



# for móbile

INTERNATIONAL TRADE SHOW FOR  
THE FURNITURE AND WOOD INDUSTRIES

02-05  
JUL 2024

10 AM - 07 PM  
SÃO PAULO EXPO



Promotion and Organization

informa**markets**



formóbile

O PRINCIPAL  
PALCO DO SETOR  
MOVELEIRO

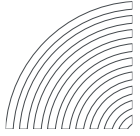
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# ForMóbile 2024

In 2024, ForMóbile celebrated its 20th year reaching its 10th edition.

The event established itself as the leading furniture trade fair in the sector in Latin America, hosting over **52,000 visitors** and more than **550 national and international exhibiting brands**. The fair was filled with innovations, trends, networking and business exchange



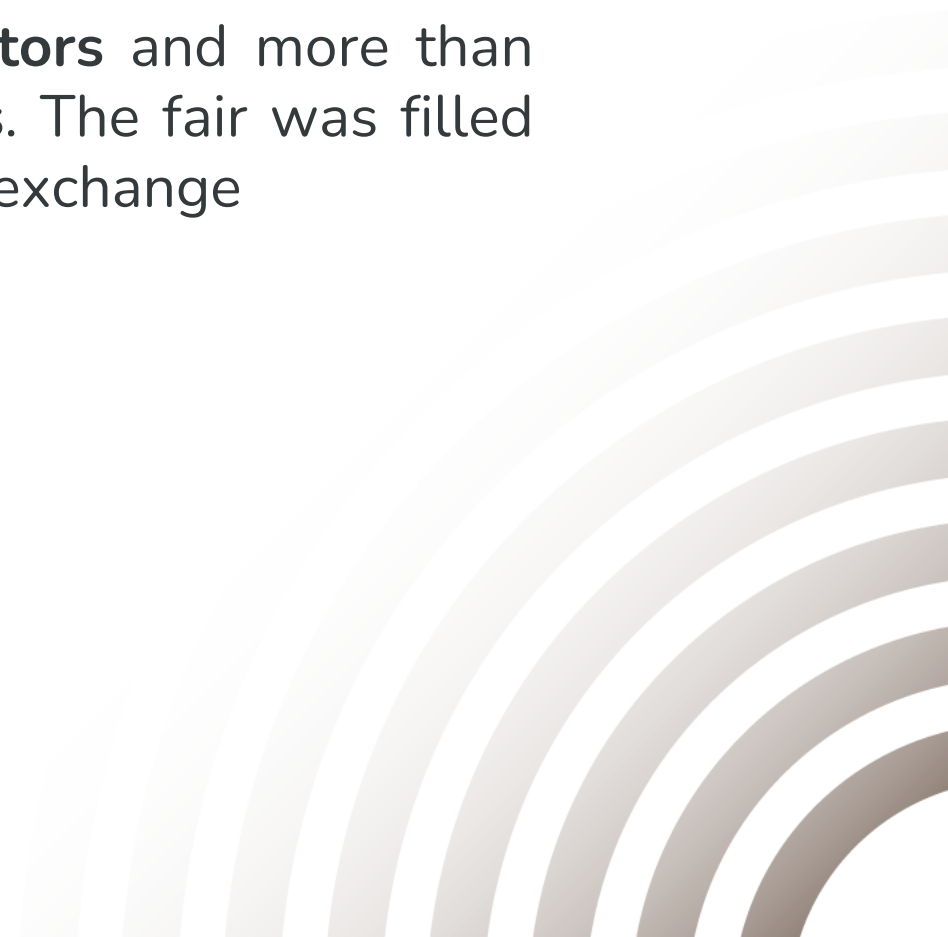
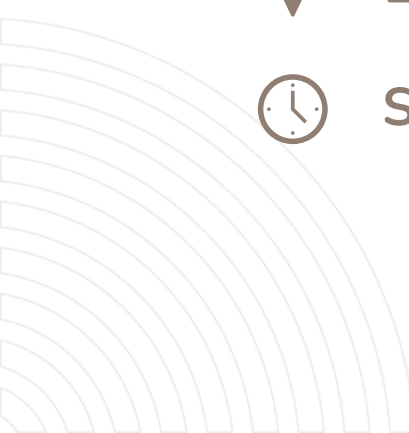
July 02 - 05



10am to 7pm



São Paulo Expo





**+52** thousand  
visitors



**+30** countries  
attending



**+550** exhibiting  
brands



**+55h** hours of  
content





# ForMóbile Attractions 2024

## PALCO FORMÓBILE

The **Palco ForMóbile** is where different talks were given at the event, bringing special guests with wide expertise in the furniture sector.

## ESPAÇO MAKER BY STOPALAB

Each day of the event there were live presentations by some of the **main Influencers** and **Youtubers** in the furniture and wood sectors. Tutorials for different projects and techniques were shared in real time.

## ESPAÇO MADEIRA

As an exclusive space built to promote the solid wood market, **Espaço Madeira** has promoted this highly valuable market for the furniture sector since 2018.

# ForMóbile Attractions 2024

## MARCENARIA DO BEM

We had a special mission this year! Visitors and exhibitors were able to participate in the project **Marcenaria do Bem**, in partnership with Leo Social. ForMóbile 2024 was given 100m<sup>2</sup> inside the pavilion to promote the effort.

## PRÊMIO TOP MÓBILE

ForMóbile also set the stage for the awards ceremony **Prêmio Top Móbile 2024**, which signals Top of Mind (most remembered) brands in the furniture market.



# Next edition



June 30 - July 3 of 2026



10am to 7pm



São Paulo Expo



**formómobile**  
INTERNATIONAL TRADE SHOW FOR  
THE FURNITURE AND WOOD INDUSTRIES

# THANK YOU!



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INTERNATIONAL TRADE SHOW FOR  
THE FUNITURE AND WOOD INDUSTRIES



**06/30 > 07/03**  
JUN/JUL **2026**