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**Meble Polska 2022 - more than half of the visitors from abroad!**

**Meble Polska is the most international event in the calendar of Grupa MTP. This year's edition, held in Poznań from 16 to 19 May 2022, confirmed the unique global nature of this fair. For the first time the share of visitors from abroad exceeded 50 percent!**

**Visitors from 71 countries**

Even before the fair, it could be expected that the share of foreign furniture buyers would be a record this year. This was confirmed by the data from the visitor registration system, where before the fair tickets for professionals were collected by traders from exactly 71 countries, practically from all over the world. - Until the end, however, we were not sure whether after the pandemic break buyers would be ready for transcontinental travel, especially in view of the ongoing war in Ukraine. It turned out that our fears were unfounded. The number of foreign guests exceeded our expectations, says Józef Szyszka, director of MEBLE POLSKA trade fair.

The international character of the event could be perfectly heard at the stands and in the entrance halls. The total number of trade fair participants amounted to 11,491 people. Reports indicate that **53% of all visitors came from abroad.**

- This is obviously partly an effect of the strength of the Polish furniture sector and the huge interest in Polish furniture on foreign markets. But to a large extent it is a result of many years of activity of the Grupa MTP. In line with the "Go global" strategy, the organiser of the MEBLE POLSKA furniture trade fair has for years been running an intensive campaign promoting the Polish furniture sector and the trade fair in Poznan on the most promising markets worldwide, explains Józef Szyszka. Hence the presence in Poznań of representatives of purchasing groups and furniture store chains from such promising markets as the United States, United Arab Emirates, Israel, China, Saudi Arabia or exotic Mauritius.

Together with HOME DECOR Interior Trade Fair held at the same time, over 230 companies from 10 countries (Denmark, Moldova, Germany, Poland, Portugal, Romania, Serbia, Slovakia, Turkey and Ukraine) presented their offer at the fairgrounds. A large exposition of more than 25 companies from Ukraine attracted great interest. Despite the aggression of Russia against this country they decided to show their potential in Poznań.

**The largest exhibition of Polish furniture**

MEBLE POLSKA furniture trade fair is the world's biggest exhibition of the Polish furniture sector. This year's exhibition was located in halls 3, 4, 5 and 6 and featured many leading Polish furniture manufacturers. In addition to affordable chipboard furniture, the trade fair also featured solid wood products and other higher-end furniture. Upholstered furniture and mattress manufacturers were also numerously represented.

****Interior trends**

Like every year, the MEBLE POLSKA Fair was accompanied in Hall 5A by the HOME DECOR Interior Trade Fair. The visitors could also visit the Trend Zone “Bloggers Zone”. It was the initiative of an exceptional duo: Ula Michalak, initiator and originator of the project, interior stylist and artist, creator of unique ceramics and Katarzyna Szostakowska, author of polishdesign blog, who designed the zone this year. The Bloggers Zone exposition was enriched by a series of lectures on the latest trends in design and interior design.

**Training for furniture makers**

MEBLE POLSKA was accompanied by seminars co-organised by the Polish Chamber of Commerce of Furniture Manufacturers. The lectures were divided into two thematic blocks. The first one, under the motto "How will your furniture store gain more satisfied customers", allowed the representatives of furniture stores to learn how to talk to sell more, how to make more customers visit the store and how to become an effective manager and team leader?

Wednesday, May 18, was devoted to market and financial issues. On that day Bank Pekao S.A. presented the topic "Macroeconomic perspectives for the Polish furniture industry - Poland, Europe, World". Bank Pekao S.A presented treasury products, which may be of interest to the Polish furniture industry. The Chamber also prepared a seminar entitled "Support for accredited entities in assessing the conformity of furniture and materials for their production". The Institute of Technical Supervision organized a lecture: Accredited testing and certification of furniture products as a confirmation of product safety. The Passport to Export within the PARP programme SME Internationalization in Eastern Poland discussed the potential of the Japanese and United Arab Emirates markets for the furniture industry.

**Meble Polska 2023**

The next edition of MEBLE POLSKA Furniture Trade Fair will take place in 9 months, from 21 to 24 February 2023. - After the pandemic turbulence we return to the February date permanently. From now on we want the furniture fair in Poznań to be always held in the last week of February. Considering the high satisfaction level of this year's exhibitors and the fact that the first companies have already booked space for next year, we expect that the 2023 edition will once again occupy all halls, just as during the previous edition in 2020, explains Józef Szyszka.