

IN JUNE THE 2ND FORUM OF WOOD AND FURNITURE

On 13th June, FederlegnoArredo will be organising the second Wood and Furniture forum in Milan, a unique opportunity to keep up to date and compare for companies and trade operators.

Last year, its success exceeded all expectations, especially given the difficult patch the market was and is suffering. Over 600 participants and dozens of journalists from leading national periodicals took part in the 1st Wood and Furniture Forum, structured as a “study day” examining the present and future of the sector.

This year, while maintaining the objective of offering a tool for growth, the entrepreneurs will be even more the exponents of the event thanks to their direct involvement in the meetings, which will occupy the day structured into a revised and improved format. Alongside these “business masters”, there will be a number of prestigious guests, who will recount their own experiences, from which participants will be able to glean recommendations to “support their desire to be entrepreneurial”. There are 16 sessions planned to date:

“Industrial policy: our challenge” - FederlegnoArredo for an industrial policy: the latest on the extension of the 50% and 55% tax allowances and on other specific measures for competitiveness and the development of the sector. Fast access to financial resources.

“Fine and beautiful Italian-made goods and the international scenarios” – Creativity, craftsmanship, passion, tradition, culture and design. The experiences of individuals who have created and exported Italian excellence with a systematic vision.

“Exports and emerging markets” - Sales and production as basic strategies. Exports to enter a niche, capillary distribution and investment in loco to tap into the full potential of the market.

“Scenarios in the lighting sector”

“Networking for opportunities”- What situations that are already active constitute a real, concrete opportunity to join existing networks or create new ones with other members?

“The relationship between happiness and productivity in the office” - Happy employees produce earnings, increase competitiveness, are beneficial to company profits, and positive moods are anyway infectious. The idea that the person who stays the most hours produces the most is outdated: it's how he contributes that counts.

“An Italian at large: a meeting with Pasquale Natuzzi” –The only Italian firm to be quoted on Wall Street.

“Wooden Furnishing in the South: winning scenarios”

“L&D Light, Energy and Daylighting” - Artificial and natural light alongside each other to assure improved comfort, thanks also to the use of curtains and sun screens.

“The wood that lived twice” - The opportunities for environmental marketing in the wood sector and new opportunities in carbon credits.

“Building, exporting, communicating” – The situation in the national construction market and experiences in the international market: results and focus on countries, and internet publicity for the construction sector.

“Expo 2015” - A bluff or a genuine opportunity for companies?

“Due Diligence in the wood sector” - The situation three months after the regulation came into force.

“Pallets and wooden packaging” - The new features introduced in 2013 that have changed, are changing and will change the wooden packaging production chain.

“Wood, engineering and technology” - Building sites and engineering solutions for multi-storey wooden buildings.

“Human, too human: an elegy to decision-making imperfection” - Consumer irrationality as a marketing lever.

BOX - The Forum in synthesis

When: Thursday, 13th June 2013

Where: MICO-Milano Congressi, viale Eginardo (Gate 2) or Piazzale Carlo Magno, 1 (Gate 17)

For further information and pre-accreditation: marketing@federlegnoarredo.it

Milan, 9th April 2013