

Separation of Drema and Furnica from Meble

The results of the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA 2006 and the Fair of Components for Furniture Production Furnica, held simultaneously on 24-27 April confirm that the organisational changes were appropriate. Not only the dates were changed – Drema was separated from Meble.

Moving with the times

The Poznań International Fair decided to separate the show following long-term research and consultations with the wood processing and furniture sectors. The modern profile of the show that focuses on presenting complementary offers for the sector in one place at the same time was developed following the guidelines of the Programming Board that includes key exhibitors. Thanks to such recommendations, it was decided to separate DREMA and MEBLE shows and to create a separate exhibition of accessories and components for furniture production (Furnica) out of MEBLE. The change also follows trends on the European exhibition market, where production accessories are presented together with machines, while final products are showcased at different trade fairs. You can notice that during key industrial shows in Germany, Italy and France. The objective is to make the show focus on developing strong business links. The presence of decision makers from a particular industry at a trade show is of key importance for fruitful trade talks.

Efficiency is crucial

The organisers' decision was right, which is proven by exhibitors who claim that Drema and Furnica 2006 shows were successful for their businesses. More registered leads, specific talks, more possibilities to focus on contractors – these are just some of the advantages. The statistics are quite favourable, too. Drema and Furnica took the area of 28,000 m². 750 companies exhibited their offers there. All visitors and their objectives were thoroughly recorded on all trade fair days. As a result, a database of approx. 21,000 professionals from the sector was created. The meticulous registration of visitors will help the organisers improve the trade show profile even more in the future.

"The majority of this year's visitors are specialists from the industry. I can conclude after talking to the exhibitors that the visitors knew exactly what they were looking for and what they wanted to see. There were no accidental visitors," says Tomasz Kobierski, project manager responsible for Drema – Furnica.

Satisfaction with the show

Andrzej Półrolniczak, President of DROMA Association of Representatives of Woodworking Machinery, Equipment and Tools Manufacturers shares the positive opinion about this year's character of the exhibition.

"We can generally say that the idea to separate Drema from the show of ready made furniture was good. The Poznań Drema show has dynamically developed in recent years. Meble also grew so changes were necessary to provide good organisational conditions for both events. Otherwise, a conflict of interests would have arisen among the

exhibitors sooner or later. The majority of the Polish machine producers positively evaluated the show."

SCM Group Polska is definitely satisfied with the new organisation. The company has no doubts as regards the new dates for the show. Drema 2006 did not create any time pressure for the company. A client who visited the stand of SCM Group had a lot of time for talks about machines. In previous years it was difficult for him to find any spare time because he had to take care of his own clients visiting the Meble exhibition.

"Thanks to this new development, we could engage in detailed and specific debates, hold negotiations and also present our machines at work. Many of these talks led to sales transactions that have not been frequent at recent shows," says Teresa Hauser, proxy of the company.

The number of clients, including craftsmen in particular, registered by SCM Group at its stand exceeded all expectations.

The new profile of the show is similarly evaluated by Felder Group Polska from Wodzisław Śląski.

"We have heard some clients say that it is not convenient to come to Poznań twice this year. However, having analysed our post-exhibition results, we can conclude that it was not a decisive factor," says Bożena Bizoń from Felder. The event was a record-breaking show for the company. Many new contacts convince the company that the Polish carpentry market is extremely interesting and develops dynamically.

The positive feedback from exhibitors and industry representatives alike makes the organisers continue their efforts in the chosen direction first of all because this is what the exhibitors and visitors want.

The next DREMA and FURNICA shows will be held on 24-27 April 2007.

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Picture captions:

Photo 1: The separation of DREMA from the exhibition of ready made furniture (MEBLE show) led to an even greater marketing success of the exhibitors. Photo by PIF

Photo 2: The high number of visitors and the positive results of exhibitors show that the debut of the FURNICA show in 2006 was successful. Photo by PIF