

2-5 FEBRUARY 2016 FIMMA MADERALIA

TECNOLOGY AND SOLUTIONS



The International Fair for Woodworking Machinery and Tools, Carpentry and Decoration sector



International Fair of Suppliers to the Wood, Furniture and Decoration

Concurring with Cevisama –Espacio Cocina and Feria Hábitat Valencia



FERIA VALENCIA

SEE YOU
IN VALENCIA 2016
BY FERIA VALENCIA

IT'S THE TIME OF THE SEASON FOR FAIRS



Fimma-Maderalia 2016.

The latest international trade fairs have shown the success of the traditional major trade exhibition format. And in Spain, the leading trade show of the sector makes an amazing come back in 2016.

Feria Valencia will host the big event of the industry for technology, auxiliary industry and solutions for the segments of wood, furniture, joinery, interior design, architecture, design and decoration.

More than 500 exhibitors and leading national and international companies will be present at the largest exhibition of this industry taking place in Spain

Widening exhibition surface: Hall 7 and 8 of Feria Valencia

Fimma - Maderalia significantly increases its size and returns to the large sector-based trade fair format. In 2016, both fairs will cover a surface area of 45,000 square meters in Halls 7 and 8 of Feria Valencia. Extended exhibition surface for a larger trade fair.





A fair of contents. Information + Training

Fairs become a hotbed of new developments, **trends, information and innovation**. At Fimma – Maderalia professionals get first-hand knowledge of the future of the industry and progress in made towards a new business model.

Sectors featured in the fair

FIMMA

Machinery for primary and secondary processing; portable tools, tooling, environment protection and power generation, plants and facilities, engineering and software

MADERALIA

Locksmithery, metal fittings and ironwork, wood, veneers, boards, edges and paper, construction carpentry and joinery, doors, closets, windows, chemical products and surface finishes; semi finished products, auxiliary industry, new materials (solid surfaces, resins, PVC, aluminium, steel, glass, methacrylate), floor tiles and coverings, floors, parquet and decoration materials.



ALL PROFESSIONAL PROFILES WILL BE HERE IN VALENCIA.

At present, three key groups are involved in the market:
Specifiers: are the professionals who recommend (prescribe) a specific product, service or manufacturer in a project, work, etc. ...
The **commercial channel**, through which the customer has access to and may purchase the product or service. That means stockists, warehouses and points of sale (distributors).
Installers: Those professionals, who, once the purchase has been made, are in charge of the adaptation and delivery of the products.

FIMMA - MADERALIA + CEVISAMA + KITCHEN CORNER + HÁBITAT GUARANTEE THE ATTENDANCE OF THESE THREE GROUPS IN FEBRUARY 2016





INNOVATION!

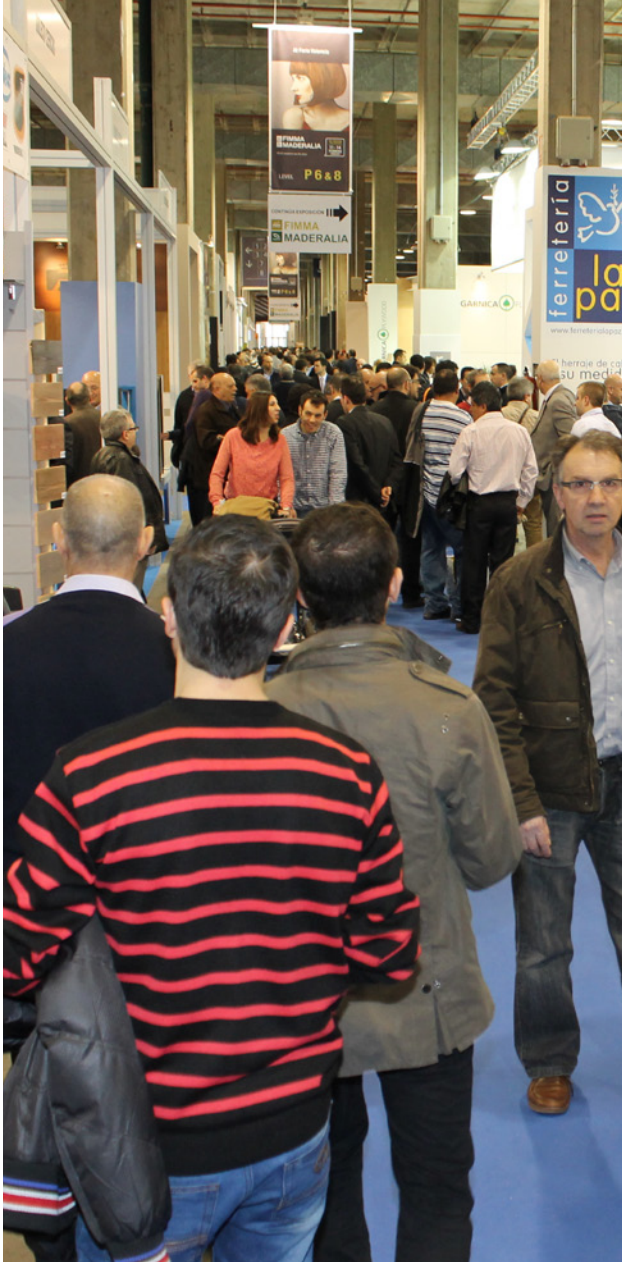
Together with the new offering of Espacio Cocina

In order to complete the offering of 'See you in Valencia'; Feria Valencia will host Espacio Cocina. This is a new feature that will showcase top companies dealing with kitchen furniture, complements and home appliances. The perfect complement for Fimma - Maderalia within Cevisama!

Espacio Cocina invites leading companies (both manufacturers and distributors) for kitchen furniture, auxiliary furniture and home appliances. All those who have a say in the kitchen of the future will be attending.

The kitchen space dominates and opens out to the rest of the house. In this new way of living our homes, the industry needs a showcase where to show all of its innovation. And Feria Valencia is the space to fulfill that role.





One single global event See you in Valencia

Overall concept of **global and inclusive trade fair** around **solutions demanded by the market**.

Together with Cevisama (ceramics, furniture) and Feria Habitat Valencia (furniture, lighting, decoration, textile) and Fimma – Maderalia, an end-to-end offer is completed including everything we need for our homes and projects. Everything simply fits together.

Great power of attraction

Media resonance

- Leading fairs brought together: 'See you in Valencia'.
- 110.000 professional visitors
- 14.000 international buyers
- 146 countries
- More than 1.300 exhibitors.
- 14 Exhibition halls.
- 250.000 m2 exhibitions surface.
- 56 trade missions.
- 120 sectorial events.
- 374 journalists from 23 countries.



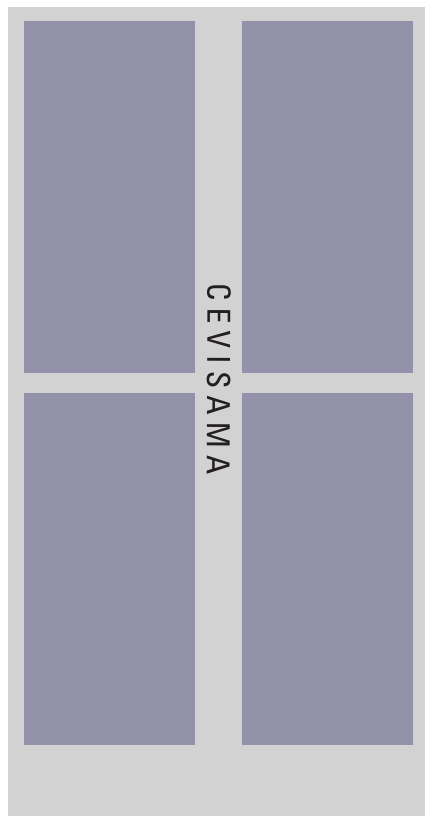
Unique great international trade fair in our country

Fimma – Maderalia is the great business meeting point with the international markets, especially for our mature markets (**European Union and United States**) and new markets, specifically the **Maghreb countries, Latin America, Sub-Saharan Africa, Asia and Middle East**.

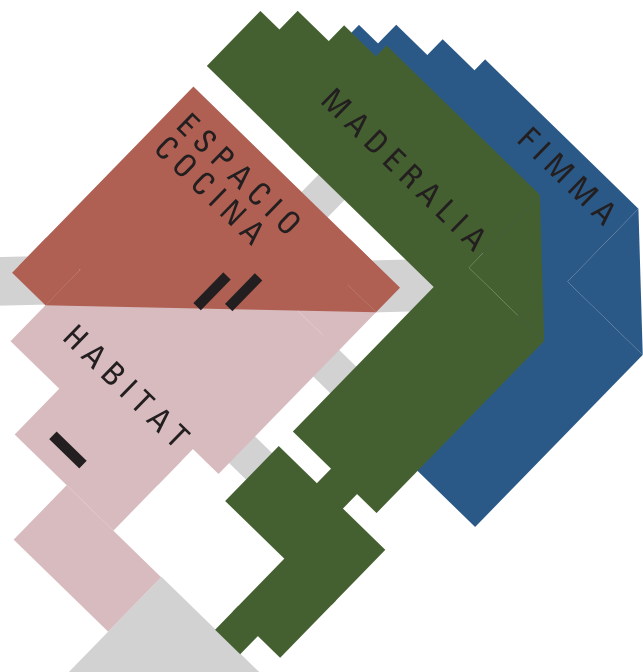
International Conference

During the show, Feria Valencia will host a professional international conference dealing with issues relating to **renovation, refurbishing, contract channel and energy efficiency**.





Foro Centro



Foro Norte



Don't miss this opportunity

Now, **the sector takes off again**. Orders are on the increase. Renovation and refurbishing are growing as a sector of the future. Timber imports (first step before processing) grow a 10%.

Board consumption rebounds in Europe. Spain is an interesting market again and Spanish companies are highly competitive in their exports.

Are you going to miss it?

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