

Fimma Fair, Brazil's Furniture Showcase

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The Machines, Raw Materials and Accessories Trade Fair for the Furniture Industry, Fimma Brasil, is to be held in 2005 for the seventh time, in Bento Gonçalves, state of Rio Grande do Sul, Brazil, from March 15 to 19, and it will be catering for the wood and furniture production chain in Latin America.

With just over three months to go, the event has already been fully marketed. It is now one of the six largest trade fairs in the world.

People go there to learn about technological innovations for the furniture industry, market trends in raw materials and accessories and logistics.

One of the main features of Fimma Brasil is the Purchaser Project, which receives backing from Brazil's Federal Government, and which brings purchasers and industry representatives face to face to do business.

Another novelty in this fair will be an exhibition of machinery and equipment for the forestry sector, with investments in the infrastructure for the benefit of both exhibitors and visitors.

Also, new projects are being organized, such as the Projeto Marceneiro, the Cabinet-Makers' Project, which encourages exhibitors to display products for this particular market; Fimma Qualificação, which involves training service professionals in the community to provide better services for visitors and exhibitors, and finally Prêmio Inovação, the innovation award which encourages manufacturers and exhibitors to launch new products at the fair, making it an important business forum.

Fimma Brasil is held alternate years, on those with odd numbers, and last year welcomed 621 exhibitors at the Bento Gonçalves Events Park - the largest air-conditioned events center in Brazil.

Of the companies who attended, 425 were Brazilian and 196 were foreign companies from 20 countries including the USA, Italy, Germany, Sweden, Norway, Belgium and Japan.

The fair also attracted 35,000 visitors from the furniture industry. The organizers estimated the volume of business at \$250 million US, including the business conducted after the fair had ended.

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