

MEDIA RELEASE

April 2010

**Australia's unrivalled trade fair for furniture and furnishings:  
Exhibitors surge to stands for Furnitex 2010**

**Furnitex**, now without doubt Australasia's No. 1 furniture and furnishings trade fair, will return to **Melbourne Exhibition Centre** from **15 – 18 July 2010** with an all encompassing offering for buyers across many industry sectors. Featuring **HOTEL + HOSPITALITY Furnishings**, the **AUSTRALIAN NEW PRODUCT PARADE** and co-located with **DECORATION + DESIGN Melbourne**, this year's fair is shaping up to be the best in years, with only a handful of stands remaining.

Among the exhibitors presenting their latest ranges will be **Globe West**, known for its modern, clean designs, multiple award-winning manufacturer **Lounge Innovation** and **Eagle Remac**, known for bedroom furniture that blends the earthy with the contemporary.

Over 60 suppliers have signed up to the newly launched **HOTEL+HOSPITALITY Furnishings** feature, which is Australia's largest hospitality, commercial and contract furniture specific trade event. Catering to buyers from hotels / hospitality, gaming, restaurants, cafes, venues and property developments, an extensive range of furniture and furnishings from some of Australia's leading manufacturers, brands and suppliers will be on display.

Marie Kinsella, Managing Director for Australian Exhibitions and Conferences, said the strong response from the **HOTEL + HOSPITALITY** sectors proves the non price-point market is thriving, offering opportunities to companies that have traditionally only serviced the retail market.

Another central feature will be the **AUSTRALIAN NEW PRODUCT PARADE**, which showcases hundreds of hot new designs from local manufacturers. Visitors will also have the opportunity to meet Australia's next wave of furniture design talent when the prestigious furniture design competition **VIVID** – Vibrant Visions in Design returns. Awards will be presented to the best newcomers in Commercial, Concept, Student and Green categories.

Registrations will open in May for the hotly anticipated **International Industry Seminar Series**. Three international speakers have been confirmed, including furniture designer Axel Enthoven of Enthoven Associates (BEL), former Editor of Metropolitan Magazine Linda O'Keeffe (USA), and Global Color Research's Justine Fox (UK).

Furnitex continues to make its mark on the trade fair circuit through its targeted offering, focusing solely on furniture and furnishings.

"Our visitors are 100% interested in sourcing new furniture/furnishings and interior decorative products and suppliers – they're not interested in white goods or appliances. Given the enormous demands on the sales and marketing arms of all businesses, we identify and deliver key target markets to ensure businesses get return on their investment" said Kinsella.

FURNITEX and the co-located DECORATION + DESIGN Melbourne are once again major event partners of the State of Design Festival (14 - 25 July 2010).

**What:** **FURNITEX 2010**  
**DECORATION + DESIGN Melbourne 2010**

**Where:** Melbourne Exhibition Centre, Southbank

**When:** Thursday 15 July 9am - 5pm  
Friday 16 July 9am - 5pm  
Saturday 17 July 10am - 5pm  
Sunday 18 July 10am - 5pm

**Event organiser:** Australian Exhibitions and Conferences Pty Ltd

**Exhibitor information:** Contact AEC, tel 03 9654 7773 or [furnitex@aec.net.au](mailto:furnitex@aec.net.au)

**Web:** [www.furnitex.com.au](http://www.furnitex.com.au) or [www.decorationdesign.com.au](http://www.decorationdesign.com.au)

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