

Poznań, 24 May 2005

## **THE DREMA MACHINE CONTINUES TO RUN INTO THE FUTURE**

### **A year after the jubilee the fair is still growing**

The saw-blade disk in the logo of the DREMA International Trade Fair of Woodworking Machines and Tools seems to turn faster and faster every year. The blade is cutting out a record after a record, proving this trade show to be in good shape: the presence of more than 300 exhibitors, an increase in the exhibition area by 20%, 100% more market premieres, the presence of market leaders, numerous exhibitions, competitions, shows and seminars. DREMA 2005 is not only a forum of know-how and experience exchange, but also an arena of great emotions, and a festival for the entire timber and woodworking industry.

The participation in last year's record holding DREMA has been declared by the timber and woodworking industry to be a solid investment. This claim may be supported by continuously growing interest of the exhibitors in the fair marketing activities. 300 exhibitors and represented companies will promote their products during this year's edition between 31 May and 3 June 2005. The exhibitors will present their merchandise on the area of over 15 thousand m<sup>2</sup>, representing an increase by one fifth, compared to the record year 2004. DREMA is happy to invite both small companies, as well as market leaders. Pavilions 3 and 3A will host exhibitors offering mainly woodworking machines and equipment. Pavilions 4 and 2 will be the kingdom of adhesives and chemicals, sanding materials, electrical tools, drying rooms, and paint shops. The open area in Sector 3 will be occupied by the timber industry machines and equipment, drying rooms, and paint technology.

### **New contacts**

Businesses from 16 countries of the world have been attracted by the fair this year. Traditionally, the majority come from Italy and Germany, but there will be countries who have never participated in DREMA before, such as the UK or China. An ideal venue for international contacts is the East-West Business Mixer organised by World Trade Centre Poznań, on Tuesday, 31 May at 5:30 pm.

### **New technologies**

A great number of exhibitors use the fair as a forum to present new products and technical solutions. Last year had seen more than 50 market premieres. This year, the trade fair visitors will find out more about the advantages of more than 100 new woodworking machines. In view of such innovations to come, we have created a special New Technologies Catalogue – a guide to everything that is technologically new at the fair. It is available in print and in the Internet. Thanks to a special system of marking, the new technologies are easy to spot among other exhibits.

### **New ideas**

The Fair is also a venue where exhibitors, professionals, the public, and the academics involved in timber and woodworking technologies meet. DREMA is an inspiration for new ideas, as trade fair participants exchange experiences and know-how. This year, professional knowledge will let us soar over ground thanks to the "suspended" Blue Room in the Eastern Hall where DREMA seminars take place. The Poznań International Fair organizes the seminars with the participation of the most competent partners, i.e. the academic world and industrial chambers.

The topics of the Third Craftsmen's Wood Forum embrace the situation of businesses in the new reality following the European integration, including the availability of the Structural Funds. The Forum is organised jointly with the Woodworking Crafts Guild of the Wielkopolska Craftsmanship Chamber that kindly invites the participants on Wednesday, 1 June between 11 am and 1 pm. Following that, at 1 pm, three hour-long seminars will begin, organised by the PIF and the Faculty of Wood Technology, Department of Furniture Design of the Agricultural University in Poznań. The seminars will be devoted to dust hazards, self-financing modernizations, and innovative woodworking machines and equipment. DROMA, the Association of Woodworking Machinery, Equipment and Tools Manufacturers, has prepared yet another 3-hour seminar on safety and work standards of using woodworking machinery.

### **New impressions**

There will be great emotions at DREMA thanks to exhibitions and competitions with prizes funded jointly with the Poznań International Fair partners. Among them are cult competitions, with which the Fair participants are familiar with, and some brand new ones. They provide a healthy dose of entertainment, good sport, and some strictly artistic impressions. On top of that, participants of competitions get a chance to win prizes up to over ten thousand zlotys. The most numerous events of that sort will be held at the exposition of Inwestor Publishing House (Pavilion 3, Stand 55) – the 4th Polish Championships in Nail Hammering and a timber impregnation show, "Conjured from Wood" exhibition (original artefacts made of wood), a presentation of stamp collections entitled "Wood on post stamps", and a collection of historical wood carving tools and machines. The exhibition organised by Holz Zentralblatt Publishing House (Pavilion 3, Stand 2) will be the venue for a competition entitled "How heavy are these wood chips?", and a live show involving wood craftsmen at work who will present the art of inlays and wood cut-outs. Other craftsmen presenting their skills in the "Workshops Alive" project, will be working in the Eastern Hall. The presentation will be supported by the Woodworking Crafts Guild and the Museum of Agriculture and Food Industry in Szreniawa.

### **New awards and prizes**

As usual, winners of competition for exhibitors will be announced at the fair. The Poznań International Fair Gold Medal Competition will select the most innovative of all products submitted by the exhibitors. The Acanthus Aureus Competition awards those exhibitors whose stands are best arranged and best prepared to implement their marketing strategies. The awards are presented to exhibitors, stand designers and stand construction companies.

***The latest information about DREMA, current information for exhibitors, interesting facts for visitors and a catalogue of exhibitors with a map of stands are available at [www.drema.pl](http://www.drema.pl).***