**Shaping the future of the industry - DREMA 2020 is coming**

**Thanks to more than 35 years of experience in organizing trade fairs around the woodworking and furniture industries, DREMA has built up a strong know-how in presenting innovative solutions for the woodworking sector. Today we are shaping the future together with market leaders and renowned brands.**

The forthcoming edition of DREMA 2020 will be unique in many respects. The scope and variety of exhibitions will be divided thematically into the following: accessories and components, semi-finished products and finishing elements, upholstery materials and equipment, chemicals, hand tools and power tools, machine tools and equipment, machines and equipment, production digitization, software, wood energy, transportation and storage.

**Challenges for the industry**

The strength of the Poznań trade fair comes from a wide variety of substantive complementary events including conferences, workshops and demonstrations, during which the latest trends are highlighted and all the problems faced by the woodworking and furniture industries, both in Poland and abroad, are discussed.

“Difficulties faced by the representatives of the woodworking sector and furniture manufacturers include lack of employees, rising labour and raw material costs. Changes are inevitable and companies have to cope with them already by being more innovative and optimizing their production processes,” says Andrzej Półrolniczak, DREMA trade fair director.

Thanks to its comprehensive offer, DREMA is an attractive platform for knowledge and inspiration for all representatives of the woodworking and furniture industry, from small producers, through medium-sized companies to large furniture factories. From 15 to 18 September 2020, we are expecting a significant increase in the number of visitors from Poland and abroad, who will look for the best solutions for their enterprises at the Poznań International Fair.

**Innovative concept**

Innovation in the woodworking and furniture sectors is extremely important. Automation of production lines makes it possible to reduce the workload performed in harmful conditions, in contact with chemical substances. At the same time, thanks to robots, the production process can be accelerated and optimized more quickly. At DREMA, thanks to live factories and the presence of market leaders, it is possible to experience and observe the Industry 4.0 processes with your own eyes.

“In order to be efficient in the industry and keep up with the economic situation, domestic companies must develop and invest in innovations, taking advantage of the demand for Polish furniture. Therefore, in order to increase competitiveness, both on the domestic and foreign markets, it is worthwhile implementing new technologies, increasing work comfort, productivity and manufacturing flexibility. At DREMA 2020, those involved in upholstery, carpentry, technology, as well as furniture designers, managers, maintenance managers or sales directors, will find useful solutions for themselves,” emphasizes Andrzej Półrolniczak.

Ecology is a strong trend in the industry - the exhibition of Poznań trade fair will focus on eco-design and sustainable production in order to minimize the negative impact of the woodworking and furniture industry on the natural environment and improve the lifecycle of products. Moreover, the use of modern machinery, equipment and solutions improves productivity and material flow management, reduces failure rates, and helps reduce operating costs, primarily for electricity. We will also deal with storage of wood, wood-based materials and furniture as well as specialist transport.

**We are changing for you**

According to the latest research carried out by trade fair centres, machinery that is constantly operating is the greatest value of exhibitions organized for the furniture industry. What Polish professionals find particularly important is the possibility to check the equipment live and *touch* it before making a purchase. That is why it is worth reserving some time for DREMA 2020 in Poznań. Apart from the latest trends in furniture production, DREMA also offers a great deal of knowledge and a completely new quality. Thanks to the constant development of machines and technical thought, every year the organizers and partners of DREMA are able to offer more and more to the representatives of the woodworking and furniture sectors. The 2020 edition will include the Upholstered Furniture Technology Exhibition, as well as the Components and Decors Exhibition - partners of the event will present the latest developments and trends in design, show interesting Polish design, which will provide inspiration for many designers and interior designers. Thanks to discussion clubs located in the key points of the exhibition halls, such topics as ergonomics and the future of furniture making will also be discussed.

**Feel invited to visit the DREMA trade fair in Poznań, 15-18 September 2020.**

**See you there!**

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