

Press

## SALONI 2013: FEDERLEGNOARREDO HOSTS MORE THAN 80 INTERNATIONAL ARCHITECTS AND INTERIOR DESIGNERS

**FederlegnoArredo** offers all its member the possibility of creating business relationships with the most important operators in the world (USA, Middle East, China, Sub-Saharan Africa), bringing delegations of trade operators to the sector.

**No less than 80 leading operators** (architects, interior designers, buyers) from some of the most important architecture studios of the **United States, United Arab Emirates, Qatar, China** and **Sub-Saharan Africa** (Angola, Ghana, Nigeria and South Africa) will be taking part in the SALONI 2013 to meet exhibiting companies and **set up concrete business relationships**.

Among these are many American and English architects and interior designers. The most numerous delegation will be the one from the US offices of the **GENSLER** studio. The most influential principals of various US offices will be there: **Houston, New York, San Francisco, Tampa, Boston** and **Chicago**. FederlegnoArredo is making it easier to meet them personally thanks to a **presentation of the studio**, reserved from FederlegnoArredo members exhibiting at the Saloni 2013. This presentation will take place on Saturday 13th April 2013 at 11 am in the sala Sagittarius.

The presence of professionals of such a high level offers the companies the possibility of coming into **direct contact with leading figures** operating in major US, Middle Eastern and African cities.

The privileged contacts with these professional figures are the result of long work and **many promotional initiatives undertaken by FederlegnoArredo** In 2013, strategic investments have also been made on **foreign branches**, with new offices opening in **London, Moscow, Belgrade** and **Shanghai** (in 2012, the **Chicago** office was opened). This has created a constant **reference point** for member companies and favours both further expansion and the strengthening of Italian companies in what are currently considered some of the most important markets in the world for Italian furniture, as well as making it easier to find importers and agents and so develop a network of contacts with the architecture studios.

Milan, 9th April 2013

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