



# FURNITURE DESIGN INNOVATION

## FAIR PROFILE

**Venue:** Roofed Soccer Arena, Minsk  
**Dates:** 26-29 April, 2016

### WHAT IS FDI?

Established in 1995, **FURNITURE. DESIGN. INNOVATION** is the region's largest annual meeting point for both professionals and amateurs of furniture production, interior design and refurbishing. At the same time and place will be held new successful exhibition Decor. Interior decoration.

### WHAT ARE OUR EXPECTATIONS FOR 2016 SHOW?

Based on the results of 2015, we expect

- approximately **6000 sq.m of exposition area**
- more than **7 000 visitors**
- over **150 exhibitors** from 10 different countries, most from Belarus, CIS and Eastern Europe

Within the 22nd Edition of FDI and Decor. Interior decoration will feature the **following sectors:**

- Furniture Design
- Kitchen Design
- Innovations, Technologies, and Equipment for Furniture Production
- Decor and Interior Design Finishes
- Textile, curtains, carpets
- Illumination and electrical devices
- Tableware, gifts, festal decor
- Design Education and Professional Training

**Do you fit one of those?**

**Fill in the application form now!**

### WHO ARE OUR VISITORS?

**83,1% of our visitors are professionals of furniture industry of Belarus, CIS countries and Eastern Europe.** Those are heads of enterprises, manufacturers and distributors of furniture, designers and architects, engineers and specialists of marketing and sales departments.

In 2016 we are also inviting students and interns willing to plunge into the real world of design and furniture production.

**Take the first step towards your presense on CIS market, and we will support you on your way!**

### WHY EXHIBIT?

- The event delivers **promising contacts** together with **inspiration** with the power to transform your business
- FDI is the ideal place to enter **CIS growing market**, discover new opportunities, and enlarge business scope
- The show is held in cooperation with **Minsk Design Week**
- Belarusian furniture & design market is still young and constantly growing, full of **opportunities**
- The show is **supported by the Ministry of Trade** of the Republic of Belarus

### WHY VISIT?

- **Variety of exhibition sectors** and topics covered
- **Workshops**, seminars, presentations, master classes, **match-making sessions** are held daily during the show
- **The latest trends** in furniture production and design are demonstrated here
- Great **networking event**
- Large **job and internship opportunities**

### WHY EXPOFORUM?

- Expoforum is a leading exhibition company in Belarus with **20+ years of experience**, proved reputation and perfect exhibiting services
- We know how to find, identify and invite to our events the **right target visitor**
- We constantly develop and improve **loyalty programs** for our customers
- We introduce flexible **forms of cooperation**
- We offer **different promotion opportunities**, leading you to further success

### WHY BELARUS?

The high degree of unawareness among the majority of western countries about Belarus (middle-sized Eastern European country, counting about 10 million inhabitants) is probably hiding one of the best business environments in its region. Being the main frontier of the Eurasian Economic Community customs union with the European Union, business in Belarus is the access gate to a market with over 200 million potential consumers. Thanks to its integration with Russia and Kazakhstan, the goods crossing its customs can arrive to Central Asia and the Russian Far East without having to overcome any significant trade barriers.

Organized by



EXPOFORUM Exhibition Company

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FURNITURE AND INTERIOR EXHIBITION

# FURNITURE DESIGN INNOVATION

DÉCOR. INTERIOR DECORATION

just exactly what you need!

26-29  
APRIL 2016

ROOFED SOCCER ARENA

20/2 Pobediteley av. Minsk, Belarus

[www.expoforum.by](http://www.expoforum.by)



**EXPOFORUM**  
EXHIBITION COMPANY

Dear Friends and Partners!

- Are you leaders of interior business or young perspective company?
- Are you looking for efficient advertising instruments for promoting goods and services in the market of Belarus?

**EXPOFORUM Exhibition Company [Minsk]** gives you solution and invites your Company to take part in the international exhibitions of the latest trends in the furniture industry **Furniture. Design. Innovation** and **Décor. Interior decoration '2016**.

**Furniture. Design. Innovation** is a new format and a logical development of the traditional spring exhibition Furniture Forum, which was successfully started in 1995. During this twenty-year period the exhibition had demonstrated development of the furniture industry in the Republic of Belarus. Today is efficient resource for new customers and business contacts searching as well as analyzing of state of the market and represented offers.

About 1,000 companies are working in the furniture business and interior design. Many of them there are demonstrating utilization of modern technologies and materials. Realization of the latest design ideas and elaborations is gaining immense speed. Therefore, one of the main objectives of the exhibition **Furniture. Design. Innovation** will be representation of the key trends in the European furniture market.

The first step was taken in 2014 of Furniture Forum, only three weeks later after the biggest **Milan exhibition iSaloni** key global trends have been reflected in the unique event for professionals in the furniture industry of Belarus "Day of trends and innovation." In the framework of this event were introduced the trends of furniture fashion presented at the world's leading furniture shows 2015. The speakers were the leading European, Russian and Belarusian manufacturers of accessories and components for furniture and developers of software systems for furniture production and furniture showrooms.

In the new year 2016, our project becomes even more interesting and bigger. We continue to cooperate with the **MINSK DESIGN WEEK** started in 2011 year. Also will begin its work a new international exhibition of the latest trends in the industry of interior design **Décor. Interior decoration**.

Exhibitions will be held with support and participation of Belarusian Designers Union, Ministry of Trade and Ministry of Education of the Republic of Belarus.



The subjects of exhibitions **Furniture. Design. Innovation** and **Décor. Interior decoration** will be grouped around the main interactive platform of **MINSK DESIGN WEEK** representing the model of active interior city

### **SUBJECTS of Furniture. Design. Innovations**

- Furniture and interior
- Kitchen
- Innovations. Technologies. Equipment

### **Special expositions and projects**

- **MINSK DESIGN WEEK** is exposition of works of authorship of interior articles and concepts of designers from Belarus, Lithuania, Poland, Russia, and Ukraine.
- **Youthful Decorator / Designer** is exposition of art works of young professional staff of interior industry representing unique hand-made items and decor.

#### **Aleksey NALIVAYKO, Cabrioli, Private Company – Exhibitor:**

We are very glad by the exhibition, all is passed positively: many smiles and pleasant responds to the address of factory. During the exhibition communicated with many visitors: it was both designers and architects from Minsk and Minsk region. Directors of retail shops and furniture salons displayed interest in factory production. Think the exhibition will bring wishful result. Before exhibition had finished interested clients already came to the salon. It just was after our booth visiting. It is possible, in the nearest time will be added more several regional dealers.

### **SUBJECTS of Décor. Interior decoration**

- Modern finishing materials and interior elements
- Curtains. Interior and home textile. Carpets
- Illumination and electrical technologies
- Tableware, gifts, New Year's decor

### **Business program**

The business program of exhibitions will become the very important platform for contacts arrangement between professional furniture communities and designers; for development of the newest tendencies and technologies in interior industry; for presentations and discussing of key matters helping to business growth and development.

Main sections of the business program:

- **Day of trends and innovations:** new ideas and possibilities for furniture productions
- **Furniture business:** new points of sales growth
- **MINSK DESIGN WEEK:** professional experience and knowledge, contests, seminars, presentations, master-classes from famous designers and architects.

#### **Andrey MAKOVSKIY, Zrobim, architectural studio, Art-Director – Visitor:**

Such exhibitions are organized not only to search the potential clients by exhibitors, but communicate between professionals, new partners. It is very urgent for now, during crisis period. It is so important to have reliable partners in interior business whom one can “to trust” one's Client. Partners help to open major range of services. Thus, in my view, it is very important exhibitions for designers of interiors. I also discover several companies for myself, production of which I want to use in projects of our studio.



## Results and achievements of 2015

**144 participants** from Belarus, Italy, Lithuania, Poland, Russia, Turkey, and Ukraine

**6 000 sq. m.** of total exposition area

**6 823 unique visitors**

**65842 views** of informational and advertising articles and announcements at leading Internet-resources of the country!

**79,4%**

Participants are satisfied  
by the results of participation

**71,4%**

Participants found  
new partners

Professional responses and its appreciation to novelties gave headmost media: Building newspaper, Minsk-News Agency, and Internet-portals: Dom.by, Onliner.by, and TUT.by.

**Modern organizational format of furniture and interior exhibitions attracts attention** of private buyers interesting in new tendencies, representatives of furniture retail, specialists of sales and marketing departments as well as architectural and design studios, producers of materials, compounds, equipment and furniture, technologists, designers of furniture productions and interiors, decorators, engineers, managers of HoReCa and retail segments of the market.



## Why exhibit?

### The most actual novelties are demonstrated here:

- trends of furniture season 2016: color and style trends in the furniture industry and interior design
- texture, design features and popular solutions in furniture materials
- direction of development of functional solutions, components and accessories for furniture production

### This is an important area for business development:

- manufacturers and distributors of furniture, designers and architects, artists, technologists, engineers and specialists of marketing and sales departments have an unique opportunity to plunge into the world of modern technologies of furniture production.

### This is guaranteed contacts and meetings of buyers and suppliers:

- B2C format – major advertising campaign in media, open workshops for a wide audience
- B2B format – advertising and promotion of the exhibition in professional environment; big business and education program.

## Why Belarus?

- The high degree of unawareness among the majority of western countries about Belarus (middle-sized Eastern European country, counting about 10 million inhabitants) is probably hiding one of the best business environments in its region. Being the main frontier of the Eurasian Economic Community customs union with the European Union, business in Belarus is the access gate to a market with over 200 million potential consumers. Thanks to its integration with Russia and Kazakhstan, the goods crossing its customs can arrive to Central Asia and the Russian Far East without having to overcome any significant trade barriers.



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