

Giftrends Madrid: Innovation and Quality

by Alberto Guizzardi

The 57th Intergift, one of the leading exhibitions of the consumer goods and home furnishings sector in Europe, is held within the framework of Giftrends Madrid, the International Gift, Jewellery and Fashion Jewellery Week, from September 9 to 13. Organized by IFEMA, this trade fair offers professionals the opportunity to discover the latest proposals of a dynamic and always innovating industry,

More than 1000 exhibiting companies contribute with their efforts and creativity to making Intergift a complete showcase of information, trends and innovations, especially prepared to promote business activity during the next few months, with special attention devoted in the month of September to the Christmas and Epiphany campaigns. The emphasis placed on the concepts of design, quality, brand



names and meticulous presentation, as well as the increasing importance of the fashion culture for the home, are revealed in this trade show as fundamental characteristics of an offer filled with highly attractive ideas, especially aimed at stimulating consumption.

Another of Intergift's characteristics is its increased relevance abroad. A hundred companies from five continents join in each edition, the participation of the leading Spanish manufacturers, designers and importers, thus assuring visitors a global perspective of the market.

Intergift is organized around seven sectors: Atmosphere, the Vibrant Table, Decorative Elements; Textiles, Fantasy,; Travel and Miscellaneous Gifts. Its sectorization contemplates a synergy of the different supply groups and grants each area its own identity.

Within Giftrends Madrid, Intergift is held with Bisutex, the International Fashion Jewellery Exhibition, and Iberjoya, the International Jewellery, Silverware, Watches and Related Industries Trade Show. The edition in January 2009 featured some 1411 exhibiting companies from 27 countries and 45,674 visitors. Intergift featured the direct participation of some 796 exhibitors, 338 exhibiting companies were present at Bisutex and 277 at Iberjoya. ■



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