



24-27.04, Poznań, Polska/Poland

Poznań, 30 April 2007

Press release

DREMA 2007 – a show with good contracts

Almost 18,000 professionals visited the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA on 24 – 27 April. 461 companies from 18 countries of the world presented their offers on the exhibition area of 24,813 m²*

Most foreign exhibitors came from Germany, followed by exhibitors from Italy, Spain, Austria and Denmark. Such statistics confirm the international character of DREMA.

According to the organisers, the current structure of exhibitors makes it possible for professionals to have access the latest technological achievements. All market leaders made their presence in Poznań. It confirms a high growth rate of the wood and furniture markets in this part of Europe.

Professionals at the show

The registration system made it possible to identify groups of professional visitors with the majority of decision-makers: 54% of visitors were managing directors and owners of companies, senior managers, directors, heads and traders. 46% of visitors were technology experts and other employees. DREMA 2007 was visited by producers of furniture and woodworking companies interested in expanding their activities, including owners of small, medium-sized and large manufacturing plants. Craftsmen were also numerous. The structure of visitors, with attendees from Russia, Lithuania, Latvia, Bulgaria, Romania and Hungary, confirms the international character of the show.



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Drema Fair is supported by:



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exhibition area	24,813 m²*
number of companies at the fair	461
percentage of foreign companies	45%
number of visitors	18,000**

New offers and events attracted like a magnet

This year, exhibitors registered almost 160 new products, out of which many were shown in Poznań for the first time ever. Nine most original products received the prestigious Gold Medal of the Poznań International Fair. The exhibitors' offers included machinery, devices and tools for small, medium-sized and large woodworking companies. Both companies involved in the sawmill industry and in the production of more processed products (such as windows, doors, stairs, furniture elements and ready-made furniture) found interesting proposals in Poznań.

Professional visitors were attracted to Poznań by more than the rich offer of new products in various categories. The interesting programme of accompanying events and special areas were also a great attraction. The live Furniture Factory was this year's real hit. It was organised in cooperation with MMI CHC. This unique exposition of two full technological lines for production of a desk and a shelf made it possible for visitors to see parts of machinery at work in a closeup. Not only the technology, but also ready-made products and components used in the production of furniture were in the focus of attention in Pavilion 6A, on the area of 2,800 m². Company representatives present in the Pavilion shared their know-how related to technology, design and functionalities of their products.

Thanks to the cooperation of PIF and media partners, the visitors of this year's DREMA could participate in practical shows of wood varnishing, staining, selection of the right wood stain and parameters of a varnishing gun.

Experts could see the shows of craftsmen's work at Live Workshops organised together with the Woodworking Crafts Guild in Poznań and the National Museum of Agriculture and the Food Industry in Szreniawa.

DREMA 2007 included many other attractions, such as the traditionally held Polish Championships in Nail Hammering or other competitions organised by the exhibitors. The Exhibition of Old Carpenter's

Machines and Tools, "Wood on post stamps" Exhibition and the exhibition of award-winning works in the "Conjured from Wood" Competition turned out to be a rich source of knowledge.

DREMA shapes opinions

The scope of DREMA 2007 was enriched by the 1st Economic Forum of the Polish Wood and Furniture Industry Polwood 2007 organised by Inwestor Publishing House and the Poznań International Fair. TVN 24 was the media partner of the event featuring such distinguished guests as Jacek Łapiński from the Ministry of Economy, Robert Barnden – a global leader of PricewaterhouseCoopers forest, paper and packaging practice, Hakan Person – IKEA senior advisor and Paweł Wyrzykowski – Managing Director of Pfeleiderer Grajewo. An attempt was made to answer key questions for the sector in a discussion involving representatives of the industry.

More time for the creative

The next edition of DREMA will take place on 1 - 4 April 2008.

A two-month period between DREMA (and the simultaneously held Fair of Components for Furniture Production FURNICA) and MEBLE will make it possible for furniture manufacturers to apply solutions showcased earlier. Due to their scope, DREMA and FURNICA complement each other as a professional forum for exchanging knowledge addressed to the woodworking and furniture sectors.

For more information visit:

www.drema.pl

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**Net exhibition area with special areas excluding passages*

*** Together with the simultaneously held Fair of Components for Furniture Production FURNICA 2007*