



June 30 to July 03, 2026
São Paulo Expo

Post Show Report

2026



About ForMóbile

ForMóbile is the largest meeting point for the furniture and woodworking industries in Latin America.

Held in São Paulo and organized by **Informa Markets**, the trade show brings together key market players to showcase the latest technologies, trends, and solutions transforming the sector.

The event covers various strategic segments, such as woodworking machinery and equipment, furniture hardware and accessories, raw materials and production supplies, surfaces and finishes, industrial automation, and specialized software.

Throughout the event, visitors have access to an extensive showcase of innovations, live demonstrations, and content-driven attractions such as the ForMóbile Stage, #NoSofá, and the Maker Space.

With over **50,000 visitors and 550 exhibiting brands**, ForMóbile is the premier hub for innovation and networking for **those seeking growth and competitiveness in the furniture market.**



BIG NUMBERS



+50.000
visitors



+550
national and
international brands

+90
Speakers



+80h
Content-related



+55mil m²
of exhibition area



43 Countries
present

Visitor Profile

Demographic Data

ForMóbile 2026 welcomed visitors **from every Brazilian state and from 43 countries.**

Purchase decision



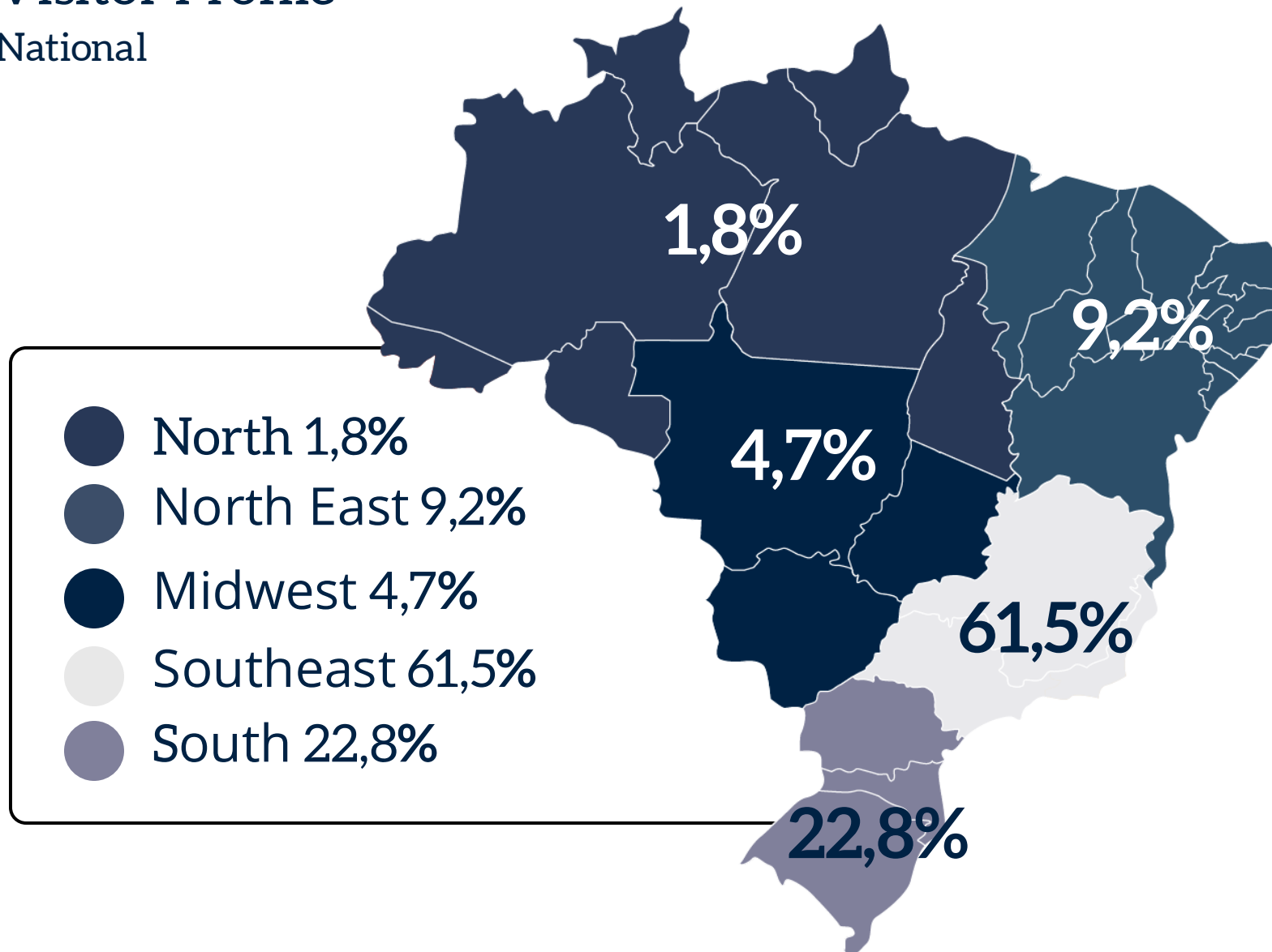
84%

of the visitors play a decisive and influential role in the purchase of products, equipment, and services.



Visitor Profile

National



Visitor Profile

International

ForMóbile 2026 welcomed visitors **from 43 countries.**

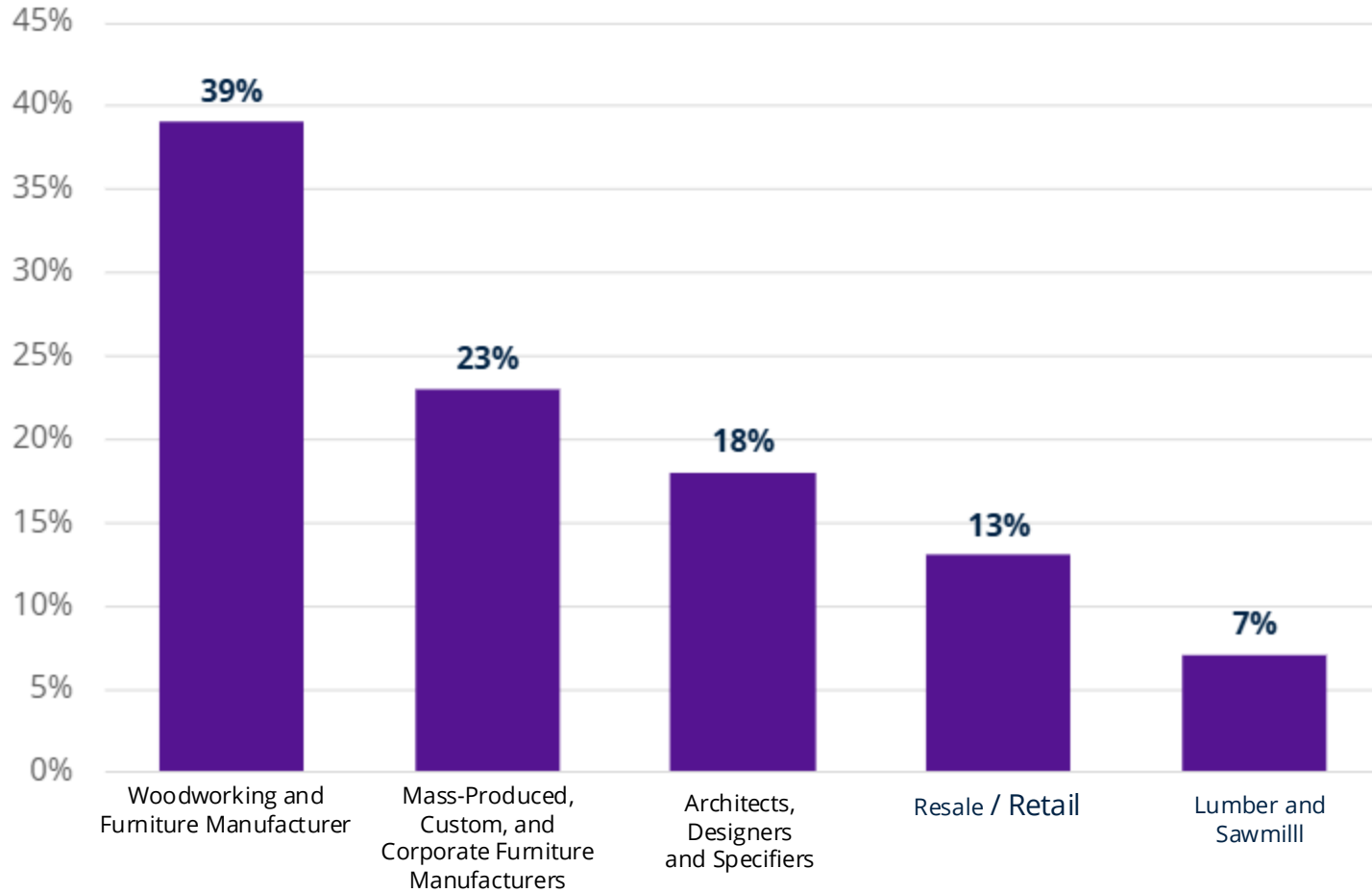
TOP 10 COUNTRIES REPRESENTED

 Argentina	 United States
 Bolivia	 Ecuador
 Chile	 Mexico
 China	 Paraguay
 Colombia	 Uruguay



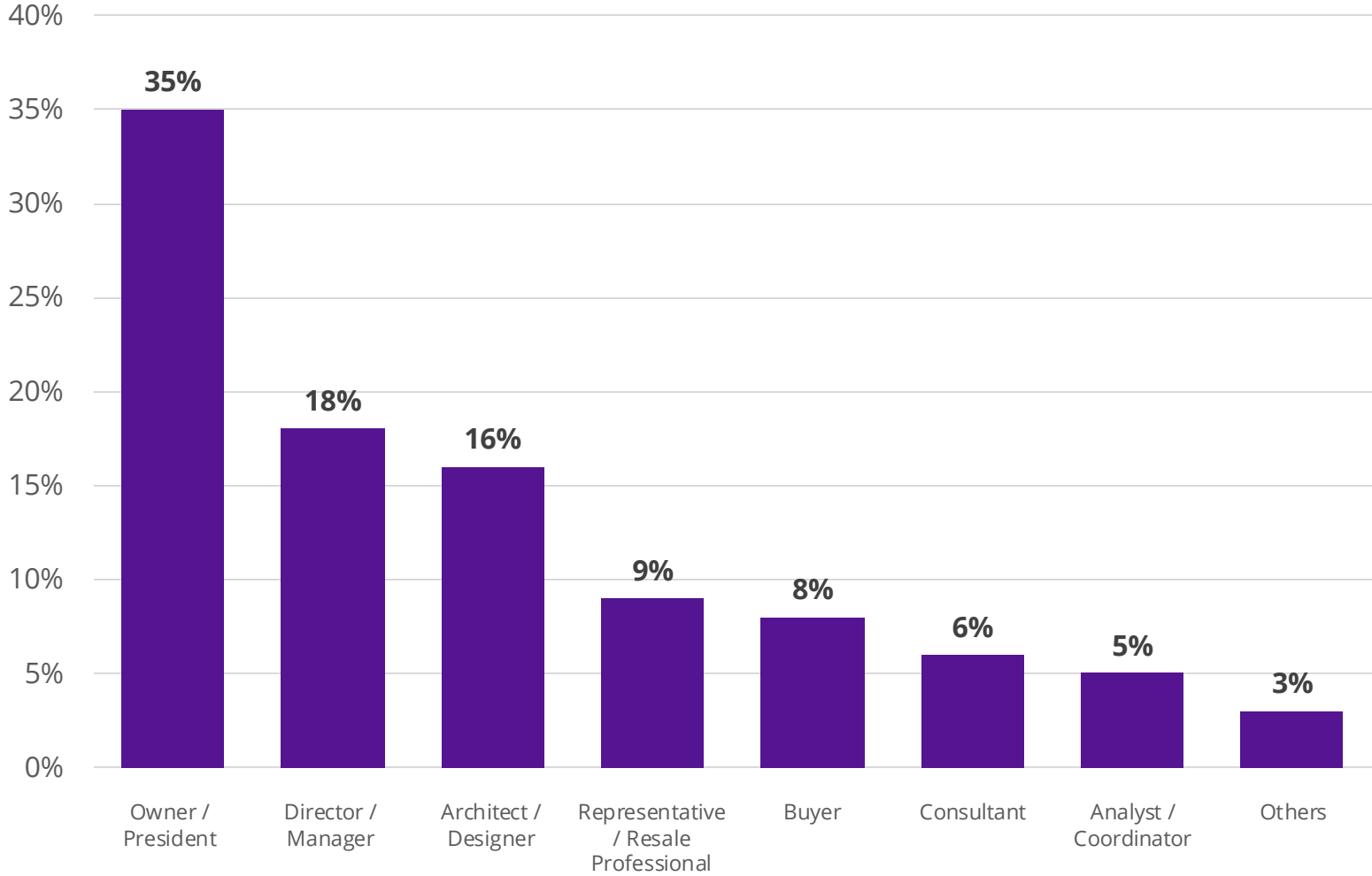
Visitor Profile

Areas of Practice



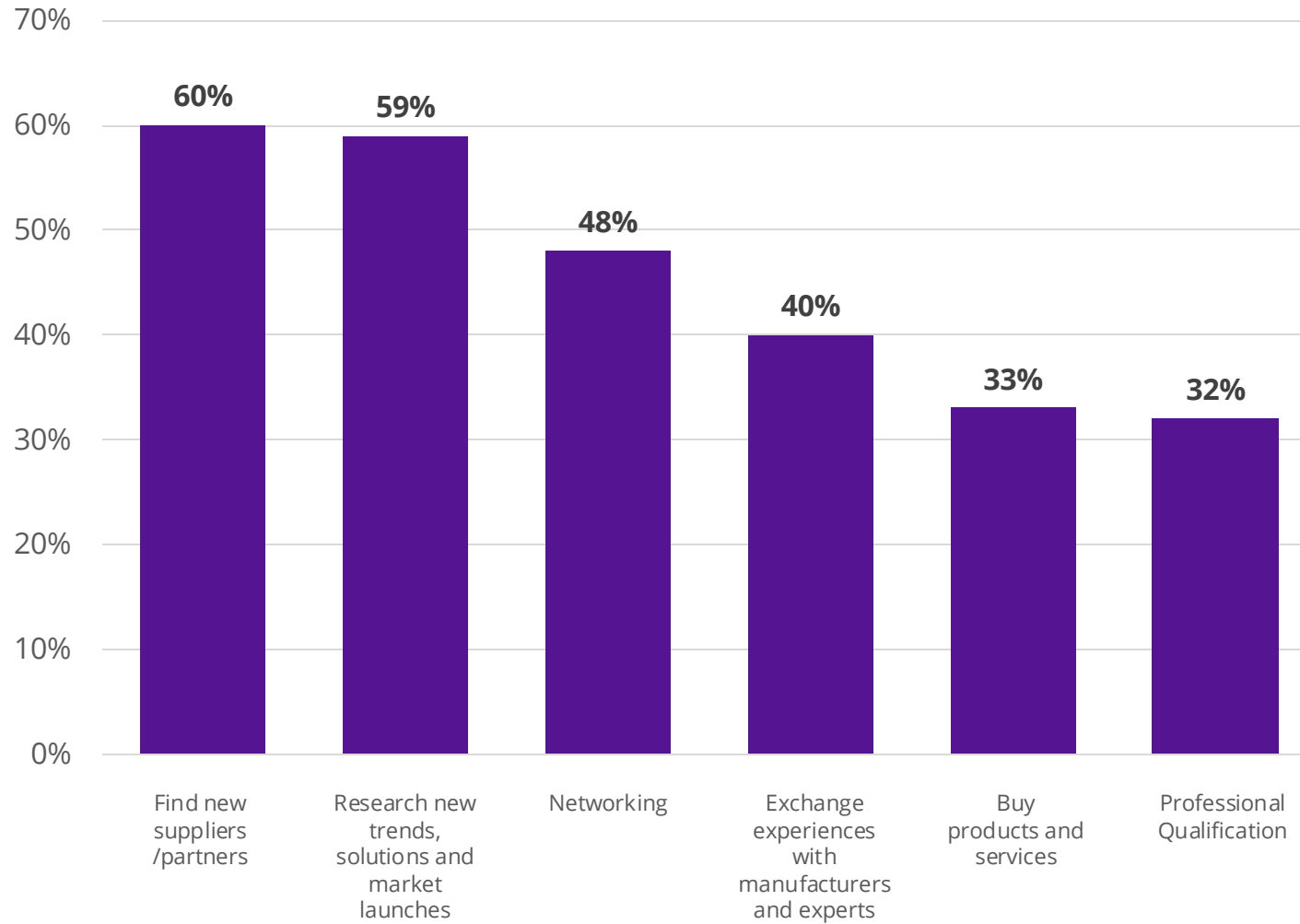
Visitor Profile

Position



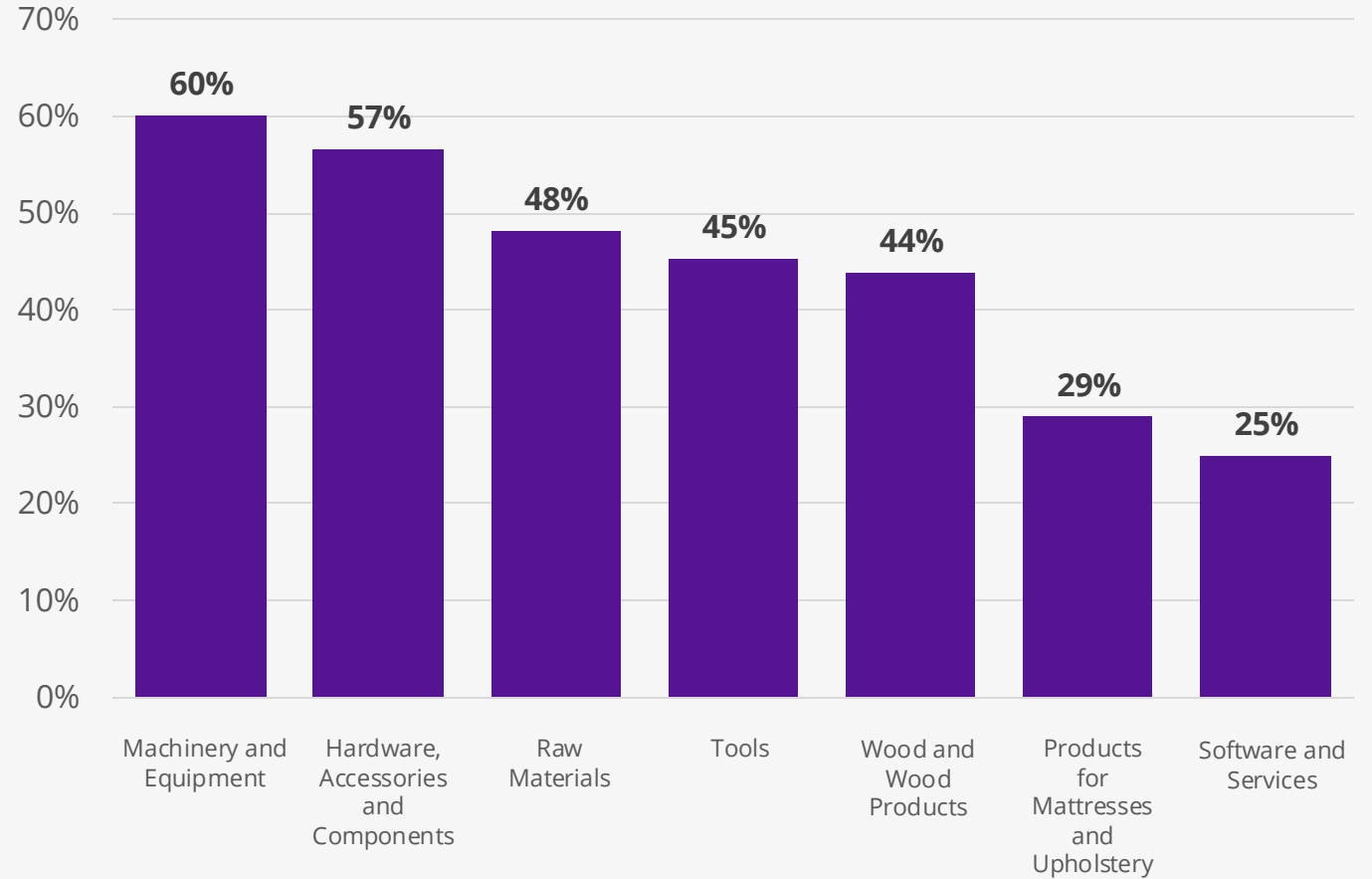
Visitor Profile

Objectives



Visitor Profile

Interests



Testimonials

Exhibitors

“ForMóbile 2026 exceeded all our expectations. We had a busy booth throughout the event, expanded our connections, and recorded a 48% increase in closed deals compared to the previous edition. We have been participating in the trade show since 2008, and once again, we encountered a distinctive, highly qualified audience—people interested in learning about our solutions and ready to invest. It is an environment that generates real opportunities and tangibly transforms businesses.”

Patrick Barbosa | Usikraft

“The trade fair allows us to strengthen relationships with clients and partners, showcase our latest offerings to the market, and—above all—listen to those on the front lines. We believe that innovation stems precisely from this exchange, as we understand the sector's needs to develop solutions that truly make a difference. This year, we are presenting over 40 solutions, ranging from established products in our portfolio to new launches that reinforce Rometal's commitment to innovation, quality, and functionality for the furniture industry.”

Marcus Rigo | Rometal

“Expectations for ForMóbile were exceeded. We had a set sales target, and the volume of activity was truly incredible. The number of deals we managed to close was a pleasant surprise, as the primary goal of participating in an exhibition like this is to showcase the product and generate future sales. However, we closed many deals during the event itself and are very satisfied with the results achieved.”

Edson Prebits | Mafercon

“We recorded a 300% increase in sales compared to the last edition—a result that reinforces the importance of our twenty-year presence at ForMóbile. We are incredibly satisfied. It is an honor for us to be here, and we will certainly be back for the next edition as well.”

José Marcos Neves | Rullitec

Attractions

Key innovations, trends, technologies, products, and market solutions were put into practice, alongside high-quality content for professional development and technical training. There were over 80 hours of original, exclusive content!

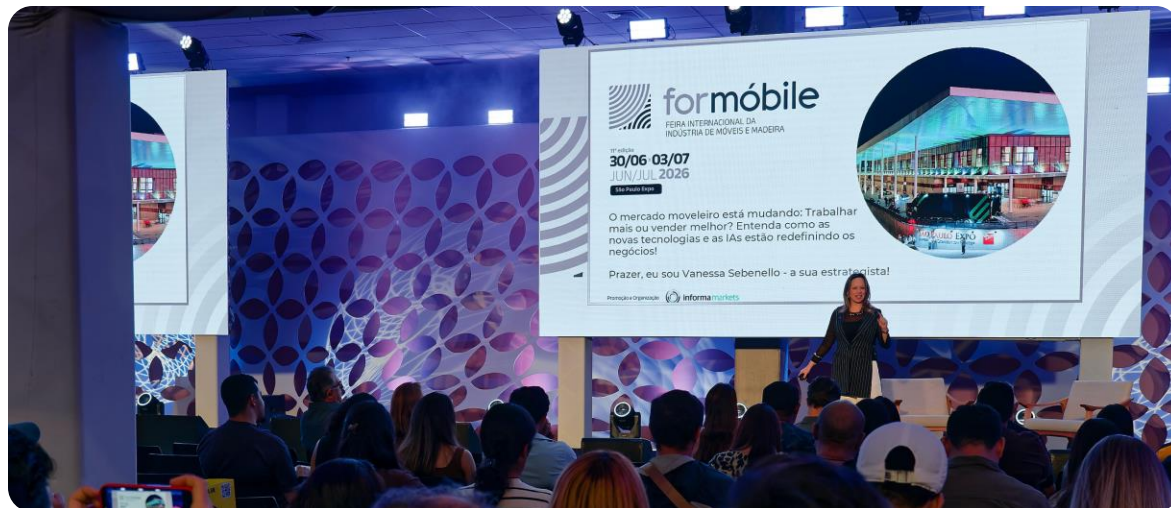
Discover all the ForMóbile attractions below



Attractions



ForMóbile Stage



The ForMóbile Stage provided the perfect opportunity to connect with the leaders and visionaries shaping the future of the furniture industry! Attendees had the chance to find inspiration and discover market best practices and trends.



Attractions



ForMóbile #NoSofá



ForMóbile #NoSofá is a talk show featuring a series of lighthearted, relaxed conversations with various guest professionals from the **woodworking, architecture, design,** and furniture manufacturing sectors to discuss ideas, initiatives, and best practices.



Attractions



Maker Space BY STOPA LAB and LUMBERJILLS



At the Maker Space, woodworking influencers shared techniques and tutorials for various projects in **real-time!** Between demonstrations, there were **chats and talks** featuring prominent woodworking professionals. It was an amazing attraction where you could see tools in action and take part in live challenges!



Attractions



Madeira Space



A space created in partnership with **Revista Referência Industrial**, bringing together exhibitors of solid wood and related products a sector of great importance and relevance within the domestic and international furniture industry.



Attractions



DESIGN + INDUSTRY Exhibition



ForMóbile 2026 hosted a special edition of the Design + Industry Exhibition, bringing together around 20 manufacturers and 22 designers and design studios participating in the program to showcase the results of a journey that fosters creativity, originality, and the development of products with global market potential.



Attractions



Buyer Program



The Brazilian **Furniture project** brings importers to Brazil to foster business with domestic manufacturers and suppliers, strengthening the Brazilian furniture sector's presence in strategic markets.



Attractions



Award Top Móbile



ForMóbile hosted the awards ceremony for the **Top Móbile 2026 Award**, which recognized the "Top of Mind" brands (those most readily recalled) in the furniture industry.



Attractions

NEW FOR 2026

Partnership



Casoca Guided Tour

The **Casoca Guided Tour** was an experience designed for professionals, focusing on exploring ForMóbile from a strategic and technical perspective.

Throughout the tour, Casoca specialists guided participants along a carefully curated route, showcasing new product launches, trends, innovative solutions, and technical specifications.



Testimonials

Visitors

“We come here in search of knowledge and technology to bring new developments to our clients and showcase new product launches. ForMóbile is crucial in this sector for anyone looking to specialize.”

Luciana Sturaro | Manager - São Vito Móveis Planejados

“The trade show is great. I was talking to people from Rio Grande do Sul who are partners of our industry. These are the kinds of connections you find at the show, because traveling all over Brazil is very difficult. This place is a hub where you find clients, suppliers, and partners.”

Weverton Hugo | Commercial

“The trade fair is very interesting, both for networking and for understanding architecture, the materials involved, and their purpose at each stage. That is why I think it is important for everyone to participate.”

Roberta Grau | Architect

“ForMóbile is hugely important. It is a trade fair with an international reach. Here, we find the latest product launches and technologies from market-leading manufacturers.”

Beatriz Peyrelongue | Architect

“Every year, the trade show offers even better service from manufacturers and suppliers of machinery, products, and raw materials. This year was wonderful. I'm already looking forward to the next edition. The more I attend, the more my mind is blown by the new developments.”

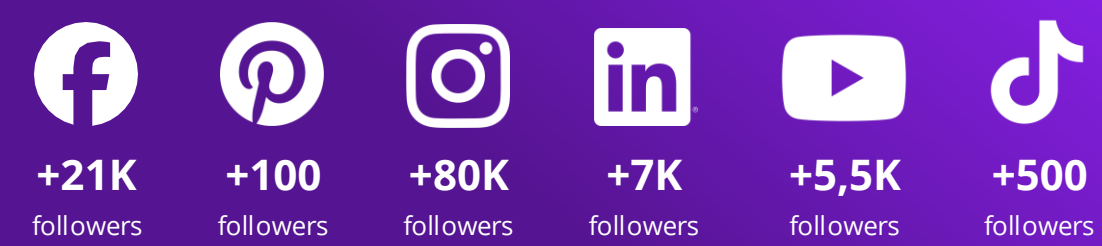
Antonio Inacio | Director - Pollo Decor

“The trade show drives the sector through networking, sourcing, and exchange. Relationships between the industry, new suppliers, stores, and retailers are therefore crucial. ForMóbile is the largest event focused on the furniture market, which is why I never miss it.”

Fabiana Lopes | Buyer

Digital Presence

Social Media



TOTALING + 114 MIL FOLLOWERS

Content Channel



+115K views
Full coverage
Exclusive content
Official Channel

Site



Digital Platform



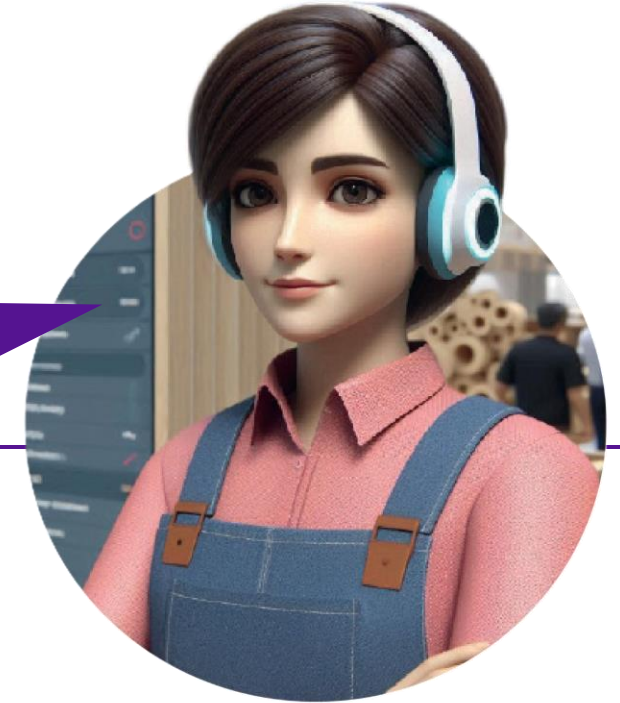
+65K
Connected professionals
49 Free content
2.100 Registered products present

Interactive Map and Virtual Assistant

+11mil Profiles accessed



Hello, I am
Fabi,



+10mil
Visitors served

At ForMóbile, visitors had access to a digital platform offering features such as a digital map and Fabi, the virtual assistant. These tools help locate exhibitors, products, and attractions, as well as create personalized itineraries—all through a quick and simple conversation!

Media and Publicity



+5 million
impressions

facebook Ads

+9 million
impressions



Via shots
Whatsapp and
SMS



+70 email
marketing
blasts



Advertisements in
magazines and
online portals



Partnerships with
digital influencers



Press relations:
Over 140 journalists
present;
over 1,200 articles
published.



online banners
on various
industry portals



Partnerships with
major industry
associations

Media partners



Institutional Supporters



Learn about our actions of Sustainability

As part of **Informa Markets**, committed to contributing to achieving the goals defined by the UN Sustainable Development Goals, **ForMóbile** implements a series of initiatives that aim to act consistently on the following fronts:



- Workshops and Free Content
- Carpet Reuse
- Enhanced Accessibility
- Conscious Printing
- Bag Reuse
- Selective Waste Collection
- Better Stands Project
- Hiring Professionals with Disabilities
- Inclusive Catering
- Free Wi-Fi
- Modular and Reused Institutional Structures





July 4 to 7, 2028
São Paulo Expo

Come be a part
of it too!

Request a proposal:
formobile@informa.com

