** available. As always, Germany leads the ranking with the largest contingent of international exhibitors (49 companies; 30.1% of foreign participation), followed by Türkiye (26 companies; 16%), Spain (13 companies; 8%) and Austria (11 companies; 6.7%). Interestingly, Germany and Türkiye, the top two countries in the ranking, account for 46% of international exhibitors. Adding the 479 Italian exhibitors to these two countries reveals that the top three countries of origin account for just under 82% of the offering at SICAM.

A look at the **479 Italian companies** listed in the SICAM 2026 catalogue confirms that Lombardy and Veneto account for 57.4% of domestic participation (274 companies). This share rises to 80.5% (384 companies) when exhibitors from the Marche and Friuli Venezia Giulia regions are added to those from these two regions.

One final, interesting figure concerns the exceptionally high proportion of **"returning exhibitors"**: 88.6% of exhibitors return to SICAM, demonstrating remarkable continuity and confirming the role the exhibition has established over the years.

VISITORS
SICAM is also set to deliver on its promises in terms of **visitors**, as shown by the registration trends for admission to the fair: only industry professionals who register on the exhibition's platform can attend SICAM.

The signs are clear, and results are expected to remain broadly in line with 2025, when attendance at the fair totalled 29,359, including 23,818 visitors representing 9,336 companies, 39% of which came to SICAM from 112 countries.
More than half of the expected visitors will naturally come from Italy, but interesting and exciting developments are anticipated in the countries of origin of visiting professionals. SICAM has always worked on every front to reach beyond borders, offering exhibitors opportunities to approach new markets, particularly this year, in response to a geopolitical environment that has closed some doors.

AN INCREASINGLY INTERNATIONAL SICAM
This focus on new regions and markets has been built over time through the dozens of appearances and participations that take SICAM to the world's leading exhibitions and events every year. Today, more than ever, this international outlook takes concrete shape through specific partnerships and initiatives, in pursuit of new "worlds of possibility".
A notable example is the renewed partnership with **ITA**, the government agency for the overseas promotion and internationalisation of Italian companies. SICAM 2026 will welcome delegations of buyers, architects and interior designers from **Angola**, **Canada**, **Indonesia**, **Mexico**, **the United States**, **South Africa** and **Vietnam**: established destinations and emerging markets, offering opportunities to renew existing relationships or create entirely new ones.
SICAM's ongoing promotional efforts in key markets and business environments led to the agreement signed in recent months by **Carlo Giobbi** in Tashkent, the capital of Uzbekistan, with **Mukhtor Umarov**, President of the **Economic Assembly of Uzbekistan**, an organisation that promotes the Asian country's economy. Thanks to this agreement, a **delegation of Uzbek entrepreneurs** from the furniture industry will visit SICAM's stands in search of semi-finished products, materials, hardware and finishes that will help them develop a modern, more functional approach to living spaces.
SICAM 2026 will further strengthen its longstanding relationship with some of the leading organisations in the **US furniture and interiors industry**. Building on previous editions, a **delegation of industry professionals from the United States** is once again expected at SICAM this year. The programme also includes a seminar entitled **"Discover the American Market"**, offering an overview of the US market and its main current trends, supported by data from the NKBA, the National Kitchen and Bath Association.
On 19th and 20th October 2026, SICAM will host the **"Kyiv International Furniture Summit"**, now in its fifth edition and taking place for the second time at Pordenone Fiere, during the international exhibition of furniture components, accessories and supplies. The two days will provide a much-anticipated opportunity for exhibiting companies to meet and exchange ideas with Ukrainian architects, interior designers and furniture manufacturers. More than ever, these professionals are exploring the values that "good design" can express in any setting, perhaps especially in a country awaiting peace so that reconstruction can begin.
SICAM exhibitors and visitors will also have the opportunity to take a closer look at the possibilities offered by **countries in the Asia-Pacific region**, thanks to the partnership with FIND Design Fair Asia, an exhibition taking place in Bangkok in November.
At SICAM 2026, the **Italian Chamber of Commerce in Vietnam (ICHAM)** is organising a meeting dedicated to **Vietnam**, a market of growing strategic interest. The event will focus on the economic environment and the opportunities offered by a rapidly expanding furniture and interior design supply chain.

NEW AT SICAM 2026
A dedicated visitors' area makes its debut in the SICAM app, designed to make visits to the fair even simpler, better organised and more effective. Available on iOS and Android, it allows users to scan the QR codes on SICAM badges to capture contact details, add photos and notes, and consult their history of scanned contacts, which can be exported by email in CSV format. The *Interests* section lets users select the

product categories they are interested in and locate the relevant exhibitors on the hall map, while the *Favourites* section allows them to create a personalised list of companies to visit, highlighting them on the map. All activities carried out through the app can also be viewed online by logging into the personal area. An additional tool to plan meetings, gather information and make the most of the time spent at SICAM.

A FOCUS ON ITALIAN BUSINESSES

Another new feature of this edition of SICAM is the partnership with the Ministry of Enterprises and Made in Italy. At SICAM, exhibitors and visitors will be able to learn more about the **"Case del Made in Italy"**, local offices offering information, guidance and support in accessing the main measures designed to promote the development, competitiveness and recognition of Italian manufacturing excellence.

THE EDUCATION AND TRAINING CHALLENGE

Among the events hosted by SICAM again this year is the now traditional initiative dedicated to the major issue of education and training. For the third time, **ADI Friuli Venezia Giulia** will be hosted and supported by SICAM, with an important new chapter in its programme of activities and initiatives aimed at bringing young people closer to the world of design and the production of furniture and related supplies. This year's programme is particularly significant: for the first time, some projects will take physical form and become a reality, thanks to the decision by several exhibiting companies sponsoring the initiative to produce designs presented at SICAM 2025.

ENJOY PORDENONE

The close ties between SICAM and the City of Pordenone are reaffirmed by the third edition of **"Enjoy Pordenone with SICAM"**, an extensive programme of meetings, events, concerts and tastings. This programme of events beyond the fair will also offer an opportunity to get to know the city that will be the "Italian Capital of Culture" in 2027.

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