



معرض الأخشاب WOODSHOW

معرض دبي الدولي للأخشاب و مكائن الأخشاب
Dubai International Wood & Wood Machinery Show

Press Release

Global industry leaders and experts to share insights and discuss challenges of wood and woodworking machinery segments at Dubai Woodshow 2022

- *Prominent list of speakers includes EUMABOIS President Juergen Koepfel; Hannu Hietavirta and Martine Johansson*
- *European Federation of Woodworking Machinery Manufacturers - EUMABOIS forges strategic new partnership with Dubai Woodshow; aims to showcase latest products and services of its 850+ members*

Dubai, UAE, 10 March 2022: Some of the world's top personalities in the wood and woodworking industry are set to take center stage at this year's edition of Dubai Woodshow 2022, the leading global wood and machinery trade show, which will run from March 15 to March 17, 2022, at the Dubai International Convention & Exhibition Centre (DICEC). During the show's exciting three-day run, industry leaders and specialists will be sharing their key insights about the industry while also aiming to tackle some timely issues needing to be addressed. Key speakers who have confirmed their presence at this year's show include EUMABOIS President Juergen Koepfel; Hannu Hietavirta, CEO, Apical Reforestadora; Martine Johansson, Propanama.

Positioned to be the premier destination for wood specialists, Dubai Woodshow's extensive three-day agenda will also feature key talks on 'New opportunities using young plantation teak,' 'Workflow Optimization from Design to Production,' 'RFID - part tracking through the factory,' 'Japanese Wood Architecture,' and 'Sustainable Engineering Wood Product from Indonesia,' to name a few.

On a separate note, EUMABOIS, the European Federation aimed at promoting the European woodworking machinery industry, has revealed the signing of a strategic new partnership with Dubai Woodshow, 2022. Serving as a key partner and sponsor for the show, EUMABOIS will be throwing the spotlight on the diverse portfolio of products and services of its more than 850 members affirming its vision to establish a business environment that will be able to market its competitive marketing solutions on a global scale. In addition, the newly-formed partnership will

also include knowledge-sharing opportunities like the staging of special seminars, workshops, and trainings.

Juergen Koepfel, EUMABOIS President, said: “It is a great pleasure for us to be signing this agreement with Dubai Woodshow. The Middle East represents a very important market for us, which makes it imperative to mark a strong presence in the region. This partnership will bring together all the stakeholders from both the Middle East and European markets. We are also excited to take part in other activities like holding joint workshops and training aimed at improving skills and capabilities of woodworking professionals.”

Walid Farghal, Managing Director, Strategic Conference and Exhibition, organizer of the show said, “We are very thankful that some of the world's leading industry experts will be joining us at this year's show and we are more than excited to learn about their industry expectations, forecasts, and insights over the next few years. At the same time, the show can also serve as a key venue for them to discuss timely challenges and issues while also sharing their recommended solutions.”

Dubai Woodshow 2022 will be showcasing the products and services of over 400 companies. Looking to make this year's show more exciting, organizers have added new additions to the event, including the 1st Innovations and Excellence Awards for the Wood and Woodworking Industry, a B2B Matchmaking Program, and a Hosted Buyer Program.

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