

Poznań, 18.09.2020

## DREMA 2020 [summary]

After four intensive days, DREMA International Trade Fair of Machines, Tools and Components for the Wood and Furniture Industries came to an end. - Despite unfavorable circumstances, we managed to organize a business fruitful and safe exhibition. Many exhibitors emphasized that from the business point of view the fair was very successful for them – says Andrzej Półrolniczak, DREMA trade fair director.

DREMA 2020, held from 15<sup>th</sup> to 18<sup>th</sup> September this year, offered the opportunity to follow the latest trends in the furniture and woodworking industries. Visitors explored the potential of modern solutions and deepened their knowledge through a wide range of complementary events. It was worth looking for seven products awarded with the prestigious MTP Gold Medal, 4 creative stands awarded with the Acanthus Aureus distinctions and several dozen new products on the market.

This year's trade fair featured a number of events such as the popular Drema Design zone, stimulating Drema Tools zone, exciting Polish Championships in Nail Hammering, Varnishing Skills Testing Ground, Conjured from Wood and a brand new addition – Drema Hobby zone. The advantage of this trade fair is the possibility to see machinery in action. In addition to individual stands of the exhibitors, this opportunity was provided by special spaces, which for the duration of the fair got turned into demonstration factories, where modern technologies, solutions and woodworking machines were presented.

### National Furniture Congresses

What would an exhibition be like without opportunities for participants to expand their knowledge and answers to many questions concerning the wood and furniture industry? The second day of DREMA saw the 5th National Furniture Congress "Polish Furniture - Competitive Poland" organized by the Polish Chamber of Commerce of Furniture Manufacturers. This year's slogan of the congress was: "Post covid economy - challenges for the Polish furniture industry". Strategic patronage over the event was taken by EGGER and the law firm Domański Zakrzewski Palinka sp. k. During the event, issues concerning the post COVID economy and changes in the balance of power on the global furniture market, building own brand as an element of creating competitive advantage on foreign markets or building alternative distribution channels were discussed. The congress was attended by many professionals who were interested in listening to the speakers.

### Women power

The event called "Women in the furniture industry - Be an inspiration that changes the world" was organized by the Polish Chamber of Commerce of Furniture Manufacturers in cooperation with the MTP

Group. The meeting aimed at integrating women working in the furniture and wood industries, was attended by several dozen women. It was held under the motto "Between strength and sensitivity - women in the world of furniture". The climatic interiors of the Garden City restaurant complex, turned into a space for exchanging knowledge, drawing mutual inspiration and establishing valuable business contacts.

The organizers prepared two discussion panels; "Key to success - woman! How women's perspective influenced changes in furniture companies" (with participation: Maria Wegner from Swiss Krono Sp. z o.o., Prof. Dr. Ewa Ratajczak, Chairwoman of the Wood Technology Institute Council and Katarzyna Krok of Idesin M. Siwek Sp. j.) and "Diversity breeds progress - women in the furniture industry" (Anna Jósiak, Complet Chmielewscy Sp. j.; Danuta Pawlik, Schattdecor Sp. z o.o.; Sylwia Oleńska, SGGW, Magdalena Szraga, Black Red White S.A., PhD). The lecture entitled "How freedom supports teamwork? How do values support an organization?" by Agata Polak from VOX Capital Group devoted to the issue of building an organizational culture based on values also aroused considerable interest. The strategic partners of the event were SWISS KRONO and Western Union.

### **Join us next year!**

**The next edition of DREMA trade show will be held 14-17 September 2021 at the Poznań International Fair.** The Congress of the EUMABOIS European Federation of Woodworking Machinery Manufacturers held online approved today the list of world exhibitions dedicated to woodworking machines, which will be officially endorsed in 2021. Once more, DREMA is amongst the key 14 international exhibitions. It is worth noting that the Poznań's DREMA trade fair is the only domestic trade fair which has been qualified for recommendation to the members of the Association for 2021.