



**THE 23RD INTERNATIONAL
FURNITURE AND INTERIOR
EXHIBITION**

FURINTECH

FROM DESIGN TO PRODUCTION



FIT Your House!

April 11-14, 2017

Minsk, Belarus



FURINTECH

FURNITURE
AND INTERIOR
EXHIBITION



Venue:

**Roofed Soccer Arena, 20/2 Pobediteley av.
Minsk, Belarus**

Roofed Soccer Arena is one of the biggest buildings for sport, cultural and entertaining events in Minsk and Belarus. This structure is included into a number of capital demonstration objects and many delegations from Belarus and other countries visit this place constantly.



The newest solutions and technologies in the sphere of trade and production of furniture, components, decor, and interior design.

The key event in the market of the interior industry.

B2B & B2C format.

The concept of exhibition is devoted to all specialists in the furniture field as well as to a wide circle inside the interested audience of final buyers.

FOR WHOM THIS EXHIBITION?

- For representatives of the large-scale furniture productions and owners of small and medium business
- Distributors of furniture and component parts
- Representatives of showrooms and furniture markets
- Producers and suppliers of home decoration and goods for home
- Distributors of finishing materials for decor and interior repair
- Architects and designers
- Developers and marketing specialists
- Homesteads owners
- Representatives of retail, restaurant, and hotel business



WHY EXHIBIT?

FURINTECH is:

- Bright demonstration of new materials and furniture collections in the interior market of the Republic of Belarus
- The exhibition provides high-quality advertising promotion of Your Brand to the target audience and actively stimulates Your sales
- The unique opportunity to establish personal contacts with heads and technologists of furniture productions as well as wholesale and retail buyers
- Active solution for business challenges: expansion of geography of sales, offers comparison and analysis of conditions in the market You work
- Actual cultural and educational projects of the business program focused on promotion of new solutions, trends and technologies in the interior design industry
- **NEW!** We offer a new format of collective thematic exposition of products, which will allow the enterprises to present the products at the exhibition effectively.



“The furniture market for our company is absolutely new direction. For ourselves we found a niche, which is free for today – it is production of furniture in the loft style. The main activity of our company is the design, therefore, we transferred design approach to furniture production.

At the moment we have no mass furniture production, each product is developed individually. We actively interact with designers, received a number of offers from furniture stores and salons”

Evgeny Astrovsky, Head of the Company ZDREVA, Exhibitor’2016



EXPOSITION SUBJECTS

FURINTECH



Furniture and Interior

- Furniture of serial production. Non-standard solutions, custom-made furniture
- **NEW!** A special project for furniture showrooms and design studios «Elegance & Style»



Kitchen

- Kitchen interiors. Equipment. Sinks. Accessories



Innovations: materials, components, equipment

- Furniture facades, accessories
- Slab, facing and edging materials
- Professional tools
- Processing equipment for furniture production

Decor. Interior renovation

- Home decoration, interior light, textiles, ware, gifts
- Finishing materials, decorative coverings for interior repair
- Doors and ladders

Minsk Design Week

- Design solutions for furniture production, home decoration, author's objects and accessories, interior design





STANDS, PARTICIPATION FORMATS

FURINTECH

Unequipped area inside the exhibition hall, main exposition

Participant gets only rentable unequipped floor area. Electric plug socket and other equipment and services should be ordered additionally

Equipped space inside the exhibition hall, main exposition

Participant gets rentstandard booth, floor carpet, power socket, 1 lamp per every 4 sqm, 1 table, 2 chairs, clothes rack, and waste basket

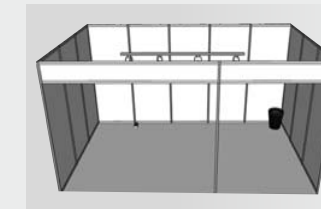
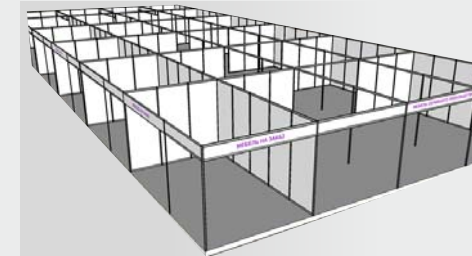
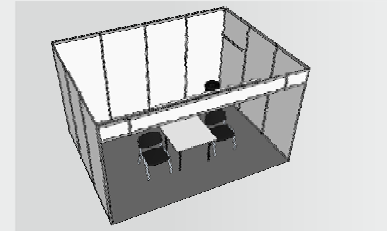
NEW FORMAT!

Equipped space inside the exhibition hall, collective exposition

Participant gets a booth with rear and side panels, floor carpet, power socket, 1 lamp per every 4 sqm, 3 badges, waste basket and placement of information about the participant on the web-site and in the exhibition catalog

Minsk Design Week

Participant gets a booth with rear and side panels, floor carpet, 1 plug socket, 2 badges, waste basket

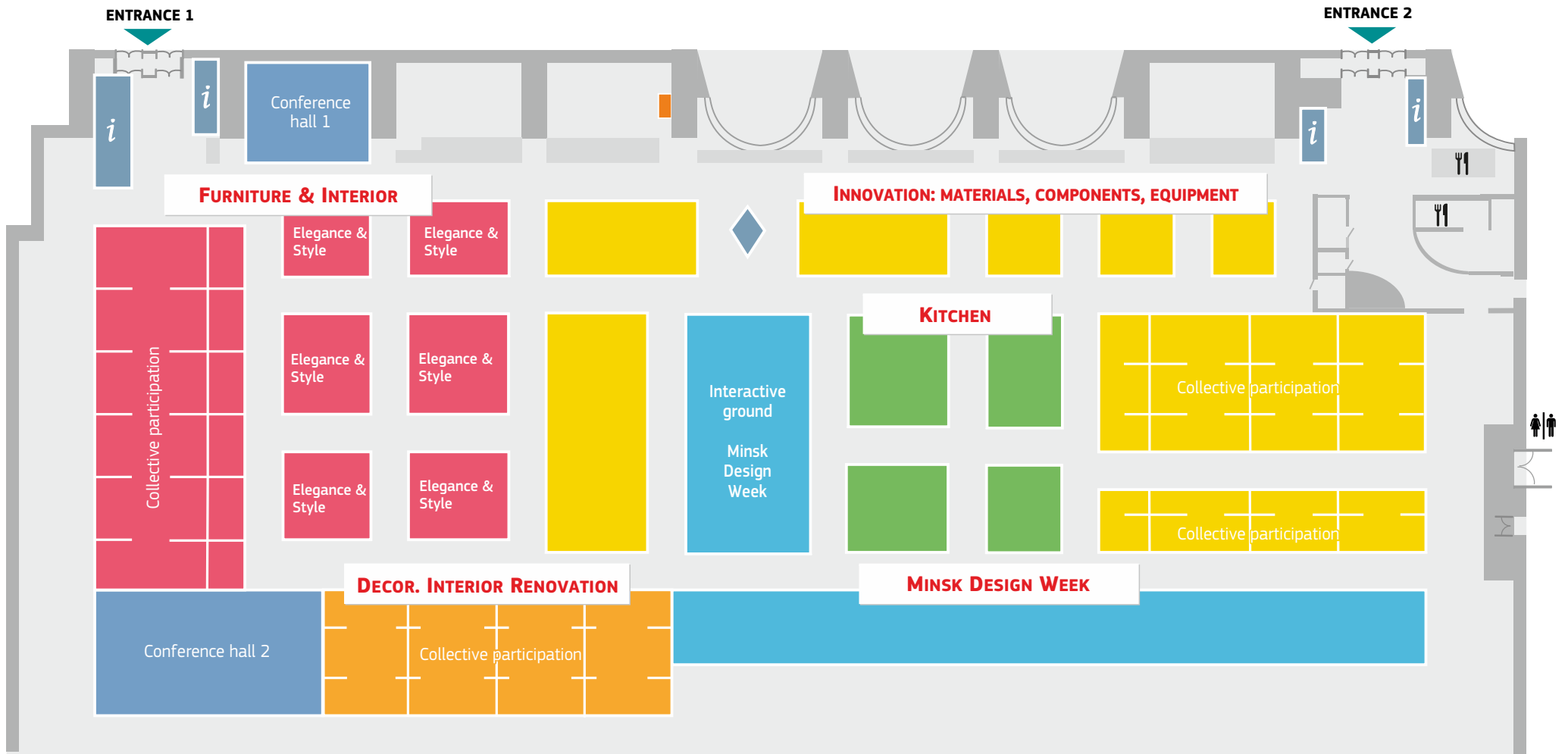




EXPOSITION PLAN

FURINTECH

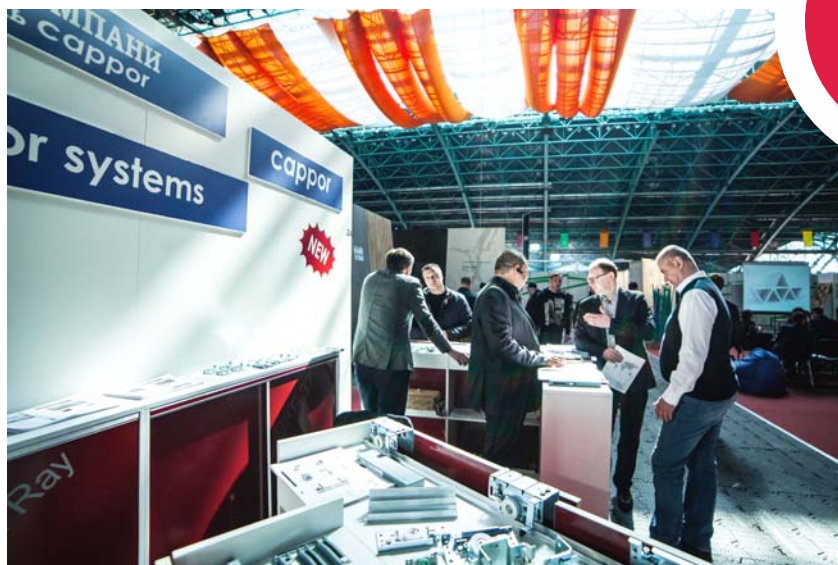
- Furniture & Interior
- Kitchen
- Innovation: materials, components, equipment
- Decor. Interior renovation
- Minsk Design Week





STATISTICS'2016

FURINTECH



119

exhibitors from 4 countries

5276

visitors



In 4 days of the exhibition
at the stand of each company took place

From

50

to

70

useful contacts

"I came to get inspiration for one business idea connected to furniture and design. It was interesting to look at the new companies making furniture with modern design. It seemed to me that the situation in the industry all time reminds the huge 3d printer more and more. That is the ideas "soar in the Internet", and is already here with the equipment and the people ready to realize its to real objects. Such idea is very close to me"

Dmitry Uids, entrepreneur, Visitor



BUSINESS PROGRAM

FURINTECH

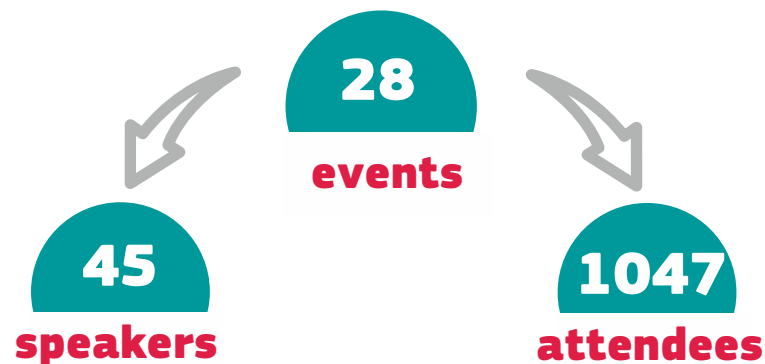
Business program events are integrated by the tasks mentioning as technology aspects of furniture production, and solutions in the field of development of furniture business.

Day of trends and innovations

The annual professional event oriented to the practical presentations of new and unique qualities of materials and solutions in furniture and interior design.



In 4 days at exhibition
«FURINTECH» 2016
took place



Experts from the Republic of Belarus, the Russian Federation, Ukraine, Italy, and Poland

Professionals in the furniture and interior industry

“As a rule, during the crisis, the leaders are begin to think about costs reducing first. But it is important to work out a profitable part qualitatively, these processes should be parallel. It is important also to be engaged in search of new niches, new services and products, approaches for customers and staff”

Anna Zaboronok, head of Shopping Center “Mebelny MegaMarket Domashny ochag”

“At the presentation we promote a new collection of facades. About 60 people attended our action: among them were both heads of firms, and designers. All feedbacks about the action are positive, visitors looked at our quality and design product. During the exhibition we also held negotiations on dealership in the Grodno region quite successfully”

Natalia Diaghilev, Head of Business development department, “Emove” company



BUSINESS PROGRAM

Minsk Design Week

Many-sided and significant event, which combines exposition of object design and live professional communication of designers and architects

On the central communication interactive ground of "Minsk Design Week" all the exhibition days pass workshops, presentations, cultural and educational lectures as well as discussions with the leading masters and experts of the design industry

Show the Project!

Meeting-presentation where young and talented designers will be able to tell about the projects to the interested representatives of productions



"Undoubtedly, design is a component of culture of the country, therefore, it is interesting to me to watch what occurs in this sphere in Belarus. Such actions are necessary for experience exchange and development. At the exhibition this year, I pleased very much by educational block of the Minsk Design Week. It was interesting to listen to Marina Turlay about design and emotions as well as Andrey Budko about city spaces"

Inna Matsienko, Coordinator of cultural projects of the French Embassy in Minsk

«At the exhibition I liked the section with modern design. In fact, it is possible to see who and how it performs in Minsk, and after come to order. As a buyer, I appreciate when choosing these options (in descending order): the quality, appearance, functionality, cost-originality-brand"

Dmitry Uids, entrepreneur, Visitor

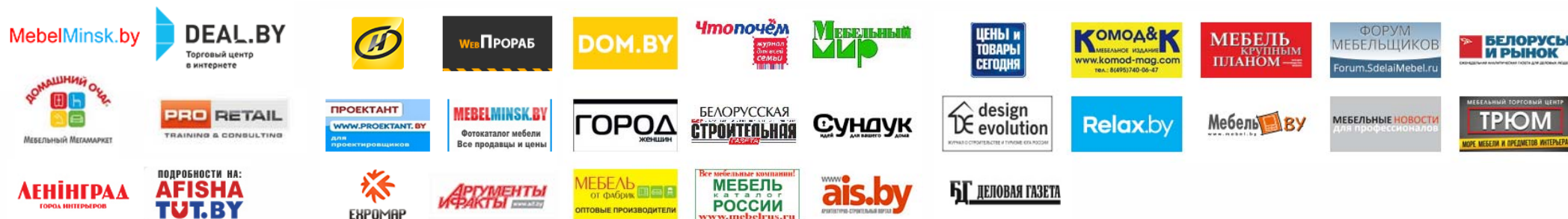
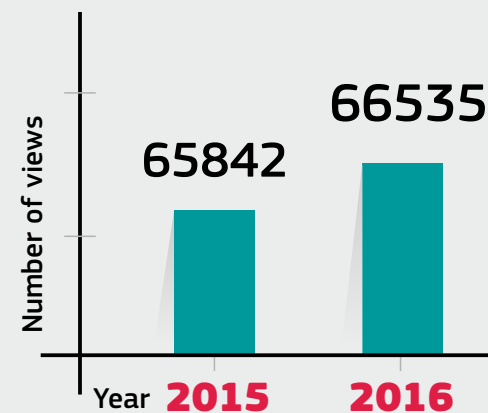


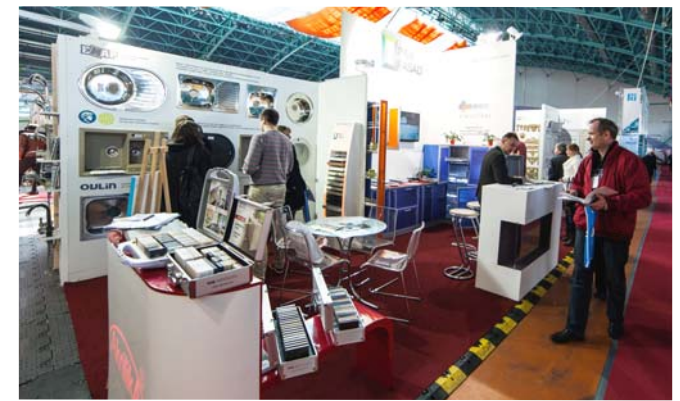
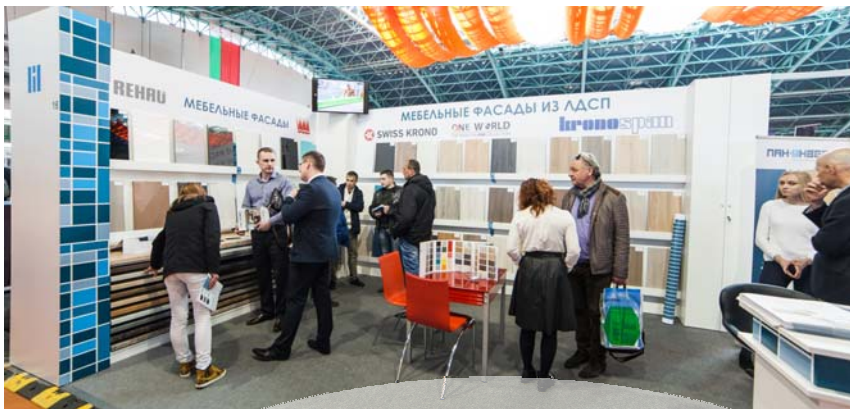
ADVERTISING CAMPAIGN

FURINTECH

Indicators of popularity of the exhibition on the leading Internet resources

- TV
- Internet
- Social Media
- Radio
- Press
- Outdoor advertising
- Advertising in metro
- E-mailing and direct distribution by regular postal service)





Exhibition that affects the pleasant impression on the visitors at once: music, aroma of coffee within all the hall, smiling participants and animators. Here is more than 100 producers and sellers of furniture.

Among the visitors are families with children, who choose home furnishings, and young couples preparing for the general arrangement of the flat, and students-designers - the whole groups. But most of the exhibition visitors are professionals who are looking for useful contacts.

Each exhibition day is filled with all the kinds of seminars and presentations about the design and furniture business. You can attend events non-stop, for example, in April 27th there passed the presentations of materials and technologies from "Sidak-SP", "MDF TECHNO FASAD", "Holtsgrupp", "Pan-Invest", as well as a seminar on crisis management

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ROOFED SOCCER AREA
20/2 Pobediteley av.
Minsk, Belarus

Organizer :

EXPOFORUM, EXHIBITION COMPANY



EXPOFORUM
EXHIBITION COMPANY



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