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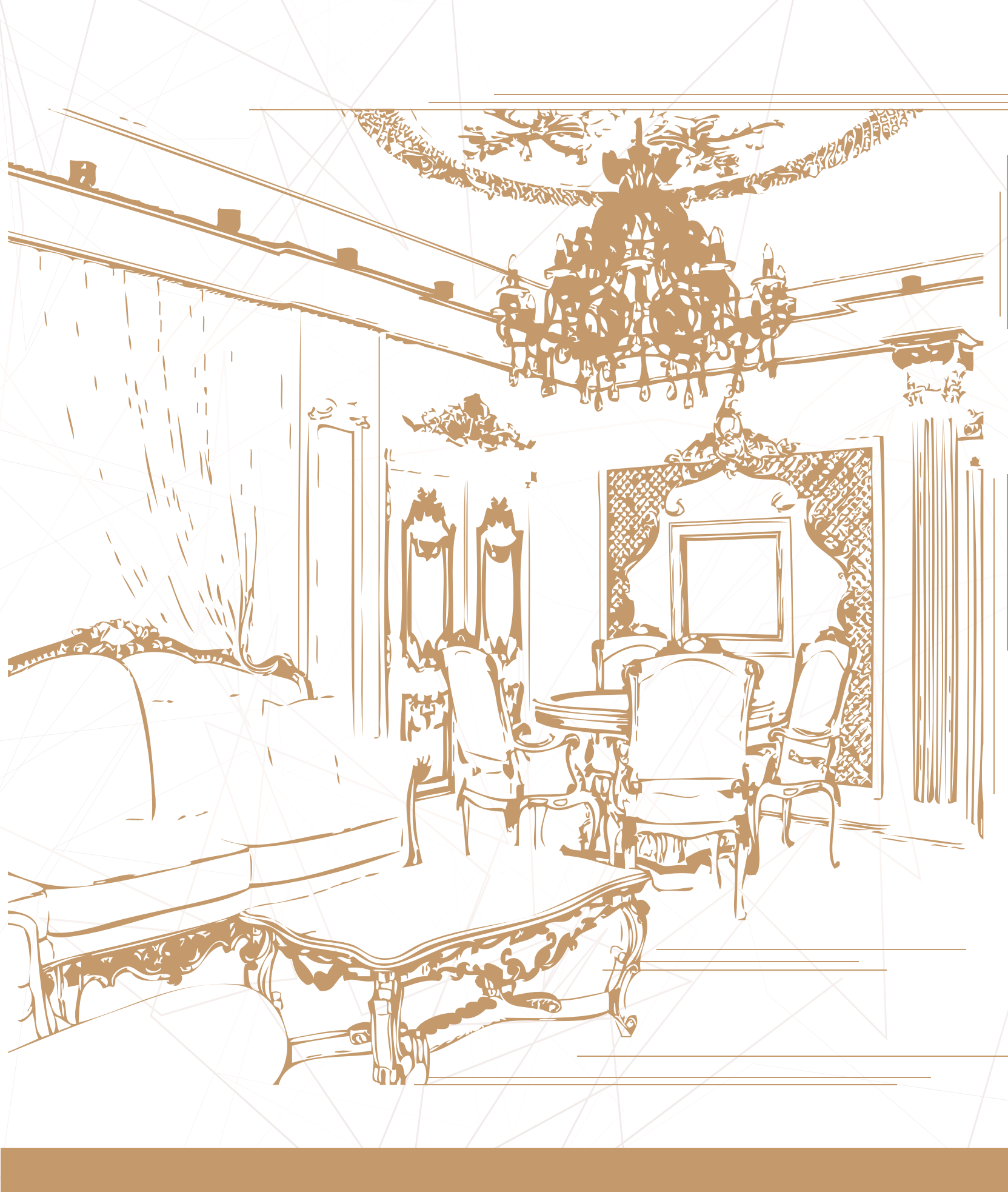
**FUMMA INTERNATIONAL
FURNITURE EXPO 2019**



let's work together

South india's biggest furniture expo

14, 15, 16 December 2019
ADLUX INTERNATIONAL CONVENTION & EXHIBITION CENTRE
KOCHI, KERALA





WHY EXHIBIT IN THE FUMMA INTERNATIONAL FURNITURE EXPO 2019?

PUTS YOUR COMPANY BEFORE A HIGHLY
TARGETED AUDIENCE IN SOUTH INDIA

- EVENT FLYERS TO BE DISTRIBUTED IN FURNITURE SHOWROOMS OF MEMBERS
- A SUPPORTIVE NETWORK OF IMPRESSIVE MEDIA PLATFORMS AND PARTNERS TO CAPTURE THE TARGETED AUDIENCE
- AN ENGAGING TEAM TO HELP BUILD POSITIVE BRAND ASSOCIATION THROUGH THE VARIOUS COLLABORATION POSSIBILITIES TO MOTIVATE CUSTOMERS TO ENGAGE WITH YOUR BRAND AND YOUR ASSOCIATED PRODUCTS BEFORE, DURING AND AFTER THE EVENT
- **PROVIDING A PLATFORM OF GROWTH**
- A WHOLE YEAR'S WORTH OF CONSTANT BRAND EXPOSURE, AWARENESS AND BRAND ENGAGEMENT WITH YOUR TARGET AUDIENCE THROUGH OUR REGIONAL ONLINE PLATFORMS
- ASSOCIATION TO A REGIONAL COMMUNITY EVENT THAT ATTRACTS THOUSANDS OF PROSPECTIVE CUSTOMERS

AN EXTENSIVE EFFORT THAT OFFERS OPPERTUNITIES

- TO BUILD BRAND RECOGNITION AND CREATE BRAND AWARENESS
- TO ACQUIRE NEW CUSTOMERS AND RETAIN EXISTING CUSTOMERS THROUGH FRIENDLY, DIRECT CONTACT AT THE EXHIBITION
- TO REINFORCE COMPANY'S POSITIONING AS PART OF KERALA'S BEST PROVIDERS OF FURNITURE SERVICES
- TO MAXIMIZE YOUR COMPANY'S PRESENCE
- TO GENERATE EXPOSURE, BRAND OPPORTUNITIES AND SALES.



REAP BENEFITS OF THE REGION WITH THE VALUE - FOR - MONEY TRADE FAIR !

A PERFECT OPPORTUNITY TO MEET UP WITH 15,000 VISITORS FROM AROUND KERALA, TAMIL NADU AND KARNATAKA INCLUDING ALL KINDS OF POTENTIAL BUYERS RANGING FROM IMPORTERS, MANUFACTURERS, TRADING COMPANIES, BUYING AGENTS AND MORE.

- EXHIBITORS CAN BUILD THEIR BUSINESS NETWORK WITH THE POTENTIAL PARTNERS, DIVERSE TRADERS AND INTERNATIONAL BUYERS, BROUGHT TOGETHER BY THE DEPARTMENT OF INDUSTRIES, GOVT. OF KERALA.
- THE TRADE FAIR PROVIDES A ONE-STOP SERVICE FOR THE EXHIBITORS INCLUDING BUSINESS MATCHING, INTERPRETERS, SECURITY SYSTEM AND MANY OTHERS.
- GET UP-TO-DATE INSIGHTS ABOUT LIFESTYLE PRODUCT TRENDS.

THE FUMMA INTERNATIONAL FURNITURE EXPO 2019

IS SIMPLY A STAGE WHERE NUMEROUS NOTABLE SOLUTIONS
AND PRODUCTS COULD BE PUT ON SHOW.



ABOUT THE FAIR!

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ADLUX INTERNATIONAL
CONVENTION & EXHIBITION CENTRE,
KARUKUTTY, ANGAMALI, ERNAKULAM DIST.
DECEMBER 14, 15 & 16, 2019.

EXHIBITORS PROFILE

BEDROOMS, BEDS, WARDROBES, DINING ROOMS, LIVING ROOMS, HALL FURNITURE, CHILDRENS FURNITURE, TABLES AND CHAIRS, RATTAN FURNITURE, GARDEN FURNITURE, HOME ACCESSORIES, MATTRESSES, BED AND BATH LINEN, CURTAINS, BLINDS, CARPETS, TRADE NEWSPAPERS, MAGAZINES AND PUBLICATIONS, TRADE ASSOCIATIONS AND ORGANIZATIONS.

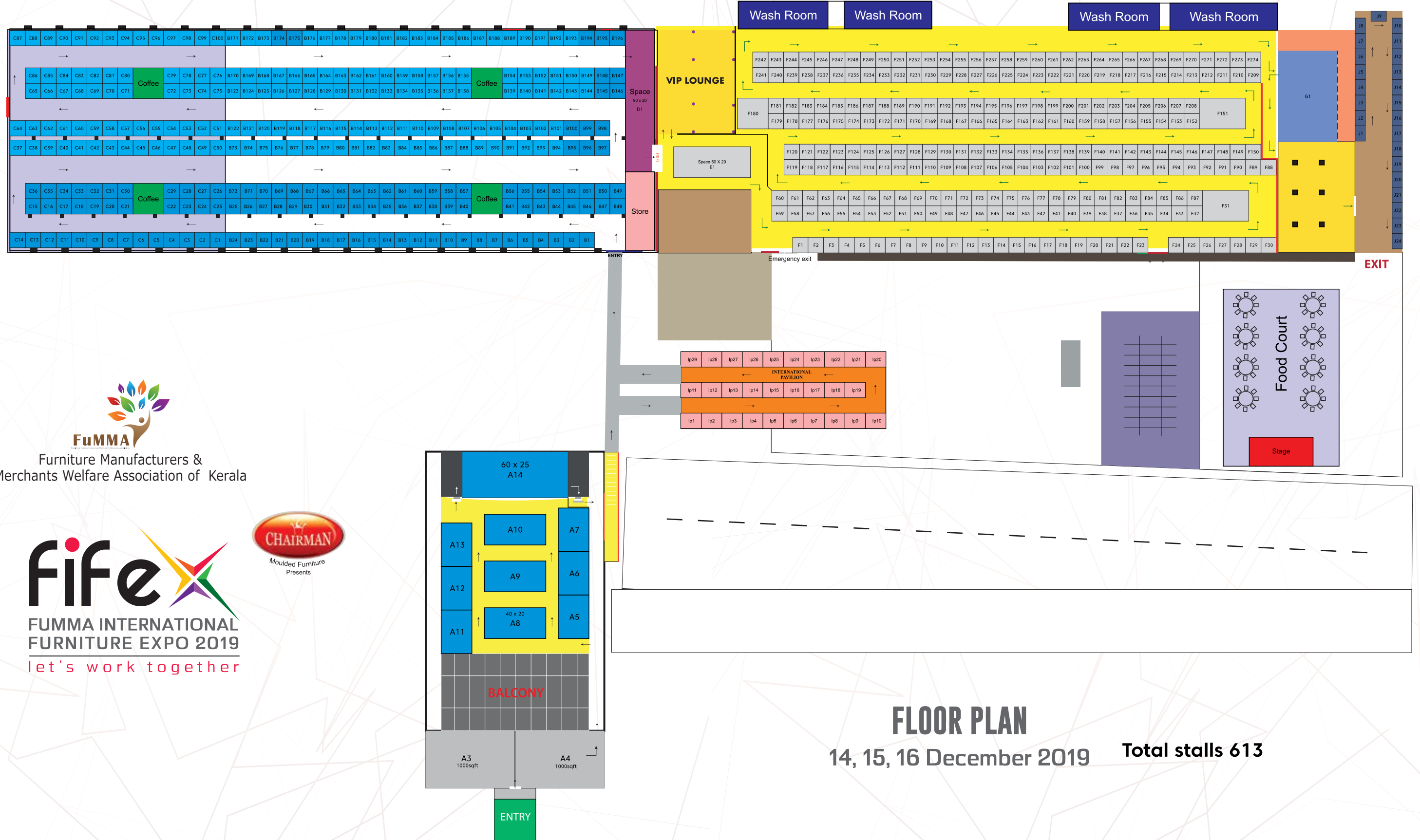


FuMMA
**FURNITURE MANUFACTURERS &
MERCHANTS WELFARE ASSOCIATION OF KERALA**

ABOUT FUMMA!

FUMMA – FURNITURE MANUFACTURERS AND MERCHANTS WELFARE ASSOCIATION OF KERALA WAS ESTABLISHED WITH A MISSION TO UNITE THE MANUFACTURERS OF KERALA FURNITURE INDUSTRY AND CREATE VALUE BASED IMPROVEMENT OPPORTUNITIES FOR FURNITURE MANUFACTURING IN KERALA. THE MAIN VISION OF FUMMA IS TO SUSTAIN AND IMPLEMENT GLOBAL TRENDSETTERS IN DESIGN, QUALITY & VALUE IN KERALA'S FURNITURE INDUSTRY AND TO TAKE FURNITURE MANUFACTURING IN KERALA TO THE NEXT LEVEL CONFORMING TO GLOBAL STANDARDS.

INDIA BEING THE LARGEST FURNITURE IMPORTER IN THE WORLD, WITH A 19% SHARE IN THE FURNITURE IMPORTS WORLDWIDE AND MAJOR PART OF THIS INDUSTRY, APPROXIMATELY 85% IS IN THE UNORGANIZED SECTOR. HENCE, THE MISSION OF FUMMA IS TO CHANNELIZE MANUFACTURERS TO GREATER QUALITY STANDARDS, NEWER DESIGNS AND TECHNOLOGY. FUMMA ALSO ESTABLISH A PLATFORM FOR INTERACTION BETWEEN OTHER ALLIED ASSOCIATIONS AND KNOWLEDGE ENHANCEMENT THROUGH ALLIANCES TO DEVELOP PERFORMANCE STANDARDS FOR FURNITURE. FUMMA ALSO FOCUS ON SKILL DEVELOPMENT COURSES FOR YOUNG MEN ASPIRING FOR A CAREER IN FURNITURE DESIGN AND TRADE.




FUMMA
 Furniture Manufacturers &
 Merchants Welfare Association of Kerala


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 FUMMA INTERNATIONAL
 FURNITURE EXPO 2019
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CHAIRMAN
 Moulded Furniture
 Presents

FLOOR PLAN
 14, 15, 16 December 2019 Total stalls 613

EXHIBITING OPTIONS & COST

SHELL SCHEME

- INDIAN EXHIBITORS: RS.9000/- PER SQ. MTR. (PLUS 18% GST)
- OVERSEAS EXHIBITORS: USD \$180 PER SQ. MTR.

SHELL SCHEME INCLUDES

- WHITE MODULAR SHELL, BACK WALL AND SIDE WALLS.
- FASCIA BOARD WITH COMPANY NAME AND STAND NUMBER.
- TABLE, CHAIRS, SPOTLIGHTS AND WASTE BASKET
- QUALITY CARPET AND STAND CLEANING
- EXHIBITOR BADGES
- 24 HOUR SECURITY - EXHIBITION DAYS ONLY.

BARE SPACE (MINIMUM 18 SQ. MTRS.)

- INDIAN EXHIBITORS: 7500/- PER SQ. MTR. (PLUS 18% GST)
- OVERSEAS EXHIBITORS: USD \$ 150 PER SQ. MTR.

FOR INTERNATIONAL BOOKINGS:

ROYAL EXPOSITIONS, No.9657, C9, VASANT KUNJ,
NEW DELHI 110 070, INDIA.

PHONE: + 91 9447484444 / 9999732344

EMAIL: ROYALEXPOSITIONS@YAHOO.CO.IN

CONTACT PERSON: L. MANI VARGHESE

ADLUX INTERNATIONAL CONVENTION CENTRE ANGAMALY, COCHIN, KERALA.



The ADLUX International Convention & Exhibition Center (AICEC) in Kerala's largest fully air conditioned convention center.

Being a world-renowned international venue with the perfect location, the right space, high level of flexibility and cutting-edge technology that is supported by qualified, motivated and service-orientated people, the ADLUX International Convention & Exhibition Centre serves as the perfect destination for Trade Fairs and exhibitions.



Moulded Furniture
Presents



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FURNITURE EXPO 2019

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fifexindia@gmail.com

www.fifex.in