



Poznań, March 19, 2021

MEBLE POLSKA to organize global meetings online in May

Due to the pandemic, it proved impossible to hold the MEBLE POLSKA Furniture Trade Fair, the largest furniture trade show in Central and Eastern Europe, in the first half of this year. However, Grupa MTP has prepared an alternative solution that will allow furniture and interior design industry representatives from all over the world to meet online and hold business talks without posing any health risks related to direct contact and travelling.

Your gateway to Polish furniture

"We invite you to participate in the furniture and interiors online business meetings MEBLE POLSKA - Special Edition, which will take place from May 24 to 28. The event will be held on a specially prepared virtual platform dedicated to meetings and contracting. We will invite specific groups of customers from all over the world to participate in the event. These will include representatives of buyers groups and furniture store chains, homing stores and interior design showrooms, traditional and online stores, as well as office facilities administrators, hotel owners and managers, real estate developers, investors and interior designers," says Józef Szyszka, MEBLE POLSKA Project Director. Many leading manufacturers and distributors of furniture and interior design products, mainly from Poland and Eastern Europe, will present their production capabilities and their latest collections as exhibitors. The event will be preceded by a global promotional campaign involving direct mailing to 50,000 buyers from 78 countries, cooperation with the most important furniture industry media from all over the world and intensive digital campaigns on those markets that offer the greatest potential for Polish furniture exports.

We believe that online meetings for furniture manufacturers will be an opportunity to establish new contacts amongst buyers from all over the world. The exhibitors will have access to detailed profiles of all participants, and they will be able to view them at their own discretion. Buyers, on the other hand, will have an opportunity to get to know the market and start initial talks without having to travel thousands of kilometers. For both groups it will be a

prelude to more direct follow-up meetings during the next edition of the fair held in the traditional version. The participation in online business meetings MEBLE POLSKA - Special Edition will also be an opportunity to broaden your knowledge during a series of interesting lectures and webinars.

Intuitive and easy-to-use online tool

The event will be held on an intuitive online platform that relies on artificial intelligence to match business partners. Among its advantages are a friendly interface, no need to install additional software, the ability to search for clients according to business interests, information about visitors to the company's profile and the possibility of holding an unlimited number of 1:1 meetings with video and chat capabilities. What is interesting, the system will automatically recommend partners for meetings interested in our offerings, save the meetings in the calendar synchronized with Outlook and Google, as well as notify about the upcoming meeting in advance.

Timetable

The platform is already open for exhibitors. "We are talking to furniture manufacturers and presenting the advantages of our platform to them. Each of them will have an opportunity to familiarize themselves with the tool before making a decision whether to participate or not. The first reactions are very positive; the companies interested in participating in the event are mainly those that feel the need to expand their contact network with new partners and new markets. Many producers come to realize that in the current uncertain situation, it is good to take care of alternative directions for sales ahead of time, in case of difficulties in trading with existing contractors," explains Józef Szyszka. In March and April the platform will be updated with information about exhibitors. For the participants, i.e. buyers, the platform will be opened at the beginning of May. For the start, as of 3 May already, the access to the platform will be given to Premium participants, who will be the first to have the possibility to make appointments at a convenient time. For other participants the platform will be available from 10 May.

For more information, please visit www.meblepolska.pl