



for móbile

FEIRA INTERNACIONAL DA
INDÚSTRIA DE MÓVEIS E MADEIRA

02-05 JUL 2024

POST SHOW REPORT



ForMóbile 2024



ForMóbile - International Furniture and Wood Industry Fair is the the leading furniture trade fair in the sector in Latin America, destined for professionals and national and international businesses involved in the chain of furniture production.

The tenth edition took place at São Paulo Expo between **July 02-05 of 2024**, featuring wide innovations, attractions and a noteworthy number of exhibitors, visitors and participation in exclusive and focused contents.



ForMóbile 2024 – *Big Numbers*



52K+
visitors



550
exhibiting brands



37 countries
present

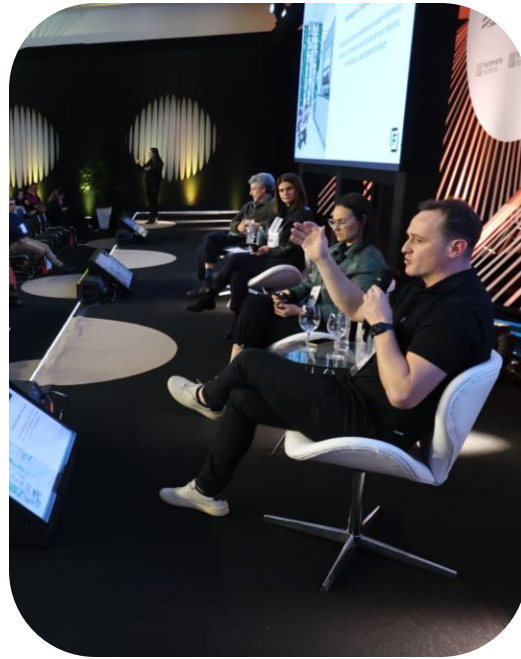


55+ hours
of content





palco
formóBILE





The **ForMóBILE Stage** was the ideal moment to connect with leaders and visionaries who are molding the future of furniture chain! Participants were inspired and learned about better practices and market trends.



Discussions about design trends, creativity and project-focused management



From practical topics to capacity-building, marketing tips, customer service and management for woodworkers.



Topics on economics and technology, aimed at advanced manufacturing, sectorial data and market perspectives.

espaço maker by Stopa Lab

With **Stopa Lab** curation, **Maker Space** hosted **33 live presentations** throughout the 4 days of the event.

Main influencers and Youtubers in the furniture chain and woodwork specialists shared techniques and tutorials for numerous projects, all carried out in real time!





espaço madeira

Solid wood has exclusive space at **ForMóbile**, reaffirming its success with a loyal and engaged audience.

Wood Space, created with the support of *Revista Referência Industrial* (Industrial Reference Magazine) gathered 12 exhibiting brands specialized in solid wood products and the like, demonstrating the importance and relevance of this sector in the national and international furniture sector.



PROJECT - BUYER

ForMóbile held the stage of yet another edition of Project – Buyer, gathering **42 furniture manufacturers** from Brazil and **15 international buyers** provided by other countries:

United States
Colombia
Paraguay
Costa Rica
Honduras
Ecuador

Uruguay
Dominican Republic
Panama
Bolivia
Mexico

*We strengthen partnerships and open doors to new collaborations through this action, organized by **Abimóvel**, in partnership with Apex Brasil, through the Sectorial Project **Brazilian Furniture** – in this dynamic environment for networking and commercial expansion.*



Top *mó*bile

ForMóbile was also the stage for the ceremony **TOP Móbile Prize**, celebrating the most memorable and renowned brands in the furniture industry in 2024.



marcenaria do bem

We had a special mission this year! Visitors and exhibitors were able to participate in the project **Ethical Carpentry**, in partnership with **Leo Social**. In this open space to the public, there were different furniture assemblage sessions every day of the event. Furniture produced and assembled during the fair were **donated to the victims of the floods that occurred in Rio Grande do Sul, in southern Brazil.**



COMITÊ DE ARQUITETOS E DESIGNERS



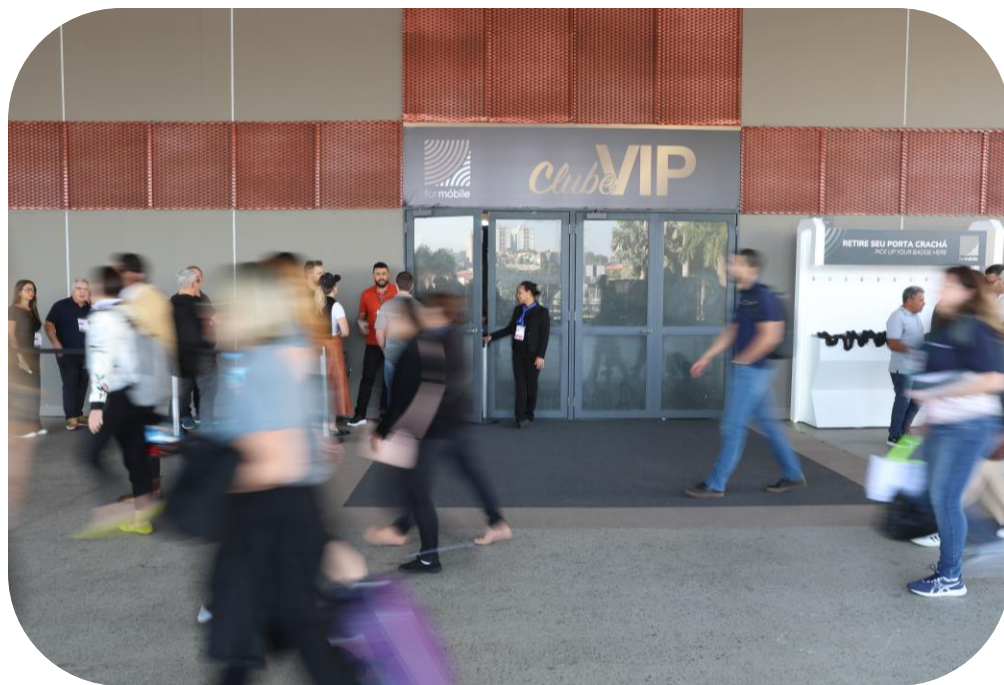
Aiming to build a co-creative and collaborative process of innovation at the fair, we created a committee where **architects and product and interior designers** were selected.

Currently, the committee is composed of members who, together with the Formómobile team, have the fundamental role of perfecting the features, contents and even the visiting route of architects and designers during the fair.



A space dedicated to **main national and international buyers** from the furniture sector, which offers exclusive benefits

1,700+ VIP guests attended ForMóbile 2024!



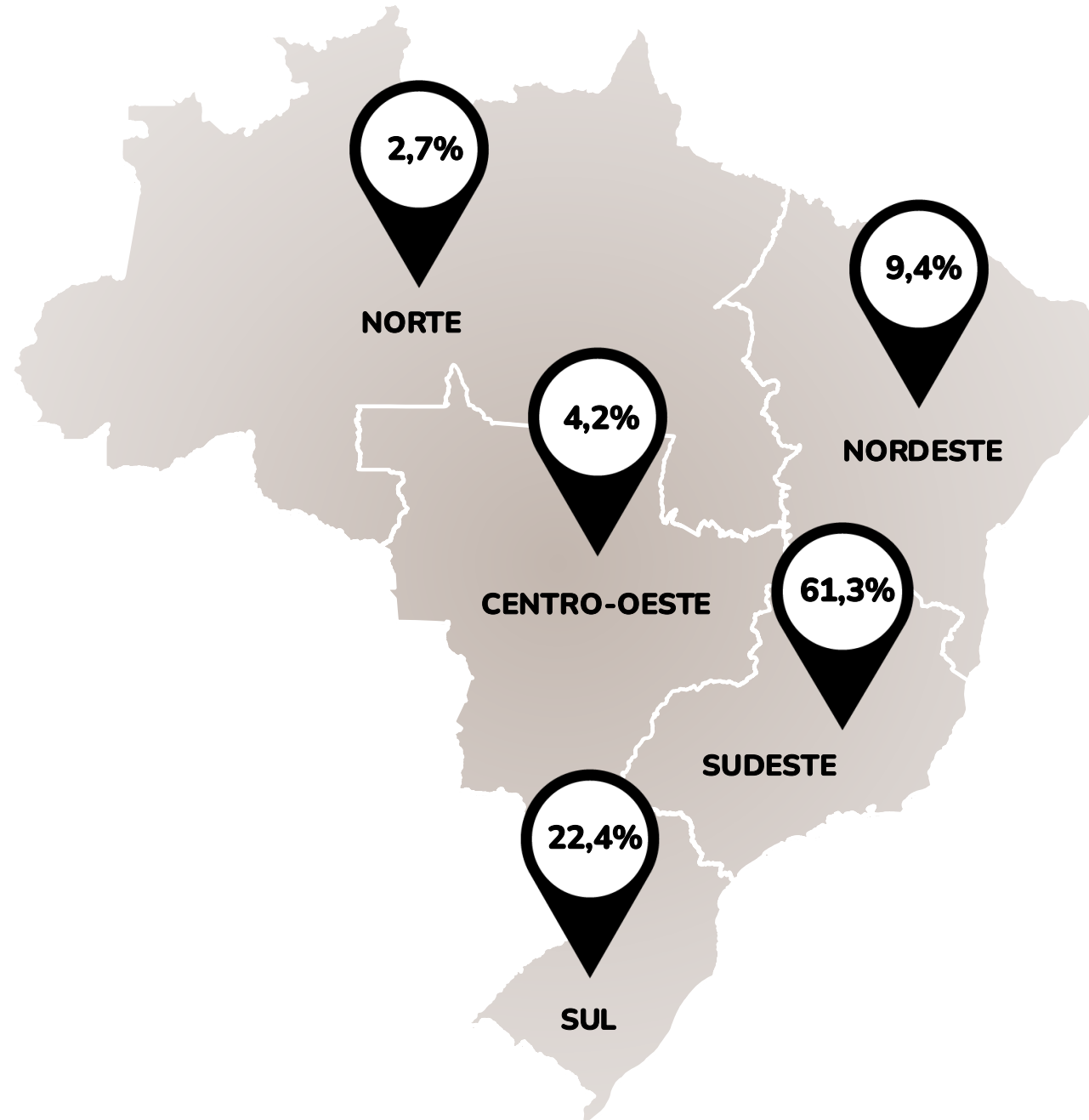
CARAVANS & GROUPS

ForMóbile 2024 received numerous Caravans with groups from associations, entrepreneurs and institutions from different states, such as:

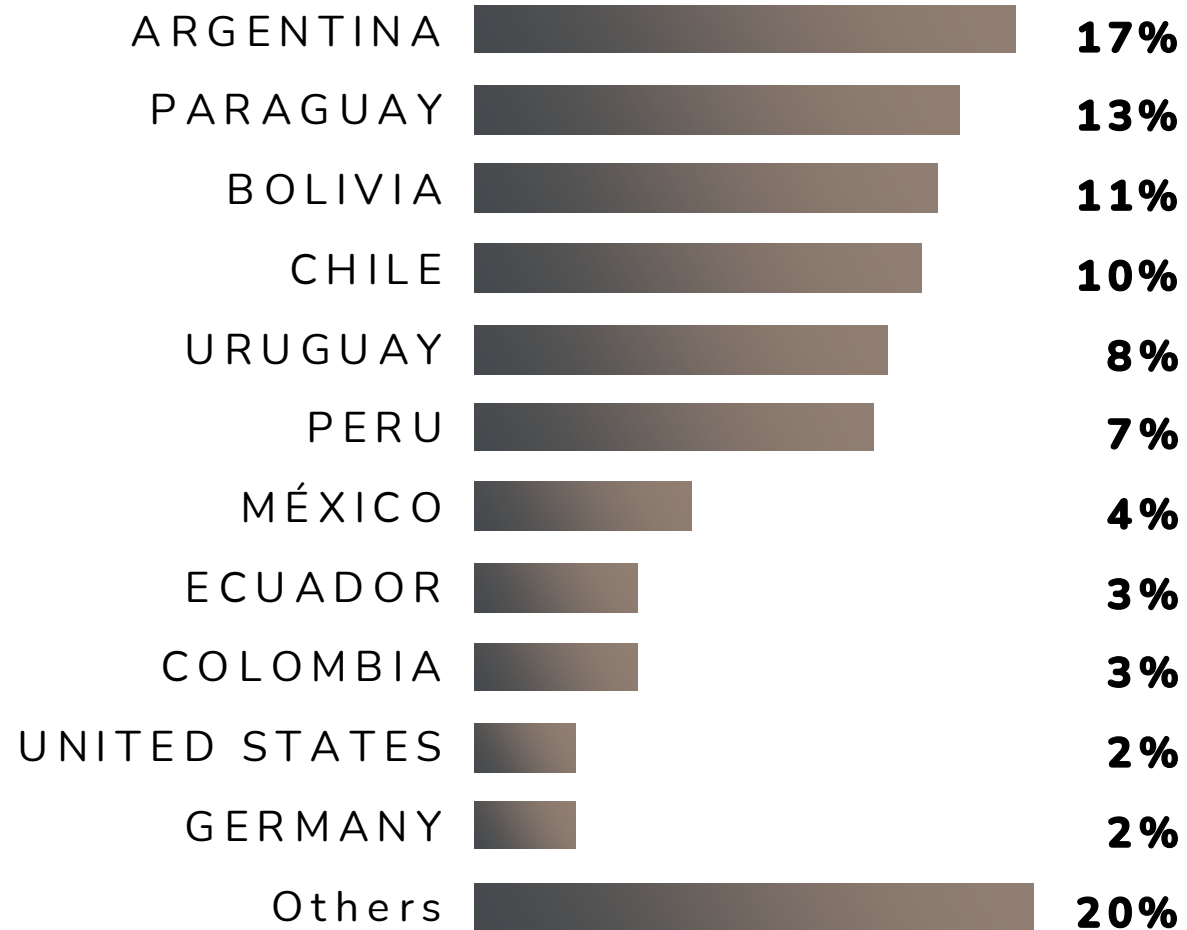
- São Paulo
- Minas Gerais
- Paraná
- Santa Catarina
- Rio de Janeiro
- *Among others!*



VISITATION PER REGION



VISITATION PER COUNTRY



OTHER COUNTRIES

- SOUTH AFRICA
- ANGOLA
- AUSTRIA
- BELGIUM
- CANADA
- CHINA
- SOUTH KOREA
- COSTA RICA
- SPAIN
- FRANCE
- GUATEMALA
- HOLLAND
- ITALY
- MALASIA
- MOROCCO
- PANAMA
- PORTUGAL
- UNITED KINGDOM
- DOMINICAN REPUBLIC
- ST. VICENT AND THE GRENADINES
- SWEDEN
- SWITZERLAND
- SURINAME
- TAIWAN
- TURKEY
- VENEZUELA

VISITATION PER LINE OF BUSINESS

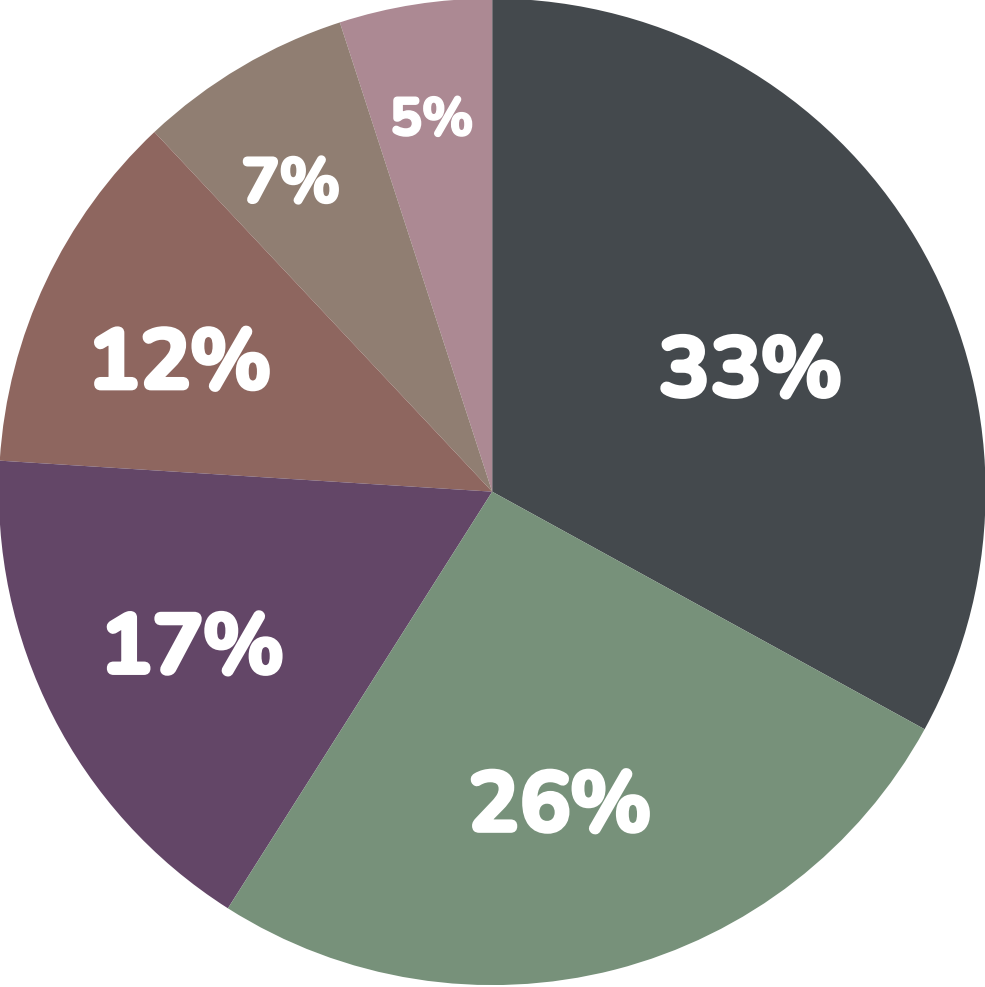


Chart Legend

- FURNITURE FACTORY
- WOOKWORK / CARPENTRY
- ARCHITECTS/ DESIGN / SPECIFIERS
- RESALES
- LUMBER MILLS / SAW MILLS
- OTHERS

VISITATION PER POSITION



ATTENDANCE IN FAIRS

NATIONAL

Yes Móvel Show

Revestir

FIMMA

Móvel Sul

Movinter

Movelpar

INTERNATIONAL

Interzum

Ligna

Exposicam

Interzum Bogotá

Fenafor Perú

FIMAR

**ForMóbile encerra sua
participação internacional
na Interzum e Ligna
na Alemanha!**



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DIGITAL PLATFORM



134,570+

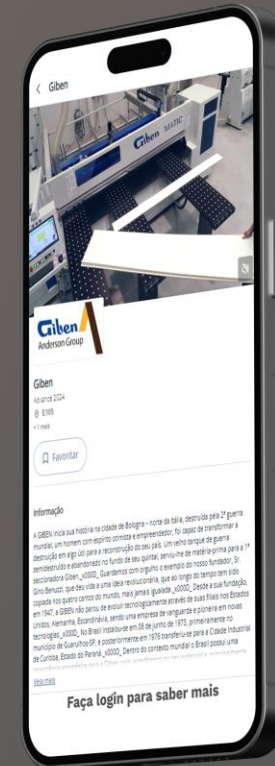
logins on the platform

75K+

logins in business pages

10K+

logins in product pages



formobile

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INTERACTIVE MAP

Total of
44,562
logins

over
4,570
charted routes

over
9,180
researches



SOCIAL MEDIA

803K+

people reached

between May and July

>1M

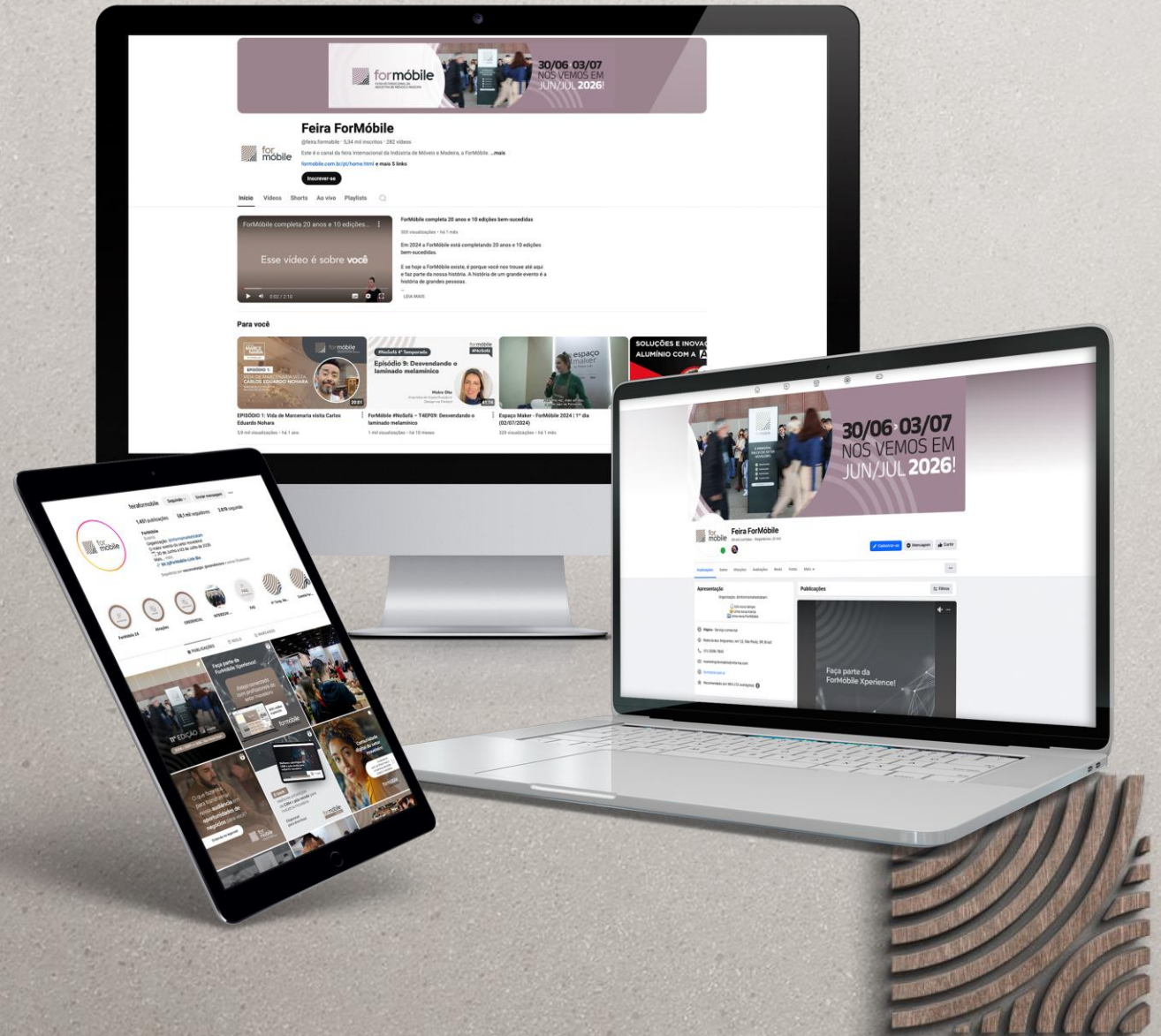
views

of the fair's video coverage

86K+

followers

on ForMóbile's social media



MEDIA PARTNERS



Revista Móbile



Móveis de Valor



Revista Referência Industrial



Setor Moveleiro

INTERNATIONAL SUPPORT



NATIONAL SUPPORT



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THANK YOU

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for
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30/06 > 03/07
NOS VEMOS EM
JUN/JUL **2026!**