

## Post Show Report

### Mebel 2015 International Exhibition

From November 23 to 27 Expocentre Fairgrounds in Moscow hosted the 27th International Exhibition for Furniture, Fittings and Upholstery **Mebel 2015**, a key trade show of the furniture market in Russia and Eastern Europe.

The trade show is organized by Expocentre and supported by the Russian Ministry of Industry and Trade. The show runs under the auspices of the Russian Chamber of Commerce and Industry. The project also enjoys support of the leading industry associations such as the Russian Union of Timber Industrialists and Exporters of Russia, the Association of Furniture and Woodworking Enterprises of Russia, and Centresexpo OAO. The trade show bears the labels of UFI, the Global Association of the Exhibition Industry and RUEF, the Russian Union of Exhibitions and Fairs.

This year Mebel was co-located with the Forum “Forest and Man. Woodworking” initiated by the Russian Union of Timber Industrialists and Exporters and supported by the Russian Government. Both events naturally complemented each other. The synergy of the Forum and the show promotes further development and attracts more visitors and exhibitors.

The exhibition and the Forum were highly appreciated by both professionals and authorities.

### EXPOSITION

This year the Mebel participants demonstrated the latest accomplishments and new products from Russian and international furniture companies thus confirming high standing of this key event in the Russian furniture industry.

**In 2015 the total floor space amounted to 81,000 sq m. The Mebel participants were 678 companies from 27 countries of Europe and Asia. German furniture manufacturing companies organized their national pavilion.**

**The Russian furniture and woodworking industries were presented by 552 companies**, the largest number of participants.

Mebel 2015 attracted great attention of many industry experts and businessmen. The visitor attendance amounted to **35,939**.

The world’s latest achievements were showcased by such companies as Grass, Blum (Austria), Lamigraf (Spain), S.C.I.C SRL, Giplast Group, Formenti & Giovenzana S.P.A. (Italy), Free Style (Kazakhstan), Hranipex (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.

Among the Russian exhibitors there were such companies as 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 many others.

**Eight sections of Mebel 2015** put on display a variety of furniture from upholstered, office and kitchen furniture to décor items, components and fittings. The visitors got an insight into the current furniture fashion, the latest market trends, the newest materials and production technologies.

**The official partner** of the 27th Mebel edition was **First Furniture Factory – ALNO**. This Russian-German joint venture was established a year ago. It is Russia's largest manufacturer of kitchen furniture that applies the latest technology. At Mebel 2015 First Furniture Factory – ALNO presented its new concept and products made using new BrunoPiatti equipment.

## **ASSOCIATED EVENTS**

A rich exposition of Mebel 2015 was accompanied by important **associated events**.

The key event of Mebel 2015 was **the 1st International Forum “Forest and Man 2015. Woodworking”**.

The event was organized by the Union of Timber Manufacturers and Exporters of Russia, the Russian Chamber of Commerce and Industry, Centrlexpo OAO, Association of Furniture and Woodworking Enterprises of Russia, and Expocentre.

The Forum participants were representatives of federal agencies in the timber industry, leading Russian and international manufacturers of wood and paper-based products, heads of Russia's key forest regions, and industry experts.

The Forum featured round table discussions devoted to the most relevant industry issues.

One of the key events of the Mebel program was **the 11th Forum of Directors “Furniture as a Business”** organized by Imperia Congress and Exhibition Company and Expocentre.

For two days the Forum welcomed more than 200 delegates and over 25 speakers. The event featured seminars and workshops on the most critical issues concerning the furniture market.

This year was the first time that Mebel hosted the **6th Russian Forum on the Frame Business in Russia 2015** organized by the Association of Art Industry Market.

The event featured “Art & Frame Expo Forum” whose participants were Russian and international suppliers of frames, passé-partout, equipment, posters and other things necessary for successful development and growth of competitive studios. Among the participants there were such companies as Design-Inter-Trade, Art-Frame, Galeon Trade, Lion Art Service, Dörtdivan, ARTE, Norma Glass, Rama Studio, Mir Ramok, Euro-Asian Trade Company, Aurita, 7Arts, Bagetmarket, Alfa-Art. A training program including seminars and workshops was organized for the Forum participants.

**The Design Hour project** enjoyed much popularity at the show. It was organized by Expocentre together with Details Design School, Trendsquire Trend Bureau, Advertising Agency Archdialog, and PA ADVANZ.

Every day the industry experts held interesting seminars and master classes at the **Territory of Design**. They told about the latest trends in furniture design and upholstery as well as in the interior design of homes, offices, cafes, restaurants, and hotels.

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

The industry experts were particularly interested in the seminars and presentations of participating companies.

**The Business Contacts Exchange** and **Persons’ Contacts Exchange (Labor Exchange)**, as well as **Customs Clearance Advisory Centre** were available for both exhibitors and visitors. Mebel 2015 also continued implementing the **Expocentre for Counterfeit-Free Exhibitions project** aimed to reduce the number of counterfeit products showcased at the exhibitions.

## COMPETITIONS

An award ceremony for the winners in **the 10th Russian Competition for the Russian Cabriole National Award for Industrial Furniture Design** took place at Mebel 2015.

The best furniture items and fittings were chosen at the Russian Furniture Show and Competition. The results of the elimination round of the 11th Russian Competition for the **Russian Cabriole National Award for Industrial Furniture Design** were announced.

The 27th edition of the Mebel International Exhibition ended with summing up the results of the **International Competition for Quality Goods in the nominations For the Best Consumer Properties and For Successful Promotion of Quality Goods**.

The exhibition organizers will be happy to welcome exhibitors and visitors to the 28th edition of the International Exhibition **Mebel 2016** that will run at Expocentre Fairgrounds on **21-25 November 2016**.