

Press Release

**Mebel 2015**  
**27<sup>th</sup> International Exhibition for Furniture, Fittings and Upholstery**

On 23-27 November Expocentre Fairgrounds, Moscow will host the **Мебель 2015** International Exhibition for Furniture, Fittings and Upholstery.

It is one of the largest furniture shows in Russia and Eastern Europe which demonstrates an extensive selection of furniture, and interior and décor items for bedrooms, dining rooms, children rooms and kitchens from economy to luxury.

Mebel 2015 is organized by Expocentre ZAO, with the support of the Russian Ministry of Industry and Trade, under the auspices of the Russian Chamber of Commerce and Industry, with the assistance of the Union of Timber Manufacturers and Entrepreneurs of Russia, Association of Furniture and Woodworking Enterprises of Russia, and Centresexpo OAO.

**The coming event has already been highly estimated by the professional community and government officials.**

This year the area of **81,000 sq m** is occupied by **more than 700 companies** from **27 countries: Australia, Austria, Belarus, Belgium, Bulgaria, Canada, China, the Czech Republic, Denmark, Finland, Germany, India, Italy, Japan, Kazakhstan, the Republic of Korea, Latvia, Malaysia, the Netherlands, Poland, Russia, Spain, Switzerland, Turkey, the UK, Ukraine, and Uzbekistan.**

**Germany will have its national pavilion.**

Foreign industry leaders participate in Mebel to showcase all current trends: Grass, Blum (Austria), Lamigraf (Spain), S.C.I.C SRL, Giplast Group, Formenti & Giovenzana S.P.A. (Italy), Free Style (Kazakhstan), Hranipex (the Czech Republic), Tente SIA (Latvia), Euro-Locks, Gamet SA, GTV SP (Poland), Bekaert Textiles (Belgium), Hueck Rheinische GMBH, Dawon Hairs CO, Hanwhal and Corporation, Renolit, LLC Paumplus, Varix, Surteco, Sandvik (Germany), Pohjanmaan Kaluste (Finland), and many others.

Along with well-known foreign companies there will be **565** Russian companies from all over Russia: Almaz, Dyatkovo, Ufamebel, Dana, TriYa, Kurazh, Elegia, Grand Quality, UNI-M, Instroy Art, Ormatek, Tores, Ulyanovsk Furniture Factory, Maria, Medyn, First Furniture Factory, Atlas-lux, Interstyle, Ekomebel, Lorena Kuhni, Hettich Rus, Hafele Rus, MDM-Complect, Makmart, Boyard, Ametist, and others.

The **official partner** of the 27<sup>th</sup> edition of Mebel is the **First Furniture Factory – ALNO**. It is Russia's only manufacturers of kitchen furniture working

with Swiss technology. The company showcases its new concept and products made using new BrunoPiatti equipment.

Mebel covers all sectors of the furniture industry.

Mebel is divided into eight zones:

- **Style** – Furniture made in Russia
- **InterStyle** – Furniture from different countries: from classic to modern
- **Comfort** – Upholstered furniture for home, upholstery materials
- **Components** – Components and fittings for furniture production
- **Kitchen** – Kitchen furniture, appliances and accessories
- **Office** – Office and commercial furniture
- **Dream** – Matrasses and fillers
- **Decor** – Furniture and décor items.

This year Mebel is co-located with the **1<sup>st</sup> International Forum “Forest and Man 2015. Woodworking”**. This new event is held by the Union of Timber Manufacturers and Exporters of Russia, and supported by the Government of the Russian Federation.

Together the forum and the exhibition will become a perfect platform for a constructive dialogue with heads of furniture companies and other professionals working in the furniture industry. The forum’s round tables will be devoted to the most relevant issues of the furniture and woodworking industries.

One of the key events of the Mebel program is the **10<sup>th</sup> Forum of Directors ‘Furniture as a Business’**. It will welcome more than 200 delegates from 80 cities of Russia, the Commonwealth of Independent States, Europe and Asia. Twenty five speakers, the best and most successful representatives of the Russian furniture industry, will have presentations.

Some market leaders will share their experience: City & Malls PFM, Topol, TORIS, Kvaik, Planeta Mebeli, Askona, Plaza Real, Kuhni Medyn, Mebelik, ZETTA, and many others.

The forum will also feature various seminars and workshops.

This year will be the first time that Mebel will host the **Russian Forum on the Frame Business in Russia 2015** organized by the Association of Art Industry Market. The 6<sup>th</sup> edition of this forum will also offer seminars and workshops.

Mebel will continue its **Design Hour project** (*Pavilion No.2, Hall 1, Territory of Design*). **Every day at noon Mebel visitors are welcome to the Territory of Design** to interesting **seminars and workshops** held by leading Russian designers. They will talk about the latest furniture and upholstery design trends, as well as home, café, office, restaurant and hotel interiors.

The project will also feature a **Trends in Interior Design exposition** (*Pavilion No.2, Hall 1, Stands No.21E10, 21E20, 21E70, 21E80*).

One more novelty of Mebel 2015 is a **Design Tour**. Experienced designers of house, apartment and commercial interiors will offer tours visiting stands of Mebel exhibitors to show the most interesting products and ideas for furniture and accessories.

Professionals will help you to bring to life your ideas in furniture design, offer projects fitting the current trends and bringing together individuality and novelty. The ELITE. Interior Territory stand arranges **consultations of designers and architects** (*Pavilion No.2, Hall 1, Stand No.21C90*).

**Other important features of Mebel 2015 are prestigious professional competitions:**

- **27<sup>th</sup> Russian Show and Competition for the Best Furniture Item and Fittings Award ‘Russian Furniture’ and an elimination round of the 11th Russian Competition for the Russian Cabriole National Award for Industrial Furniture Design,**
- **Award ceremony for the winners in the 10<sup>th</sup> anniversary Russian Competition for the Russian Cabriole National Award for Industrial Furniture Design,**
- **11<sup>th</sup> International Competition for Quality Goods in the nominations For the Best Consumer Properties and For Successful Promotion of Quality Goods.**

Mebel will also continue the **Expocentre For Counterfeit-Free Exhibitions** project. All exhibitors and visitors can get information about intellectual property protection, protection against counterfeit products, and certificates confirming the demonstration of products bearing registered trade marks (proof of use) at exhibitions (*Pavilion No.8, Hall 2, Stand No.82B25*).

The **Business Contacts Exchange and Persons’ Contacts Exchange (Labor Exchange)** (*Pavilion No.8, Hall 2, Stand No.82C51*), as well as **Customs Clearance Advisory Centre** (*pavilion No.8, Hall 2, Stand No.82C18*) were available for both exhibitors and visitors.