



press release

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SICAM 2026: less than two months to go until the 17th edition!

Everything is now ready for SICAM 2026, the International Exhibition of Components, Semi-finished Products and Accessories for the Furniture Industry, which will take place at the Pordenone exhibition center from 20 to 23 October. Exhibition space has been sold out for months, **with 20,000 net square meters** hosting **700 exhibitors**, 32% of them from outside Italy.

"SICAM is now a mature, well-established trade show, recognized by industry professionals from all over the world as playing an essential role: every October, it provides an unmissable opportunity to meet, exchange ideas and explore new developments; a place where those offering products and ideas can connect with those looking for solutions in a pleasant and relaxed atmosphere... a 'happy place', as I like to call it, where doing business is not only an opportunity, but also a moment for dialogue and sharing," commented Carolina Giobbi, Head of Marketing and Communications.

Expectations are equally strong on the **visitor side**. Based on current pre-registration figures, attendance is expected to be in line with the previous edition, when 24,000 visitors representing 9,300 companies from the industry came to Pordenone, with 39% arriving from 112 countries around the world. SICAM continues to deliver on its most important promise: to be at the service of exhibitors and visitors, creating the best possible conditions for supply and demand to meet effectively. Promotional initiatives at trade fairs and events around the world, continuous improvements introduced with every edition, the many services available to those attending the show, the SICAM app, information on the renewed website www.exposicam.com, an active presence across social media, online registration allowing visitors to enter the exhibition using the QR code received by email, and the free shuttle bus service to and from Venice and Trieste airports are just some of the initiatives designed to make SICAM a "happy place" in every respect. SICAM remains consistent with its choices and its history: a trade show that does not focus on numbers or records, but on its long-standing relationship with the international furniture community, always placing the product firmly at the center.

It is within this context that SICAM has renewed its **collaboration with ITA** – the Italian Trade Agency for the promotion and internationalization of Italian companies. Thanks to this partnership, SICAM 2026 will welcome delegations of industry professionals from Indonesia, Vietnam, South Africa, Canada and Mexico. Also confirmed is a new edition of **"Enjoy Pordenone with SICAM"**, the show's programme of events around the city, offering exhibitors and visitors the opportunity to enjoy their evenings while discovering Pordenone, which will be the Italian Capital of Culture in 2027.

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