



Brazil is the largest furniture producer in Latin America

In 2024, ForMó Mobile will be held, the sector's largest trade fair and the main event for the furniture and wood industry in Latin America

Brazil's furniture industry is among the world's largest, and the largest in Latin America. With over 268,000 employees involved in direct and indirect jobs across more than 19,000 companies, the sector had an estimated production value of approximately R\$76.9 billion in 2022, according to data from Abimóvel (the Brazilian Furniture Industry Association). This industry holds the 8th position in the ranking of employment-generating sectors in Brazil, contributing significantly to the nation's GDP at 1.2%.

The Brazilian furniture sector continues to thrive as a pivotal production chain, offering immense business potential. Prospects for growth are expected to rise in the coming years due to increased consumer demand. In terms of foreign trade, Brazil ranks as the 26th largest furniture exporter globally, with sales reaching USD 830.7 billion in 2022. Notably, wood furniture accounts for 83.7% of these exports.

This robust landscape underscores the strength of companies within Brazil's furniture sector, and it enhances the appeal of international collaborations with Brazilian businesses. In this context, ForMó Mobile, the International Trade Fair for the Furniture and Wood Industry, serves as a vital platform for fostering business opportunities, networking, and knowledge exchange among companies within the furniture supply chain, both in Brazil and abroad.

The 10th edition of ForMó Mobile, commemorating the 20th anniversary of Latin America's largest furniture and wood industry trade fair, is set to take place from July 2 to 5, 2024, at the São Paulo Expo. With more than 550 confirmed exhibiting brands and an estimated 50,000 industry professionals expected to attend, the event, coordinated by Informa Markets Brasil, promises to be a significant in-person gathering.

ForMó Mobile serves as a critical convergence point, bringing together equipment and end-product manufacturers, cabinetmakers, suppliers, and market stakeholders, with a strong focus on both domestic and international professionals and companies involved in the furniture supply chain. The event fosters an environment conducive to professional networking, interaction, and the exploration of business prospects.

Tatiano Segalin, ForMó Mobile's show manager, expresses optimism about the 10th edition, emphasizing the industry's enthusiasm for expanding business, both domestically and internationally. He highlights ForMó Mobile's pivotal role in promoting collaboration across the entire supply chain and fostering innovation within the sector.

"We are thrilled about the upcoming edition, which promises to be the best yet and celebrates 20 years of history. ForMó Mobile attracts numerous companies from the industry and the broader furniture supply chain, representing various regions of Brazil and South America. In total, more than 550 exhibiting brands will participate, and attendance is expected to exceed our already





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high expectations. With around 50,000 square meters occupied by this diverse array of companies, attendees will have a unique opportunity to explore trends, discover innovations, and access a wealth of content related to manufacturing processes, accessories, raw materials, inputs, equipment, end products, as well as suppliers and dealers from across the entire sector", he explains.

Service:

10th ForMómobile - International Trade Fair for the Furniture and Wood Industry

Date: July 2-5, 2024

Schedule: From 10 a.m. to 7 p.m.

Venue: São Paulo Expo | São Paulo Expo. Rod. dos Imigrantes, s/n - Km 1,5. Vila Água Funda, São Paulo/SP.

About ForMómobile

ForMómobile has become a complete business platform for the entire furniture and wood industry, nationally and internationally, generating business, relationships and delivering quality content in all environments: digital and physical, in a synergistic way. It currently has a qualified database of more than 100,000 contacts of professionals in the sector and various channels, such as a digital platform, website, social networks and an exclusive content and business tool, with which it is possible to promote brands, launch products, generate leads and carry out personalized actions to obtain a better return on investment, with more focus and assertiveness. To find out more, visit www.formobile.com.br

About Informa Markets

Informa Markets connects people and markets through digital solutions, specialized content, trade fairs, hybrid events and market intelligence, building a relationship and business journey between companies and markets 365 days a year. Present in more than 30 countries, it has been operating in Latin America for 27 years, with offices in Brazil and Mexico, annually delivering more than 30 hybrid events, 70 digital events, news portals and digital connection and business platforms.

To find out more, visit www.informamarkets.com.br

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