



# DREMA 2007

Międzynarodowe Targi Maszyn i Narzędzi dla Przemysłu Drzewnego i Meblarskiego  
International Trade Fair of Machines and Tools for the Wood and Furniture Industries  
24-27.04.2007 Poznań, Poland



Poznań, 9 February 2007

*Press release*

## A trade fair under scrutiny

**A press conference organised in the PAP Press Centre in Warsaw on 8 February was an opportunity for representatives of specialist magazines and national press to find out more about the organisational structure of DREMA and FURNICA 2007.**

According to Tomasz Kobierski, PIF Products Group Director, the upcoming DREMA and FURNICA shows will attract offers of 750 companies showcased on the exhibition area of almost 30,000m<sup>2</sup>. The exhibitors have registered over one hundred new products – many of them will be officially launched at the show.

The trade fairs will be accompanied by many special events that will make the April shows even more attractive. A special full-size technological line for furniture production will be located on a special area in Pavilion 6A. It will be a true hit of DREMA and FURNICA.

The 1st Economic Forum of the Polish Wood and Furniture Industry Polwood 2007 will be held on 24 April, the first day of the shows. Its participants will include industry representatives from Poland and abroad, scientists and experts.

An exhibition entitled "The Charm of Details – KITCHEN" will enrich the FURNICA show. It will focus on kitchen furniture. The exhibition and its accompanying events are addressed to kitchen furniture manufacturers and designers. Three sets of kitchen furniture will be presented on 300 m<sup>2</sup>: a laboratory-like kitchen, a country style kitchen and a dream kitchen (as a combination of various design trends).

A special exhibition entitled "Look Inside – The Sofa", organised on the area of 50 m<sup>2</sup>, is to show the application of furniture accessories to the production of upholstered furniture. Sofas, components and accessories used to produce them will be presented for that purpose. The components will include foams, nonwovens, legs and wheels, frames and rails, upholstery fabrics, etc. The exhibition will initiate a series of events entitled "Look Inside". The objective is to create an opportunity for cooperation between furniture producers and suppliers of components and accessories.

VIP partner cards introduced by trade fair organisers are an interesting way of establishing relations with visitors. VIP partner cards have been made available to investors, following appropriate arrangements with the exhibitors, to enter DREMA and FURNICA shows also in 2008. Card holders can park in a special VIP section on the grounds of the Poznań International Fair. They can also use VIP Lounges – trade fair restaurants.

As Tomasz Kobierski says, registration is a useful solution for trade fair visitors. PKP Przewozy Regionalne (the Polish railway company) is a partner of DREMA and FURNICA in 2007. As a result, professional trade fair visitors can obtain a 50 percent discount on railway tickets from 24 to 27 April 2007. You can register online at [www.drema.pl](http://www.drema.pl) and [www.furnica.pl](http://www.furnica.pl), or upon coming to the show. By registering online, you will spend less time registering at the entry to the trade show.

The press conference in Warsaw attracted also representatives of industrial organisations: the Polish Economic Chamber of Wood Industry, the Polish Chamber of Commerce for Furniture Manufacturers and the Association of Manufacturers of Woodworking Machinery, Devices and Tools DROMA. Thus, the meeting was an opportunity to learn more about the situation in the woodworking, furniture and machinery sectors. Funding opportunities offered by the European Union were also presented.



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