

High-end Furniture Fair Brings Dozens of Foreign Countries to Brazil

Contributed by Marina Sarruf
Monday, 14 July 2008

At least 35 international retailers and representatives should be participating in the International Business Meeting of the Brazilian High-End Furniture Manufacturers Association (Abimad), to take place on July 30 at the Imigrantes Exhibition Center, in São Paulo, in the Southeast of Brazil.

The event precedes the Abimad fair, which is scheduled to take place between July 31st and August 3rd.

Most of the international buyers are brought by Abimad to participate in the event. Many importers are recommended by companies associated to the Abimad and others are prospected by the organization. Importers from the United States, Canada, Argentina, Ecuador, Spain, England, New Zealand, South Africa, the Ukraine, Switzerland, India, Dubai, Jordan and United Arab Emirates have also been invited.

This is the first time that the Abimad is going to promote two editions of the fair in the same year. The first took place in February. "The reason is that there is not a high-end furniture fair in the second half," stated Rafael Molon, the meeting organizer, who is also responsible for the international relations department at Abimad.

According to him, in the last edition of the fair, deals negotiated totaled US\$ 5 million, and sales forecasted up to six months after the fair totaled US\$ 13 million. The main buyer countries were Venezuela, Spain, Argentina, Puerto Rico and Australia.

Molon informed that Arab buyers selected to participate in the fair are large retailers and also businessmen who seek furniture for the several hotel projects in the countries of the Gulf. "They are quality buyers with potential," stated he.

From Dubai will come representatives of companies Marlin Furniture, which has one of the largest furniture shops in the emirate and La Cienda, of household, commercial and hotel projects; from Abu Dhabi, the capital of the Emirates, come Al Faiez, which sells furniture and luxury accessories, and Key Stone, which develops projects. From Amman, the capital of Jordan, comes a representative of shops Interiors.

A group of Arab businessmen was also invited to participate in the February edition. Omani group Khimji Ramdas, for example, signed an order for US\$ 30,000 with company Niroflex, of upholstered products.

"Arabs like Brazilian furniture very much, as it has different design. Apart from that, they also like the charisma of Brazilian businessmen, always prepared to modify the furniture to match the client's taste. I believe that in this edition of the fair, good deals should be closed," stated Molon.

The fair is going to count on 100 exhibitors, makers of high-end furniture and decoration accessories from all over Brazil. In the last edition, the event received over 14,000 visitors.

Service

Abimad Fair

Date: 31st July to August 3rd

Time: From 10 am to 7 pm

Site: Imigrantes Exhibition Center

Address: Rodovia dos Imigrantes, Km 1.5, São Paulo, Brazil