



Feria Hábitat Valencia

28 sept. / 2 oct. 2010

NOTA DE PRENSA

PRESS RELEASE

Valencia, 23rd August 2010

FERIA HÁBITAT VALENCIA LAUNCHES NEW PREVIEW DAY FOR BUYERS

Preview Day set to be opportunity for exhibitors and visitors to get heads up on what Fair has in store.

Feria Hábitat Valencia is launching the very first dedicated Preview Day specifically for Spanish and international buyers. The initiative means that the most important customers, selected by the exhibitors themselves, will be able to gain entrance to the fair on Monday 27th September between 12.00 and 19.00 to get a first glimpse of what the fair has to offer a day ahead of its official opening. The fair runs from 28th September to 2nd October at Feria Valencia.

The aim is for the best customers to be able to get around Feria Hábitat Valencia and take stock of the new products so that they can then plan their diaries for the five days of the event.

This special day will provide an opportunity for all players – exhibitors and buyers – to make initial contacts with each other at a time when the final touches will still be being put on this showcase that affords the most comprehensive overview of *Made in Spain* interiors. Hábitat is also Spain's only international fair for the industry. When it opens it will be showing the full range of products for interiors covering furniture, lighting, home textiles, upholstery, outdoor furniture, bedroom furniture, the contract and office sectors and solutions for the home of the future.

Initiatives such as this are part of the strategy to establish Feria Hábitat Valencia as a more dynamic event that is evolving all the time and has the capacity to respond to the needs of all those involved: manufacturers, retailers, interior designers, sales agents, buying groups, interior architects and all other professionals working in fields related to the interiors macro-sector in Spain.

"2010 is a key year for Spain's interiors industry and needs promotional and business platforms such as Feria Hábitat Valencia. Our priority is to provide all the necessary tools to help companies make the very most of their time at the Fair and the Preview Day is one of the new features we have added in response to requests we have received from both the



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supply and the demand sides of the business,” comments Feria Hábitat Valencia president M^a José Guinot.



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