



NOTA DE PRENSA | PRESS RELEASE

FIMMA – Maderalia postpones upcoming edition to 2021

Feria Valencia's materials, machinery and technology fair is now to take place next year and the organisers are already working to produce a 39th edition that offers an environment that delivers business for exhibitors and ensures trade professionals come to visit.

Valencia, 21th September 2020.- FIMMA – Maderalia is now set to take place in 2021. The 39th edition of the International Fair for Materials, Technology and Components for Furniture, Interior Design and Contract Projects that was due to have taken place at the end of this year has finally been postponed to next year.

The move is in response to requests from exhibitors and the industry itself, which has stressed the need to ensure that FIMMA – Maderalia be staged in an environment that both delivers business for exhibitors and ensures that Spanish and international visitors will attend, with both being priorities for a trade fair like FIMMA – Maderalia.

The way the pandemic has evolved and the restrictions that are being imposed in the field of trade fairs as a result of Covid-19 mean that it would be unwise for the fair to go ahead on its original dates. FIMMA – Maderalia is following in the footsteps of the industry's foremost international exhibitions, which have not been able to be held this year and have similarly had to re-schedule for 2021, when the environment should be more conducive to business.

The FIMMA – Maderalia team has already started work, aiming to hold the 39th edition of the event as early as possible, planning it in around next year's schedule of fairs. The organisers are also developing various forms of digital media to provide marketing and sales support to exhibitors in the run-up to FIMMA – Maderalia 2021.