

Movelsul: Brazil's Last Word in Furniture Design

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Brazilian furniture makers have been investing in machinery, design, human resources and management for a long time now with the intention of conquering demanding markets.

The Brazilian furniture industry is now one of the most successful in the world, exporting to the United States, France, the United Kingdom, Germany, the Netherlands, Spain, Canada, Ireland, Mexico, Chile, Uruguay and Argentina, among others.

The quality of Brazilian furniture may now be confirmed at Movelsul Brasil 2006, the furniture trade show that takes place every other year in Bento Gonçalves, Rio Grande do Sul state, in southern tip of Brazil, March 13-17.

More than 400 companies will be displaying the most modern and advanced products from the Brazilian furniture industry.

14% of the products exhibited at the show will be chairs/pantries/dining rooms; 23% complements; 10% kitchens/service areas/bathrooms; 18% bedrooms/beds/bunk beds; 16% shelves/racks; 7% upholstered couch sets; 5% kids line and 7% office furniture.

The raw materials used are just as diverse, including wicker/rattan, plastic, fiber/stone/glass, leather/canvas, metal, wood and metal plates.

In addition, professionals visiting the show may also get a glimpse of what Latin American designers have in mind for new furniture concepts. A large space has been reserved within Movelsul Brasil to exhibit the winners of the tenth "Movelsul Salon Design" award, the most respected in Brazil.

The show takes place in a large, climate-controlled, 52,000 square meter exhibition area, and, as a professional event, offers all the necessary facilities for conducting business on-site. International buyers will be offered easy Internet access, professional trilingual interpreters, locators, etc.

Another noteworthy aspect of this tradeshow is that it takes place in one of Brazil's largest export hubs. The city of Bento Gonçalves lists 380 furniture manufacturers.

Founded and developed by Italian immigrants, the city is located in the mountains of Rio Grande do Sul, and boasts pleasant temperatures, several natural attractions and a rich culinary culture.

In 2004, 35,000 professionals visited Movelsul, including importers from 50 different countries.

Movelsul Brasil - www.movelsul.com.br