



# World Furniture Expo

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

Bombay Exhibition Center  
Mumbai

[wofxworldexpo.com](http://wofxworldexpo.com)





# World Furniture Expo



## INDIA : THE FURNITURE + DESIGN GROWTH ENGINE

**Fastest-Growing Major Economy:** India's GDP is projected to grow at 6.8% in 2024-25, making it the G20's fastest-growing economy.

**Explosive Market Expansion:** Valued at \$23.12 billion, the Indian furniture market is anticipated 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 premier international B2B trade show dedicated to the furniture + design marketplace. Conceived & implemented as an industry platform wherein the entire furniture & design industry from India and across the globe, can converge, connect, collaborate, generate business, exchange market knowledge & information, network for fresh ideas and demonstrate innovations.



WOFX enables global and local companies to expand into India's vast market and showcase their 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.



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



- ▶ 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:

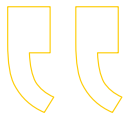
Relax and discuss business with refreshments in a tranquil environment.

Brand Connect @



I thoroughly enjoyed the meticulously organized WOFX 2023 event. It stood out as an exemplary showcase of excellence and innovation in the furniture industry.

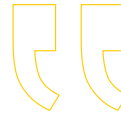
**Pranal Kapadni**, Design Consultant, Urban Ladder, India



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

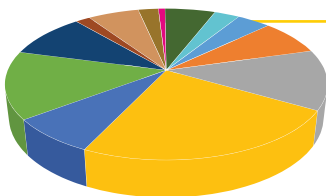


As a furniture buyer from Dubai, I am always on the lookout for fresh perspectives and innovative designs. WOFX-World Furniture Expo provided that! The mix of international and domestic exhibitors was perfect. I met and placed orders with trendy furniture designers from Southeast Asia and with established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



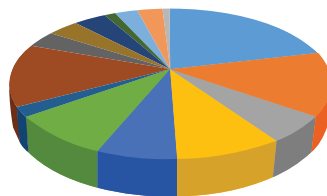
**Santosh Sonar**, Sr. Buyer – Furniture, Danube Home, Dubai, UAE

Buyer Profile 2023



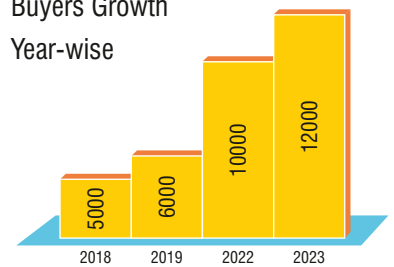
- 8% Executive Director
- 14% VP-Procurement
- 10% Head-Procurement
- 2% Head-Category (Furniture)
- 6% Manager / Cluster Head
- 2% Founder
- 1% Co-Founder
- 6% Architect
- 3% Interior Designer
- 4% CMD
- 7% MD
- 13% CEO
- 24% Director

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

Buyers Growth Year-wise



**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	Himachal Pradesh	Rajasthan
Assam	Jharkhand	Tamil Nadu
Bihar	Karnataka	Telangana
Chhattisgarh	Kerala	Uttar Pradesh
Delhi	Madhya Pradesh	Uttarakhand
Goa	Maharashtra	West Bengal
Gujarat	Odisha	
Haryana	Punjab	



# Converge - Connect -



Last year we received a great response at WOFX and based on that experience we decided to participate again this year 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.

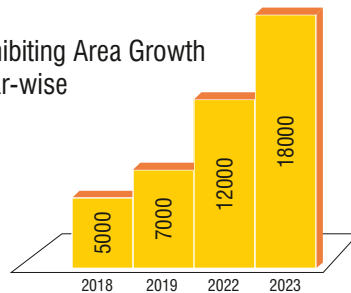


**Varun Kant**, Country Head  
HomesToLife (HTL), Singapore

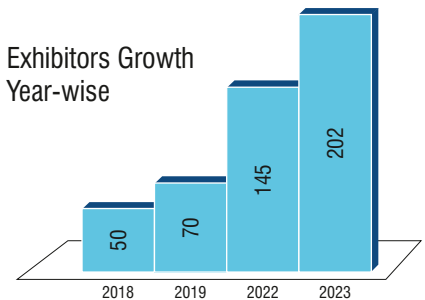
## Exhibitor Profile Furniture

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

Exhibiting Area Growth Year-wise



Exhibitors Growth Year-wise



We are participating for the first time at WOFX to look for more trade partners, appoint distributors and agents, gain market insights / industry knowledge and meet existing customers in India. We have received quite a few enquiries for our products and franchise opportunities.



**Venugopal B**, Chief Business Officer  
Nilkamal Limited, India





# Collaborate @



WOFX has been a good experience as it enabled us to meet international suppliers from Malaysia, Thailand, Indonesia and others. For us the added advantage is that we received good franchise inquiries and dealers. WOFX is up to international levels with good participants and displays of creativity at their best.



**Nilesh Gala, Director**

M&D by Trezure Lifestyle Private Limited, India



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 planning to come back again next year with a larger space and more products for the Indian market.



**Giacomo Bardola, CEO**

Indocasa Furniture, Italy



## Thematic Zones @ WOFX



Hosting international pavilions from across the globe



Contemporary designs from ASEAN countries



Craftsmanship from the different States of India



Showcase of leading Indian and international brands



Contemporary designs & modular concepts

## Seminars & Networking Events



wofxworldexpo.com

## Featured Participating Brands

