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ITALIAN FURNITURE DESIGN IS COMING... THE FIRST 3D VIRTUAL FAIR OF FURNITURE AND DESIGN

Monza, 23rd October 2012 It will take place exclusively on the web from 27th to 29th November 2012 **Italian Furniture Design, the first 3D virtual exhibition on furniture and design made in Brianza**, the highest qualified Italian district of interior design. The event is promoted by Chamber of Commerce of Monza and Brianza and Como, with Promos, APA Confartigianato Milano, Monza and Brianza and Como and CNA Como, in collaboration with Intesa Sanpaolo Group and supported by Innovhub SSI and Enterprise Europe Network.

The brand value of design and wooden furniture, excellence of Lombardy, is estimated at nearly 92 billion euros, a value that does not refer to tangible assets but to their image, brand and visibility. The brand value overcomes, in terms of international recognition and economic reputation, the design district of Copenhagen (whose brand value is worth about 48 billion euros) and the district of Porto in Portugal (41 billion euros) and Copenhagen (more than 47 billion euros). Among the places widely known for design, there is also the area of Rhône-Alpes (whose brand is worth 30 billion euros), Valencia (30 billion euros), Pays de la Loire (20,6 billion euros) and the German OstWestfalen (13 billion euros).

The survey of Chamber of commerce of Monza and Brianza is based on Anholt Brand Index, Registro Imprese, Eurostat.

Opportunities for visiting Italian Furniture Design

- **Find the excellent production of "made in Brianza" together in one place.** The Chamber of Commerce of Monza and Brianza and the Chamber of Commerce of Como, answering to the small and medium-sized enterprises requirements to find out new business opportunities abroad, at reduced prices, found in Hyperfair the most suitable technology partner to create the first virtual fair, dedicated to the excellence of handcraft know-how and worldwide known brands of "made in Italy".
- **Discover the news of the sector, in particular of "tailor-made" production for home interior design and contract** Architects and designers are finding new partners for their projects: thanks to the partnership with Apa Confartigianato

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Milano Monza and Brianza, Como and Como CNA (trade association involved in handcraft), a lot of artisans have already joined in IFD, with their unique experience and technical expertise.

- **Visit the exhibitors booths without effort and environment friendly zero emissions way, talk to the entrepreneurs in real time** With IFD you are walking through the exhibitors pavillions, looking at the best products, techniques and individual entrepreneurs. The fair areas, just like in a real exhibition, will lead to navigate among the different sectors, using tags instead of the traditional map, to immediately identify products, services and business partners.

- **Share issues, meet new designers and create new ideas through webinars** supported by the network of institutions and associations. On the web visitors can see a live presentation about different sectors and meet people with common interests. The virtual space also includes training area and information point.

Opportunities for exhibitors of Italian Furniture Design

Promoting your business in an international context With Italian Furniture Design, for the first time the small and medium enterprises will have the chance to promote their business abroad, in selected target countries, through a network created in collaboration with **Promos**, the special Agency of Chamber of Commerce for the development of international activities, **Assocamerestero**, the network of the Italian Chambers of Commerce Abroad, and **Innovhub SSI** and **Enterprise Europe Network**, the official network of the European Commission to support business.

... **without moving from their own company..** Small and medium enterprises will be supported in the development of a personalized marketing plan, showing in their virtual booth promotional materials, photos, posters, videos and 3D products.

at an affordable cost ... Chamber of Commerce of Monza and Brianza and Como supports local entrepreneurs through the assignment of dedicated financing.

How to register Just click on www.ifurndesign.com, where you can choose to participate as a visitor or as exhibitor, selecting your profile, your booth and your avatar. During the virtual fair, you will communicate with all participants using different channels (sharing contacts and business cards with Skype, video calls, chat). If you want to be an exhibitor, you can sign up until 30 October. Wood-working and furniture companies, design

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and furniture components industries can participate as well as associations, institutions and foundations active in the sector.

Visitors can sign up for free: buyers, designers, architects, retailers, distributors, general contractors from all over the world.

The technological partner is Hyperfair, the technology provider which has developed a web platform for online tradeshows and events that is browser-based, 3D immersive and multiuser, based on a revolutionary technology considered unique on a global scale.

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