

Your Industry Trade Platform

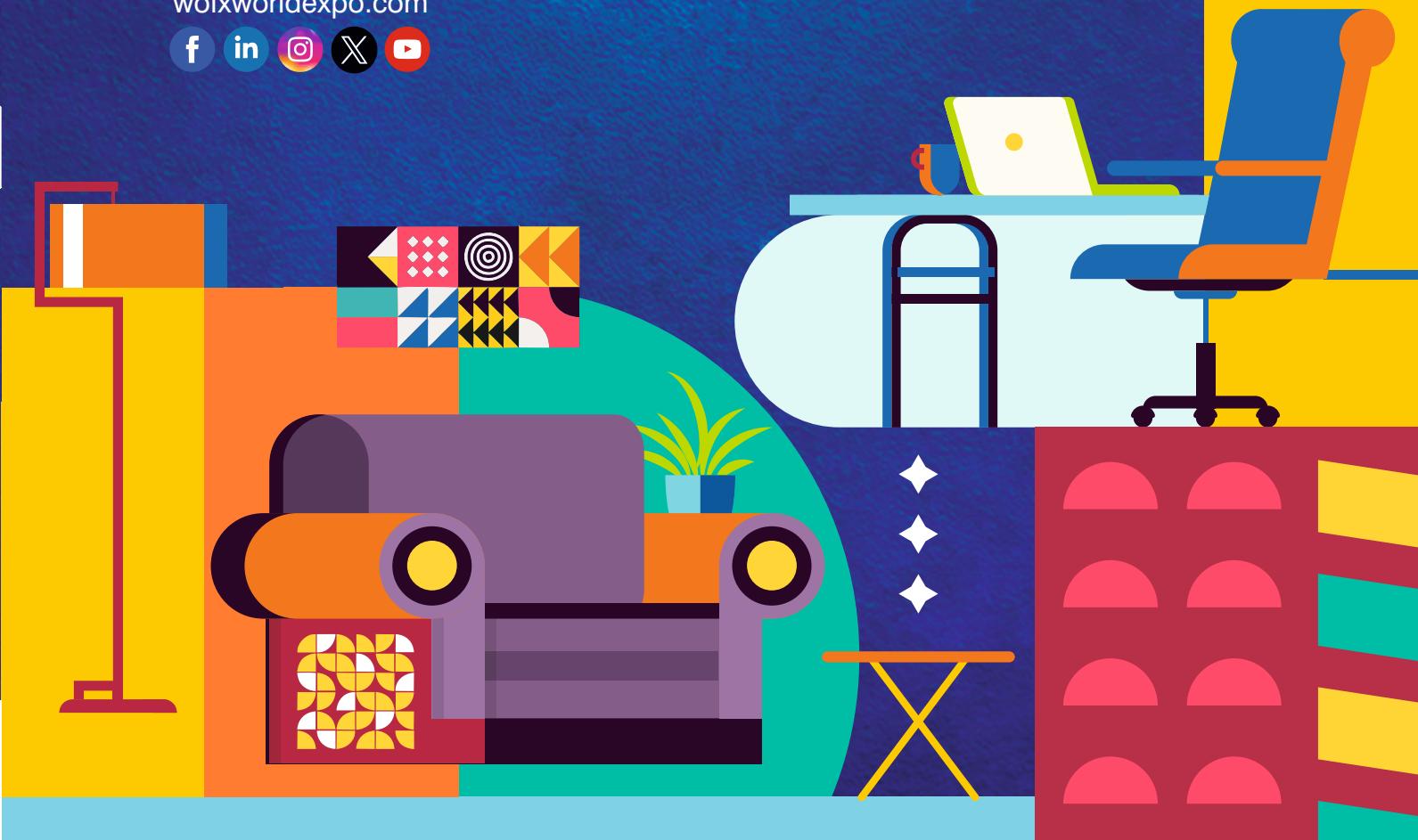


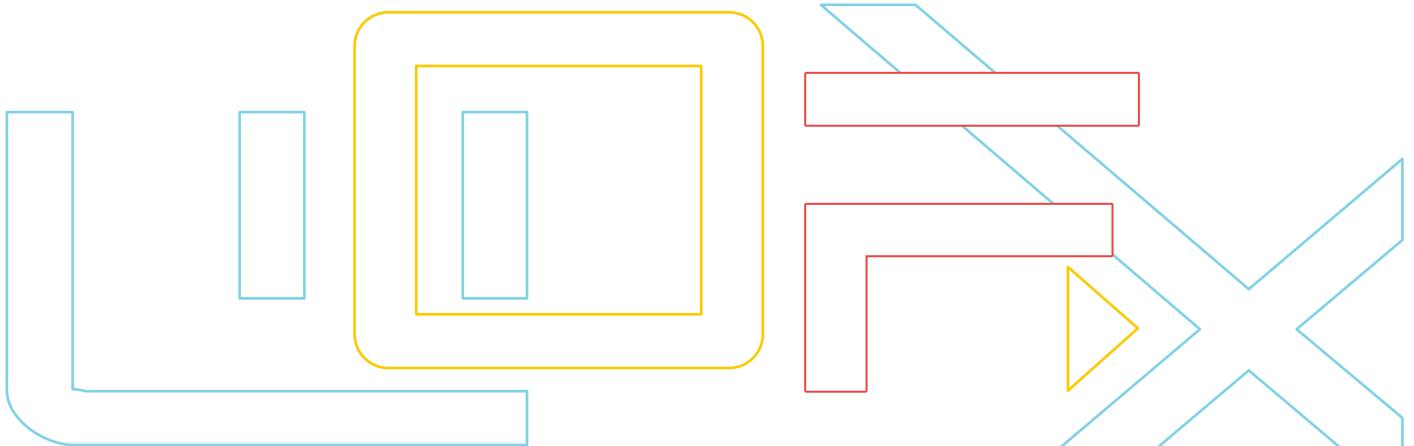
# World Furniture Expo

**5-6-7  
DEC. 2024**

Bombay Exhibition Center  
Mumbai

wofxworldexpo.com





# World Furniture Expo



INDIA : THE FURNITURE + DESIGN GROWTH ENGINE

**Fastest-Growing Major Economy:** India's GDP is projected to grow at 7% in FY25 and ~6.5% in FY26, making it the G20's fastest-growing economy.

**Explosive Market Expansion:** Valued at \$23.12 billion, the Indian furniture market is projected to reach \$32.7 billion by 2026, growing at 10.9% CAGR.

**Huge Untapped Potential:** Low per capita furniture spending of \$5 signifies a vast market waiting to be explored.

**Multiple Growth Drivers:** Rising disposable income, rapid urbanization, and a robust \$1.8 trillion retail sector are fuelling furniture demand.

YOUR  
INDUSTRY TRADE  
PLATFORM

INDIA : YOUR NEXT BILLION DOLLAR GROWTH  
STORY BEGINS HERE!

India's furniture industry is on a monumental rise, poised to reach a staggering \$32.7 billion by 2026. As the 4th largest furniture market globally, India presents an unparalleled opportunity for furniture manufacturers, suppliers, and brands seeking to expand their reach. WOFX 2024, India's premier furniture expo, offers the perfect platform to tap into this dynamic market.

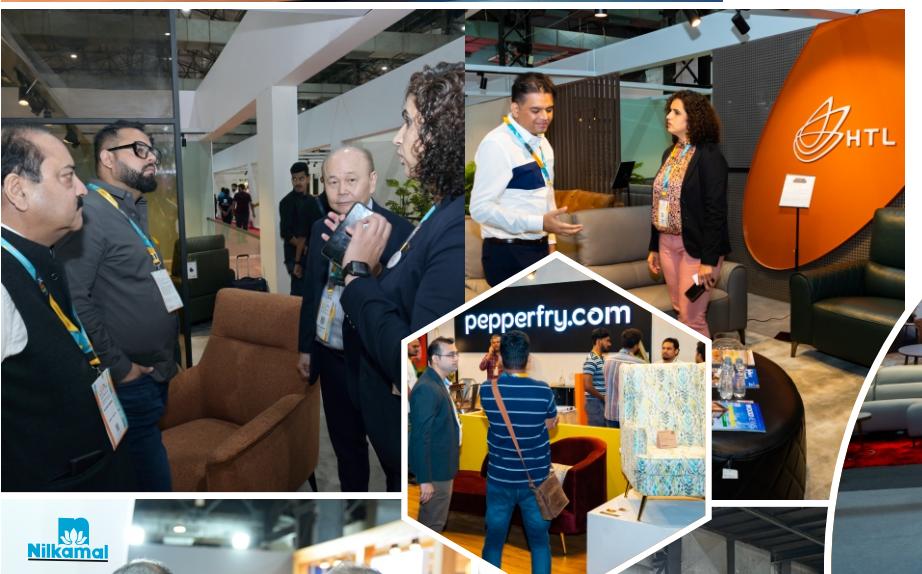


# Springboard to Success !

# India's Only Dedicated International B2B Furniture + Design Marketplace



WOFX is India's exclusive international B2B trade show dedicated to the furniture + design marketplace. As a dynamic convergence point for global and Indian industry leaders, WOFX facilitates networking with key players, knowledge exchange and business generation.



WOFX enables global and local companies to expand into India's vast market and showcase products to a global audience of brands as well as connect with leading importers, distributors, real estate developers, retail chains (offline and online), industry professionals, buyers and decision-makers from India, South Asia and beyond. Whether you're a seasoned industry veteran or a budding entrepreneur, WOFX offers an unparalleled platform to accelerate your business growth.



Accelerate Brand Presence  
Direct Access to Leading Buyers  
Generate Leads  
Expand Business Network  
Gain Market Insights

# BUYER LOUNGES

## FOR BUSINESS MEETINGS AND NETWORKING



- Dealers
- Distributors
- Wholesalers
- Importers
- Trading & Buying Houses
- Agents



- Retailers
- E-Tailers
- Large Format Retailers
- Online Traders



- Franchisees
- Entrepreneurs
- Agents
- Consultants



- Project Management Consultant
- Architects & Interior Designers
- Real Estate Developers
- HORECA
- Corporate Sourcing Heads
- Institutional



FUEL YOUR SUCCESS AT  
LOUNGES DEDICATED  
FOR BUSINESS MEETINGS

Conduct productive meetings and forge strategic partnerships in dedicated lounges designed for your business sector. Enjoy refreshments and relax in a tranquil setting to discuss business with like-minded professionals.

### Maximize Networking:

Dedicated meeting spaces ensure efficient connections with potential partners.

### Strategic Alliances:

Forge valuable partnerships that drive results and propel your business forward.

### Business Sanctuary:

Relax and discuss business with refreshments in a tranquil environment.

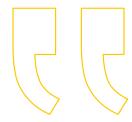
Brand Connect @





We are suppliers from Dubai and we found WOFX to be very useful for us. We were able to make many contacts at the fair both from exhibitors and industry professionals. WOFX is very good for professionals with something for everyone from across the world. We will definitely be returning for the next edition of WOFX.

**Mohamed Adel Asran**, Middle East Furniture, UAE



I found the international pavilion at the fair particularly useful. Connecting with fabric vendors and talented outdoor furniture designers and suppliers was a great investment of my time, and I'm excited to explore potential collaborations.



**Rajesh Sangewar**, Head – Product Design & Development, Wipro, India

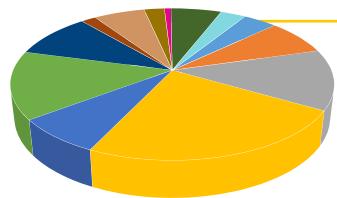


As a furniture buyer from Dubai, I am always on the lookout for fresh perspectives and innovative designs. WOFX-World Furniture Expo provided that! The mix of international and domestic exhibitors was perfect. I met and placed orders with trendy furniture designers from Southeast Asia and with established Indian manufacturers. This expo is a must-attend for any serious furniture buyer.



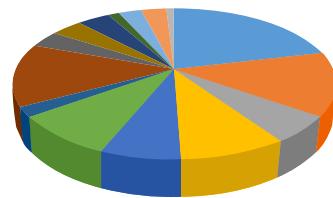
**Santosh Sonar**, Sr. Buyer – Furniture, Danube Home, Dubai, UAE

#### Buyer Profile 2023



- 8% Executive Director
- 14% VP-Procurement
- 10% Head-Procurement
- 2% Head-Category (Furniture)
- 6% Manager / Cluster Head
- 2% Founder
- 1% Co-Founder
- 6% Architect
- 3% Interior Designer
- 4% CMD
- 7% MD
- 13% CEO
- 24% Director

#### Industry Profile 2023



- 21% Dealers & Distributors
- 13% Retailers
- 6% Large Format Retailers
- 9% Importers
- 7% Retail Chain Aggregators
- 9% Traders
- 2% Buying Houses & Agents
- 13% Architects & Interior Designers
- 4% Franchisees
- 4% Builders & Developers
- 4% Corporate Sourcing Heads
- 1% E-Commerce Platforms
- 3% Entrepreneurs & Startups
- 3% HORECA
- 1% Institutional Procurement Agencies

## 12,052 PROFESSIONAL B2B BUYERS FROM 20 COUNTRIES

Bahrain	New Zealand
Bangladesh	Oman
China	Philippines
India	Russia
Indonesia	Singapore
Italy	Sri Lanka
Japan	Saudi Arabia
Malaysia	Thailand
Nepal	UAE
Netherlands	USA

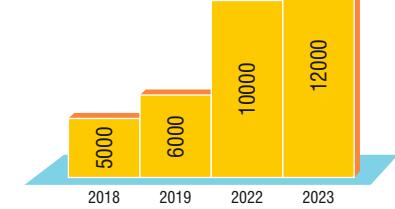
## BUYERS FROM 22 INDIAN STATES

Andhra Pradesh	Gujarat	Madhya Pradesh
Assam	Haryana	Maharashtra
Bihar	Himachal Pradesh	Odisha
Chhattisgarh	Jharkhand	Punjab
Delhi	Karnataka	Rajasthan
Goa	Kerala	Tamil Nadu



#### Buyers Growth

Year-wise



# Converge - Connect -



WOFX is a one of its kind show focusing on the B2B Model where furniture manufacturers, importers, agents and stockists meet dealers, distributors and buyers from across India. Unlike other shows which tilt more towards furniture retail, WOFX gives each seller the perfect audience & platform to showcase their best. We have been part of WOFX for the past two years and will continue to participate in the future editions as well.

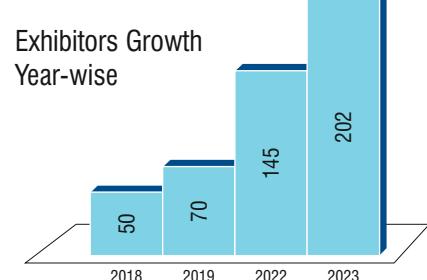
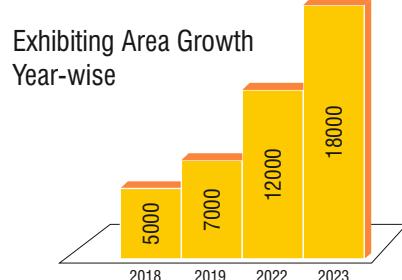
**Mustafa Merchant**, Founder, Urban Living, India



Last year we received a great response at WOFX and based on that experience we decided to participate again at WOFX 2023. We were happy with the footfall we received at our booth during the exhibition from different countries and different types of buyers. Participating in the Design Talk and Business Pulse seminars provided actionable insights to better understand the India market.



**Varun Kant**, Country Head, HomesToLife (HTL), Singapore



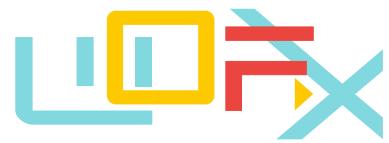
Exhibiting at WOFX was a wonderful decision as we met so many people from around the globe and Architects & Designers from within the industry. Our interactions with designers enabled us to learn new perspectives about the furniture market and we look forward to participating in the next edition.



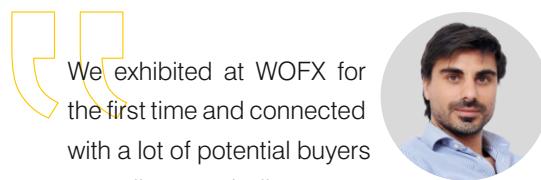
**Ankur Modi**, Managing Director  
Modi Woodspace Private Limited (VETRA), India



# Collaborate @



homestolife



We exhibited at WOFX for the first time and connected with a lot of potential buyers as well as our Indian customers. WOFX is a great platform for us to showcase our latest collection which has grabbed attention from hotels, restaurants and retailers from across India - not just Mumbai, but diverse states and regions! We had a great experience and are coming again this year with a larger space and more products for the Indian market.

## Giacomo Bardola

CEO, Indocasa Furniture, Italy



We are thrilled to announce that KUKA Home is participating in the upcoming WOFX-World Furniture Expo. This event is the perfect platform to showcase our latest collection of home furniture and an excellent opportunity to connect with future Channel Partners from across India visiting WOFX.

## Nikhil Redkar

Country Manager (India), Kuka Home

### Thematic Zones @ WOFX



Showcase of leading Indian and international brands



Hosting international pavilions from across the globe



Contemporary designs from ASEAN countries



Craftsmanship from the different States of India



Contemporary designs & modular concepts

## Exhibitor Profile Furniture

- ▲ Home
- ▲ Office
- ▲ Outdoor
- ▲ Modular
- ▲ Kids
- ▲ Handcrafted
- ▲ Plastic
- ▲ School/College
- ▲ Institutional
- ▲ Mattresses
- ▲ Décor



wofxworldexpo.com



## Awards



Innovation

## Seminars



## Seminars & Networking Events



Networking



## Industry Bodies Endorsing WOFX

### Industry Partner



### Industry Association Partner



### Skilling Partner



Gateway to Global Trade

www.worldexindia.com



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