

## House fairs in Upper Franconia: Furniture industry starts the year 2010 optimistically

From 1 to 4 May 2010, the house fairs will be held in Upper Franconia. Already in Spring this year, local furniture manufacturers will be presenting their highly competitive ranges, combining design and consumer taste and also practicability in their products.

For the furniture industry in Upper Franconia, 2009 was a year of varied qualities. Seen against the background of the economic crisis, with 2-digit falls in sales in the furniture trade, the Upper Franconian manufacturers have come out of it comparatively well. Admittedly, falls in sales as compared with 2008 were also registered, but these were in the lower, single-digit range. Today, in what is the most serious economic crisis since the end of WW II, that is a very respectable result.

The Upper Franconian furniture manufacturers, especially makers of upholstered furniture, are therefore looking forward with confidence to the house fairs to be held in 2010. They hope that, following the year of transition 2009, with two fairs, the interest of the customers will be directed to the new Spring deadline. Not least because of this date it is expected that the readiness to deliver for the core business period in Autumn and Winter will be improved, in order to be able to meet all customers' requirements on time, and also to avoid long lead times. All exhibitors hope that the new date will be welcomed appropriately positively by their trade partners.

In accordance with tradition, the Upper Franconian furniture manufacturers will offer their valued hospitality in Spring 2010 – combined with new trends and competitive product ranges.

Following the positive start made by the Kölnmesse into the new furniture year, it is intended that all trade partners should be given the opportunity of studying the complete, extensive ranges of all manufacturers, so that they can conclude good business with them. The aim is to convince the trade that quality, readiness to deliver quickly, high flexibility and a good cost-effectiveness factor are sufficient incentive to buy furniture not from foreign suppliers, but in Upper Franconia. Nor should the expected fall in consumers' purchasing power as a result of short-time working and possible dismissals be a reason for hesitating to buy new furniture. After all, for human beings, the home is the most important focal point of life. The Upper Franconian furniture industry will do everything possible to impart a positive aspect to the furniture trade in the year 2010 too.

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