

March 23, 2010

In Turbulent Economic Times, EXPOBOIS 2010 Stays on Course!

With nearly 17,000 visits (including 4.8% international visitors) and the presence of some 300 exhibitors (including 27% new exhibitors and 48% exhibitors from abroad), the EXPOBOIS 2010 exhibition stays on course.

Despite some challenging economic conditions, the trade fair was a reflection of the mobilization and the dynamism of all those involved in the wood industry. EXPOBOIS 2010 also played its role of business accelerator, encouraging both quality and commercially conclusive contacts between visitors and exhibitors.

EXPOBOIS 2010: The profession gathers

Visitor numbers at the EXPOBOIS 2010 exhibition demonstrate the loyalty and mobilization of professionals' representative of:

- **All business sectors in the wood industry:** Building trade (35%), Secondary processing (25%), Furniture (17%), Primary processing (15%) and Forestry (8%);
- **All types of companies:** VSEs (< 10 employees – 48%); SMEs (10 to 99 employees – 35%); Companies with 100 to 499 employees (10%); Companies with more than 500 employees (6%);
- **All French regions:** Paris and Greater Paris (24.3% of total French visitors), Northeast France (16.4%), Northwest France (14.8%); Northern France (11.8%), Central France (9.7%), Southwest France (7.6%) and Southeast France (6%).

As Patrice Bandera, Sales Director at SENGAs (specialized in pneumatics and compressed air components) points out, *"we haven't been since 2002 but we came back to EXPOBOIS in 2010 and we were surprised by the number and the quality of visitors."*

EXPOBOIS 2010: Quality visitor-exhibitor contacts

Over 4 days EXPOBOIS 2010 enabled wood industry professionals to meet one another and do business.

For Rémy Mary, Sales Director for Leitz, results are positive and encouraging. *"The show was the scene for a good number of very interesting contacts, a platform for business and trade that has led us to believe that business is restarting."*

Xavier Sentex, Managing Director of Weinig France, shares this "business" vision. *"While there were somewhat fewer visitors they were of quality, with a strong presence of decision makers and serious project initiators. Some orders were taken during the show, some of which were quite unexpected."*

Luc Belin, Sales Director for HUBTEX agrees, *"Rather pessimistic before our arrival at the show given these difficult economic times, we were agreeably surprised by the quality of the visitors. We were able to establish very good business contacts and even received confirmation of a very nice order!"*

Laurent Maziès, Managing Director of the Biesse France subsidiary, concludes optimistically, "We, like most exhibitors, had a few doubts about how this 2010 show would go. The doubts were swept aside right from the first morning and replaced with astonishment. All of our invited customers in fact came, and the number and, above all, the quality of these visitors surprised us. We thought we had reached a record number of order entries at the previous EXPOBOIS that we would not be able to reach again for a few years: we were wrong! This 2010 exhibition surprised us from the first day to the last, enabling us to set a new record in a period that wasn't at all appropriate."

EXPOBOIS 2010: Understanding current affairs and viewing innovation

The **Wood Innovation Forum**, launched in 2006, attracted some 400 participants, won over by the practical and topical themes of the conferences, focused on topical issues such as health and safety, productivity, the economic situation.

On offer for the first time in 2010 the "**Expert Tracks**" – for demonstrations, windows, and materials, accessories & components – sparked visitor interest, allowing them to view the offer and expertise of exhibitors.

For more information: www.expobois.fr

EXPOBOIS Communications Department

Caroline Bondy

☎: + 33 (0)1 76 77 11 68

@: caroline.bondy@comexposium.com

Press Contacts: CLC Communications

Jérôme Saczewski / Muriel Chrisostome /

Raphaëlle Codoul

☎: + 33 (0)1 42 93 04 04

@: j.saczewski@clccom.com

m.chrisostome@clccom.com

r.codoul@clccom.com