



From 23 to 26 January Zaragoza celebrates a major event for the industry - Zaragoza Furniture Fair has become a national benchmark.

THE 4th ZARAGOZA FURNITURE FAIR SURGES AHEAD

With still two months to go, the number of exhibiting firms has already reached the figures of 2012 and this year's show is set to be the biggest event ever, with over 400 companies.

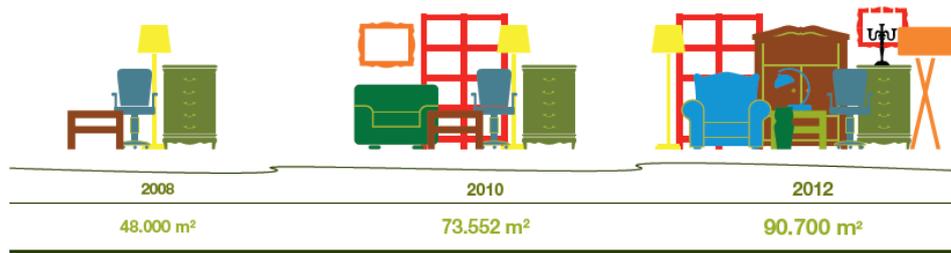
Zaragoza, December 2013. The fourth Zaragoza Furniture Fair is set to break all records thanks to the excellent figures it has already achieved and with still two months to go to the event. The fair has become the major exhibition for the furniture industry and without doubt is the centre of attention of an industry that flocks to this benchmark event staged in Zaragoza every two years. It has become a "must-attend" show at which Spain's main industries are always present and has taken on a clearly international profile.

One of most prominent objectives of this event, that will take place from 23-26 January 2014, is to position itself in the international market. With this objective in mind it has achieved the overwhelming support of the furniture industry and the show is set to become an ideal meeting place and business platform for furniture and décor professionals. Zaragoza Furniture Fair (FMZ) will be counting on the wholehearted support of the market.

EVOLUTION OF THE FAIR

Zaragoza Furniture Fair will be held in pavilions 1, 2, 3, 4, 5, 6, 7, 8 and 9 of Zaragoza Exhibition Centre facilities. This fourth fair has a total surface space of more than 90,000 metres which highlights the great interest that the event has aroused amongst companies.

1. Superficie ocupada / *Exhibition Area*



There is a similar upward trend in the number of exhibitors. Currently there are more than 400 registered, which is a clear indication of the fair's potential. In just four shows it has gained a place amongst the top international fairs and is Spain's leading furniture show.

INCREASE IN THE NUMBER OF EXHIBITORS

Exhibiting firms from all of the Spanish regions will participate in the 2014 show and there is a steady increase in the presence of foreign companies. All of the firms stand out for their commitment to modernism, design and vanguard.

2. Expositores / Exhibition

Procedencia de los expositores *Origin of the exhibitors*

España / *Spain*
Italia / *Italy*
Portugal / *Portugal*
Francia / *France*
Alemania / *Germany*
Méjico / *Mexico*
Andorra / *Andorra*



88%

de los participantes
ha visto
cubiertos sus
objetivos.

*of participants
consider that their
objectives have been
met.*

96%

de los expositores
considera que la
oferta expositiva fue
representativa del
sector.

*of the exhibitors
considers the
exhibitor participation
is representative of
the furniture sector.*

98%

de los encuestados
considera que el nivel
profesional de los
visitantes es medio-
alto.

*of respondents
consider that the
professional level of
visitors is average to
high.*

80%

de los expositores
participará en la
próxima edición de
FMZ.

*will take part in the
next FMZ.*

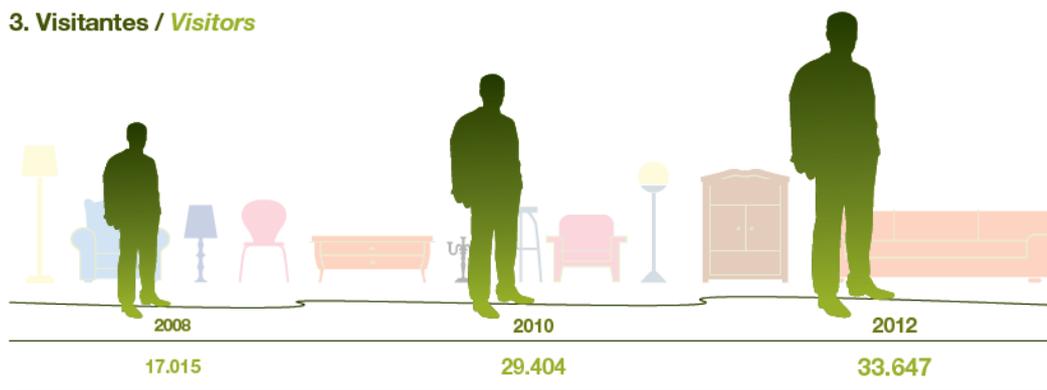
Marketing efforts for Zaragoza Furniture Fair 2014 is still on the go and the period for applications to participate is still open.

One of the key aspects of the fair's success is its ability to offer a benchmark forum where furniture and décor professionals come together. The show is a meeting place and a point of sale for novelties and trends in the industry as well as providing an essential work tool for companies.

VISITORS' SATISFACTION

Since 2008, which was the first year that the show was held, its progress has been meteoric. From 17,000 visitors in 2008 , the last show attracted more than 33,000 professionals – an increase that can only mean one thing, that hard work and being in tune with the industry's needs has paid off.

3. Visitantes / Visitors



91%

de los visitantes encontró novedades.
of the visitors found novelties.

84%

de los visitantes ha visto cubiertos los objetivos por los que se planteó su visita a FMZ.
of visitors say that the objectives they set for their visit to FMZ have been met.

+85%

ha efectuado contactos de interés.
have made interesting contacts.

88%

considera que el nivel general de FMZ es alto.
consider that the general level of FMZ is high.

96%

de los encuestados manifestaron su interés en volver a visitar FMZ 2012.
of respondents said they would be interested in visiting FMZ 2012.

INNOVATION AND INCENTIVE

At the heart of the show is the task to create an incentivizing, business space that brings together manufacturers, suppliers and direct retailers. In the four-day show period the exhibition halls at Zaragoza Exhibition Centre attract all of southern European industry's supply and demand.

The key to the success of Zaragoza Furniture Fair, from its very beginnings, is its care and dedication to respond to demands and listen to the needs of participating firms, together with its excellent price policy, its emphasis on design and its professional approach.

As has been the case in the previous three shows, this one also counts on the support of the Furniture section of the College of Commercial Agents of Zaragoza and it is an event that is restricted to professionals working in the field of furniture, décor and the home, the aim being to fully satisfy the needs expressed by the industry.

In short, Zaragoza Furniture Fair is set to be the key platform of the industry's national and international market and an essential tool enabling participating companies to obtain good commercial returns.

Services

For professional visitors who wish to travel to Zaragoza on the occasion of the furniture fair by train or plane, Zaragoza Exhibition Centre has arranged for special discounts for those who choose to travel this way. Vouchers to obtain discounts on high-speed train travel (Renfe) and flights (Iberia air company) are available on the show website: www.zexpomueble.es.

Furthermore, Zaragoza Exhibition Centre has a bus service for professionals visiting the fair that will shuttle visitors between the city centre and the exhibition halls and Zaragoza Exhibition Centre facilities. There will be several bus stops, strategically located around the city centre. The high-speed train station will be one of the key points as it is at the hub of local and high-speed train connections and buses arriving at Zaragoza.

Over the four-day period all kinds of amenities will be laid on, giving the thousands of people visiting the exhibition halls a first-hand opportunity to see the innovations and products of the companies taking part in the fourth FMZ 2014.