

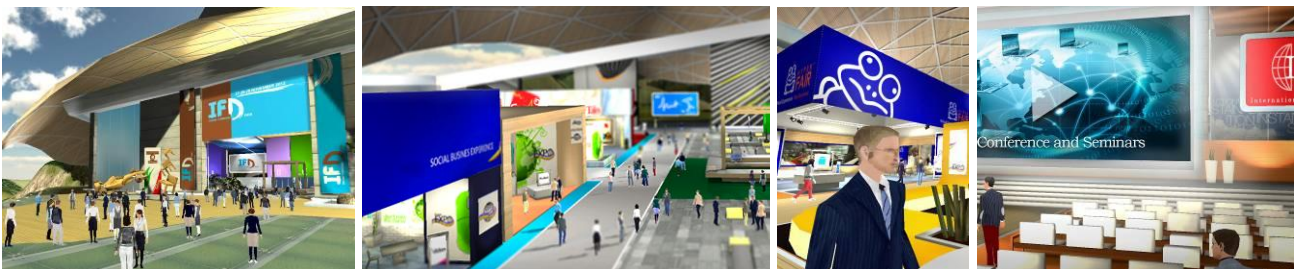
Italian Furniture Design | the Reload 014 edition is coming soon!

The first virtual trade fair for home furnishings will take place in conjunction with World Environment Day.

www.ifurndesign.com

On June 4-5, in conjunction with World Environment Day, the 2014 edition of **Italian Furniture Design** will become the first online 3D exhibition dedicated to the furniture and home accessories industry: home interior design, contract sector, textiles, construction materials, coverings, finishes, flooring, doors and windows.

The fair, originally scheduled for January, was postponed by a few months to secure the participation of prestigious new partners including www.e-interiors.net, www.360.ru, CSIL (Centre for Industrial Studies), American Institute of Building Design, the Italo-German Chamber of Commerce in Munich, and others. IFD, ever innovative and engaging, responds to four of the most pressing demands that today's market makes on businesses in order to be competitive: **digitalization, internationalization, cost containment and respect for the environment.**



A new, fascinating, simple and intuitive tool for conducting business without having to leave your office, saving time and money while defending the environment. No more traffic queues, flights and hotel costs and entire days out of the office.

It is aimed mainly at small and medium-size "Made in Italy" businesses as an ideal vehicle for promoting their products and services in strategic countries around the world via the network of contacts created with **Unicredit** through the **UniCredit International** service model for supporting SMEs in the process of internationalization. In addition, the **Italian Trade Agency of Mosca** will facilitate relations with more than 40 selected buyers and architectural studios. Sponsored by the **Monza and Brianza Chamber of Commerce** and by **Promos**, along with the prestigious support of **Material ConneXion Italia**, this edition has all the makings of being a great success!

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HYPER
FAIR
Social Business Experience

IFD Reload 014 Edition is a virtual trade fair featuring 3D stands that display products in 3D, images, promotional materials and videos.

On June 4-5, after registering on the site www.ifurndesign.com, you will be able to navigate the fair with avatars who meet, interact and do business, facilitated and assisted by innovative automated business and social networking functions.

The technology partner for the initiative is Hyperfair, a company that has developed an Internet platform based on a technology that is unique in the world.

The communication partner is Edimotion, a marketing communications company specialized in the field of furniture and design at the international level.

Subsidies for participating in IFD

The Chamber of Commerce of Monza and Brianza has allocated € 20.000 in capital grants to subsidize the participation of local small and medium-size enterprises in the Italian Furniture Design fair through the assignment of vouchers valued at € 350 which will go to the first businesses to sign up.

Once registered for IFD, the voucher will also include a course in web marketing (with a focus on e-commerce, social commerce and mobile commerce), conducted by Emotional Marketing Association SC, with the aim of making companies more aware of digital culture and the different business opportunities offered by the web.

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in cooperation with:



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