

MILAN. THE 86TH INTERNATIONAL HOME SHOW

Macef: A World of Business

by Corrado Scattolin

Macef Spring 2009, International Home Show, the 86th in a series that began in 1964 (when the Milan show was held annually) took place at fieramilano from 16 to 19 January, with Festivity, the Christmas and party decorations, games, toys and Carnival show, which opened its doors on 15 January. The Gifts sector only also opened a day early, as exhibitors have asked to be allowed to operate over five days due to their large volume of business and contacts.

As at the past three shows, goods were subdivided into 5 sectors: Table and Kitchen, Furnishings and Decoration (furnishing accessories, decorations, textiles and design objects), Classic (classic style furnishing accessories, fancy sweet boxes and silver for the home), Gifts (fancy goods, gift articles and stationery) Bijoux and Gold Jewellery, Accessories.

Approximately 1800 companies were present at the show on a floor space of 120,000 m² net. As usual there was a significant number of foreign exhibitors, around 20% of the total, from France, Spain, Germany, from further afield, above all from Asia, etc.

Some crisis signal

Over 80,000 visitors, including 11,450 from abroad, visited the show. For the organizers of Fiera Milan International, these are positive numbers; the drop from last year is modest (-6%), and only concerns the Italian component. The number of foreign visitors remained practically unaltered, and amounted to around 15% of the total.

“Despite the crisis, which is a reality, – says Sandro Bicocchi, Managing Director of Fiera Milano International – the market continues to reward companies with a will to inno-

vate and the ability to offer consumers well made, beautiful, useful products at a reasonable price. These are companies that have a solid manufacturing background with brands that are known all over the world and have no intention of giving up their plans for development, increasing their business in Italy and abroad or representing prospects for employment. For their part, the more than eighty thousand trade visitors to Macef are proof that distributors also recognize and appreciate this commitment and are prepared to invest in the recovery.”

Sales figures varied for the sectors that make up the show: business was very good for design objects and the high-end of the table-kitchen sector (many exhibitors took orders for a greater amount than last year); considerable in the “personal” (costume jewellery and fashion accessories) sector, and more modest for classic and ethnic style furnishing accessories and low-end decorations.



A b2b trade fair, Macef has strengthened its role as a “barometer” of the homeware market and broadened it by becoming a driving force for opportunity also outside the exhibition complex fence by launching projects aimed at the promotion of local economies. After the successful launch of Macef Med last November in Naples, in co-operation with the Campania Region, in March Macef and the Sardinia Region will be involved in a similar initiative in Cagliari in favour of Sardinian craftsmanship. ■

Dal 30 maggio al 1° giugno 2009, il quartiere fieristico di Rimini presenterà la seconda edizione di Cam Preview, la rassegna professionale dedicata all’universo dei casalinghi e degli ambienti.

Il salone con uno stile “senza tempo” reinterpreta il concept Cam Preview dello scorso anno: un work in progress capace di proiettare inedite anteprime di tendenza. La regia di Rimini Fiera esula dai soliti format conferendo l’eccezionalità del made in Italy: prestigiose collaborazioni con progettisti, designer, associazioni, riviste specializzate e migliori produttori diventano

Cam Preview: il gusto di vestire la casa

il plus Italian Style. Cam Preview per l’edizione 2009, vanta un cast d’eccezione che rende l’intero quartiere fieristico il cuore per buyer ed

aziende professioniste nazionali ed internazionali. Ritmo denso ed effetti scenici ricchi di contenuti saranno l’insolita eco dentro e fuori salone.



“Lo spirito di interscambio e il confronto tra gli operatori, l’eleganza dello stile italiano e la capacità di caratterizzare gli ambienti – afferma Giorgia Maioli, Project Manager, – sono gli elementi che contraddistinguono Cam Preview dalle altre fiere del settore.”

Area di prestigio nel cuore della fiera, La Casa Dei Sogni è il momento delle anteprime, oltre che “mostra dei contenuti” per nuovi business, dall’arte della tavola al design, dal country alle decorazioni, con un focus sulle preview natalizie. Non mancheranno le premiazioni per creatività, innovazione e design.

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