



World Furniture Expo



POST SHOW REPORT

wofxworldexpo.com



**28-29-30
Nov. 2023**

Bombay Exhibition Center

Mumbai



WORLDDEX INDIA

Gateway to Global Trade

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Featured Brands





World Furniture Expo - WOFX, India's premier international B2B furniture + design industry trade show was bigger, broader and better with over 200+ furniture participating brands from 13 countries attracting 12,052 buyers from 22 Indian states and 20 countries. Leading brands and manufacturers from **India, Bangladesh, Malaysia, Thailand, Singapore, Indonesia, Vietnam, Philippines, France, Italy, China, Hong Kong and USA** participated this year.

WOFX enabled furniture and design industry stakeholders to connect, collaborate and exchange knowledge. Industry leaders and buyers from various countries converged on this dynamic platform to showcase their innovative designs and concepts and forge long-term partnerships.

Indian professionals gained invaluable insights into global trends, technologies, and design inspirations from leading industry brands and international innovators. WOFX empowered them to source unique products while forging direct business deals with suppliers, solidifying its position as a global business connector.

Showcasing cutting-edge products, design elements, and décor from diverse players, WOFX galvanized positive change in the Indian furniture sector. WOFX has cemented its position as India's only B2B international trade fair fostering growth in the furniture + design ecosystem.

Beyond the exhibition floor, WOFX ignited minds with insightful seminars and conferences. Industry experts delved into critical topics like franchising, AI in Design, Paperless Design, Art in Design and new BIS Certifications, equipping attendees with knowledge and inspiration. Design Walk, a showcase of creations by talented designers, further enriched the visitor experience.

The WOFX Innovation Awards, adjudged by renowned architects and designers, recognized Indian and international participants for innovative products, exceptional design and outstanding booths.

With its large turnout of industry visitors and undeniable impact, WOFX would undoubtedly attract more exhibitors and buyers in the next edition making it a convergence point for the entire industry.

BUYER'S PROFILE

Dealers & Distributors | Wholesalers & Agents | Large Format Retailers | Importers | Retailers | Brand Owners | Retail Chain Aggregators | Architects & Interior Designers | HORECA Industry (Hotel/Restaurant/Café) | Corporate Sourcing Heads | Institutional Buyers | Government Procurement Agencies | Buying & Trading Houses | SMEs and MSMEs | E-tailers | Entrepreneurs.



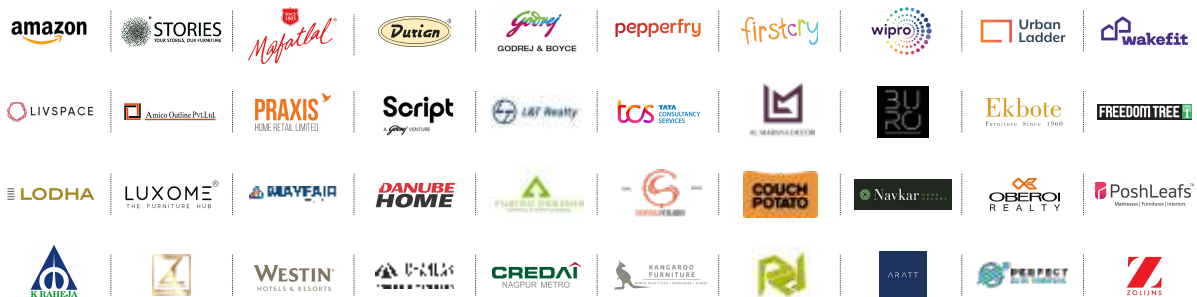
Buyers from 22 Indian States

12,052 Buyers
from **20 Countries**

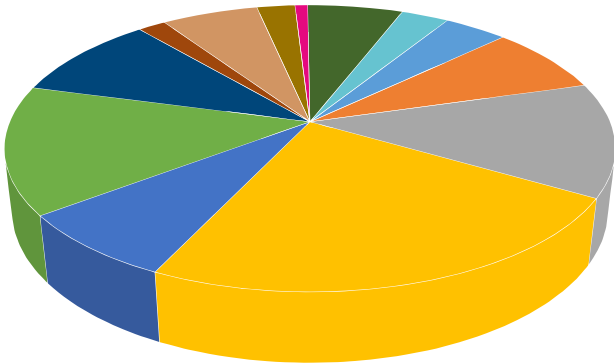
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| □ Bahrain | □ New Zealand |
| □ Bangladesh | □ Oman |
| □ China | □ Philippines |
| □ India | □ Russia |
| □ Indonesia | □ Singapore |
| □ Italy | □ Sri Lanka |
| □ Japan | □ Saudi Arabia |
| □ Malaysia | □ Thailand |
| □ Nepal | □ UAE |
| □ Netherlands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

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

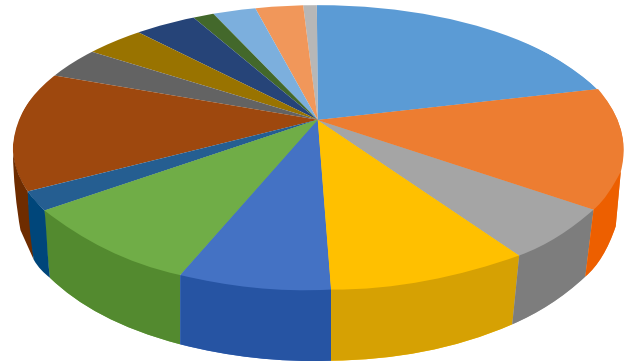
Some Leading Buyer Brands



Buyer Profile



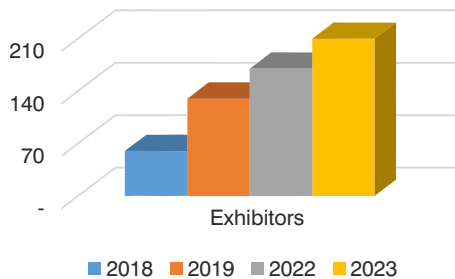
Industry Profile



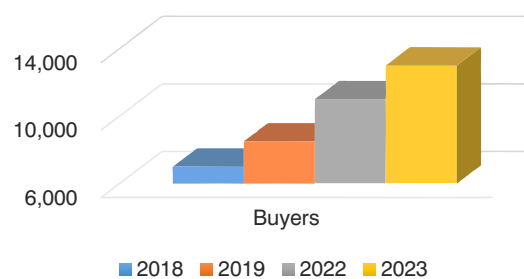
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|------------------------------|----------------------|
| 8% Executive Director | 6% Architect |
| 14% VP-Procurement | 3% Interior Designer |
| 10% Head-Procurement | 4% CMD |
| 2% Head-Category (Furniture) | 7% MD |
| 6% Managers/Cluster Head | 13%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

- | | |
|-----------------------------------|---------------------------------------|
| 21% Dealer & Distributor | 4% Franchisees |
| 13% Retailer | 4% Builder & Developer |
| 6% Large Format Retailer | 4% Corporate Sourcing Heads |
| 9% Importers | 1% E-Commerce |
| 7% Retail Chain Aggregators | 3% Entrepreneurs and Startups |
| 9% Traders | 3% HORECA |
| 2% Buying Houses and Agents | 1% Institutional Procurement Agencies |
| 13% Architect & Interior Designer | |

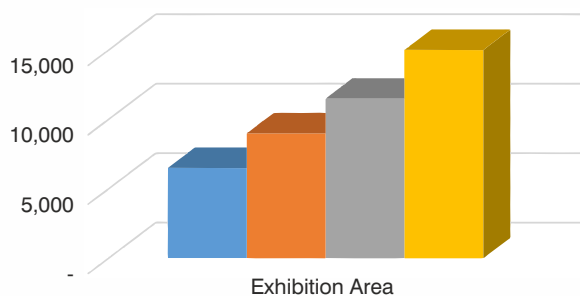
Exhibitor's Growth - Year-wise



Buyer's Growth - Year-wise



Exhibition Area Growth - Year-wise



EXHIBITOR'S FEEDBACK

Nilesh Gala

Director, M&D by Trezure Lifestyle Private Limited,
India



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 and dealer inquiries. WOFX is up to international levels with good participants and displays of creativity at their best.



Giacomo Bardola

CEO, Indocasa Furniture
Italy

We are exhibiting at the WOFX for the first time. Just two days in and we were connected with a lot of potential buyers and our Indian customers. It is a great opportunity for us to showcase our latest collection which has grabbed attention from hotels, restaurants, and retailers from across India – not just Mumbai, but diverse regions! We had a great experience so far and we are planning to be back again next year with a larger space and more products.

Ben Chen, Business Head of India Region,
DeRucci International Holding Ltd,
Hong Kong



We exhibited at WOFX not only to meet existing customers but also secure new leads in India. The diverse visitor base, spanning various industry segments and from international markets, made it a truly valuable experience. We received many inquiries, more than what we expected along with onsite orders.



Venugopal B

Chief Business Officer, Nilkamal Limited,
India

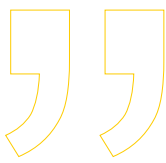
Participating for the first time at WOFX to look for more trade partners, appoint distributors & agents, gain market insights/ industry knowledge and meet existing customers in India. We have received quite a few enquiries for our products and franchise opportunities and hope it will turn out to be a success.

Louis Gossart

Director, Voila Paris
France



This is our first time exhibiting in India. The response has exceeded our expectations with excellent buyer footfall at our booth comprising industry professionals. We have already received quite a few onsite orders and are looking forward to coming back to WOFX next year with a bigger booth.



EXHIBITOR'S FEEDBACK

Varun Kant

*Country Head, HomesToLife (HTL),
Singapore*



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.



Fiona Ong, *Marketing Manager,*

*Vistawood Industries Sdn Bhd (Funbies),
Malaysia*

There were a lot of potential buyers we met during the exhibition. We were glad to meet a lot of Importers, Wholesalers, Interior Designers who visited our booth and showed interest in our products and designs. Looking at the tremendous response towards our products we are looking forward to being part of WOFX again next year.

Mushfiqur Rahman

*Assistant Director, Hatil Complex Limited,
Bangladesh*



We had a phenomenal time over the last few days and have met many architects, engineers, developers and potential franchise leads. We received excellent number of visitors at the booth with many placing orders onsite. Overall, I would say this is a very successful event.



Suwan Kongkhunthian

*Managing Director, Yothaka International Co. Ltd,
Thailand*

I am delighted to have the opportunity to participate in WOFX once again. The response from all the visitors has been truly amazing, and we are thrilled with the positive engagement we've experienced. What's even more promising is the quality of leads we have received, which show significant potential for meaningful partnerships and collaborations. We look forward to taking part in the next edition as well.

P. Srinivasan

*Managing Director, Comforts International (Assiento),
India*



Launching our new products at WOFX was the right move. We've met enthusiastic buyers from Mumbai and Gujarat to Tamil Nadu, proving the show's immense reach across the country. Unlike other exhibitions, the high-quality B2B crowd at WOFX exceeded our expectations. Architects and institutional buyers loved our unique chairs, making our participation a resounding success and a truly rewarding experience.

BUYER'S FEEDBACK



Shiv Shankar

Purchase Head, Durian industries Ltd.

India

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 have good franchise options which they share. WOFX is up to international levels with good participants and displays with creativity at its best.

Urooj Ansar

Manager, Firstory

India



WOFX is a great show where I got to meet many suppliers. The variety and quality of products on display at the expo were excellent.



Zuhair E'layan

General Manager, Regal Furniture Global

UAE

This is our first visit to WOFX. This is an excellent experience as we made deals with the exhibitors here and found potential companies to do business with. We look forward to visiting again and doing more business next year.

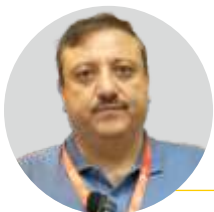
Rohan Nalawade

Sr. Design Manager, Chandak Group

India



The overall show was good. We would also recommend WOFX to our business network as they had displayed many good products from India as well as from countries around the world.



Sameer Alsurkhi

Commercial Manager, Firenze Furniture

UAE

We specialize in office furniture and were looking for more products to expand our range. Our visit to WOFX was definitely productive due to the variety, collections as well as international manufacturers showcased here especially those from Singapore and other ASEAN countries.



BUYER'S FEEDBACK

Manoj Lodha

CEO, Sonali Chairs,
India



The networking opportunities at WOFX were very good as I found potential companies to work and trade with. While I was specifically looking for office furniture, I was pleased to also discover various other categories of furniture which I found very useful to keep in mind for future expansion.



Puneet Sethi, *Principal Architect,
Planner & Valuer, IAD Studio,*
India

I'm quite happy with the products I've seen over the last 3 days from India and from across the world. WOFX is very useful as it keeps us informed of new developments, innovations and technologies from across the world. I'm pleased with the way WOFX has been organized.

Pallavi Nanda

Design Head, The Phoenix Mills Ltd.,
India



The international designs and products on display, especially designs from Thailand and Indonesia were of interest to us. It is great to see these kinds of options now available in India thanks to WOFX. Overall, I found WOFX to be very informative for industry professionals.



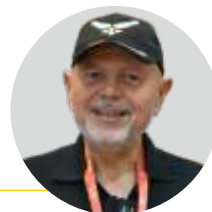
Rajesh Sangewar

Head - Product Design & Development, Wipro
India

Though my visit was brief, 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.

Asad Tarifi

General Manager
Zahrat Amman Industries
Sharjah, UAE



This is the 1st time I have come to Mumbai and I am very pleased to visit WOFX as I found what I was looking for over here. WOFX is great not only for bringing manufacturers and suppliers from across the world but also for presenting a range of furniture from these countries. I was pleased to connect with many companies whom I am interested to trade with.

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February - November, 2023

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April - November 2023

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April, June, August
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CONVERGE NETWORK EXPLORE A Must Visit Industry Trade Event

Visit India's Dedicated B2B International Furniture + Design Marketplace

WOFX - World Furniture Expo is positioned as India's premier international B2B trade show dedicated to the furniture + design industry.

WOFX Furniture + Design Marketplace

World Furniture Expo
28-29-30 Nov. 2023
Bombay Exhibition Center
Mumbai
wofxworldexpo.com

The world at your doorstep.

Meet **leading furniture brands & manufacturers** of all categories of furniture from

India	Malaysia	Thailand	Indonesia
Vietnam	Philippines	Turkiye	Italy
France	Hong Kong	China	Bangladesh
Sri Lanka	amongst others		

WOFX Invites

Dealers and Distributors	Large Format Retailers	Wholesalers	Importers and Trading Houses	Buying Houses and Agents
Retailers and E-Tailers	HORECA (Hotels, Restaurants, Cafes)	Corporate Sourcing Heads	Architects and Interior Designers	
Real Estate Developers	Institutional Procurement Agencies	Brand Owners and Franchisees	Entrepreneurs and Startups	

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Welcome kit with a complimentary gift on arrival.	No entry fee at the fairground.	No waiting in queues at registration counters.	Seamless entry to the expo.	Free parking sticker and badge delivered to your doorstep.	Access to the lounge for refreshments, tea and coffee.	Avail business matching & pre-need meetings on priority.	Get regular updates & newsletter of the expo by post.
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Industry Partner: **rai** (Rajasthan International Association)

Knowledge Partner: **CC** (Construction Council)

Industry Support: **FUMMA** (Furniture Manufacturers' Association of India)

Organized by: **WORLDDEX** (World Furniture Design & Exhibition)

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March - October 2023

CEO Insights

September, 2022

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Published by The Fame Media Group

March - December 2023

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99business.com

January - November, 2023

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SANITATION INDIA | HARDWARE & INTERIOR | ELECTRICAL INTERIOR | CONSTRUCTION VIEW

April - November, 2023

KreateCube

WOODNEWS

September - December, 2023

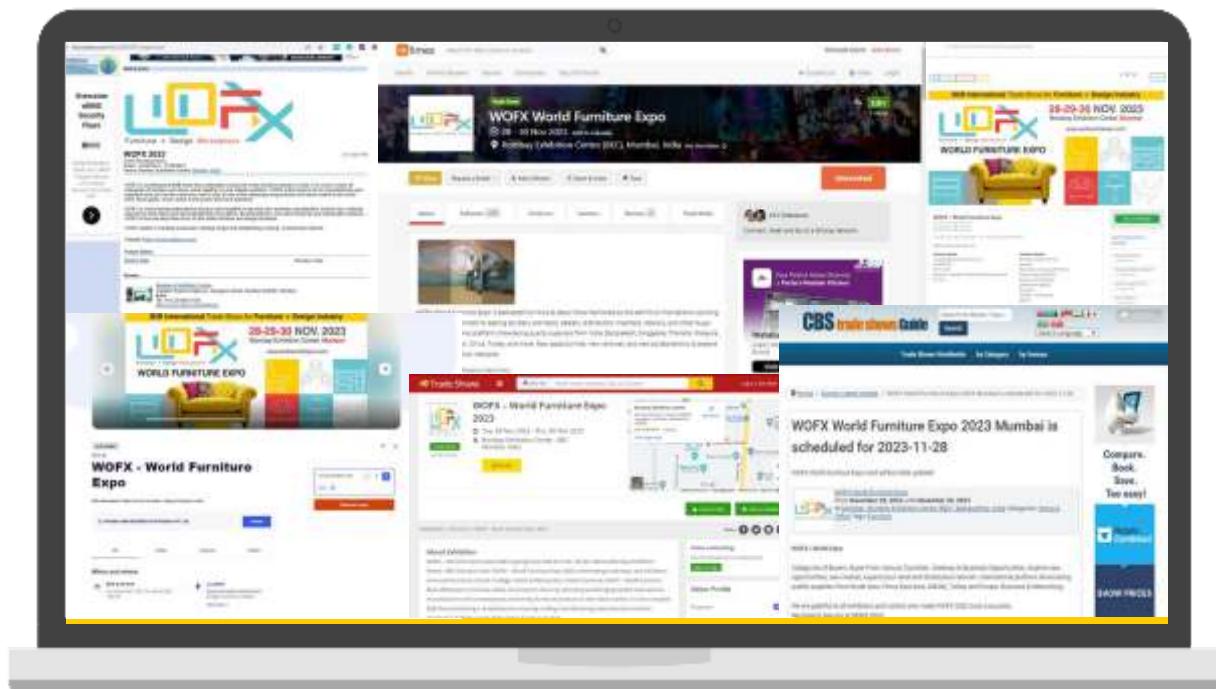
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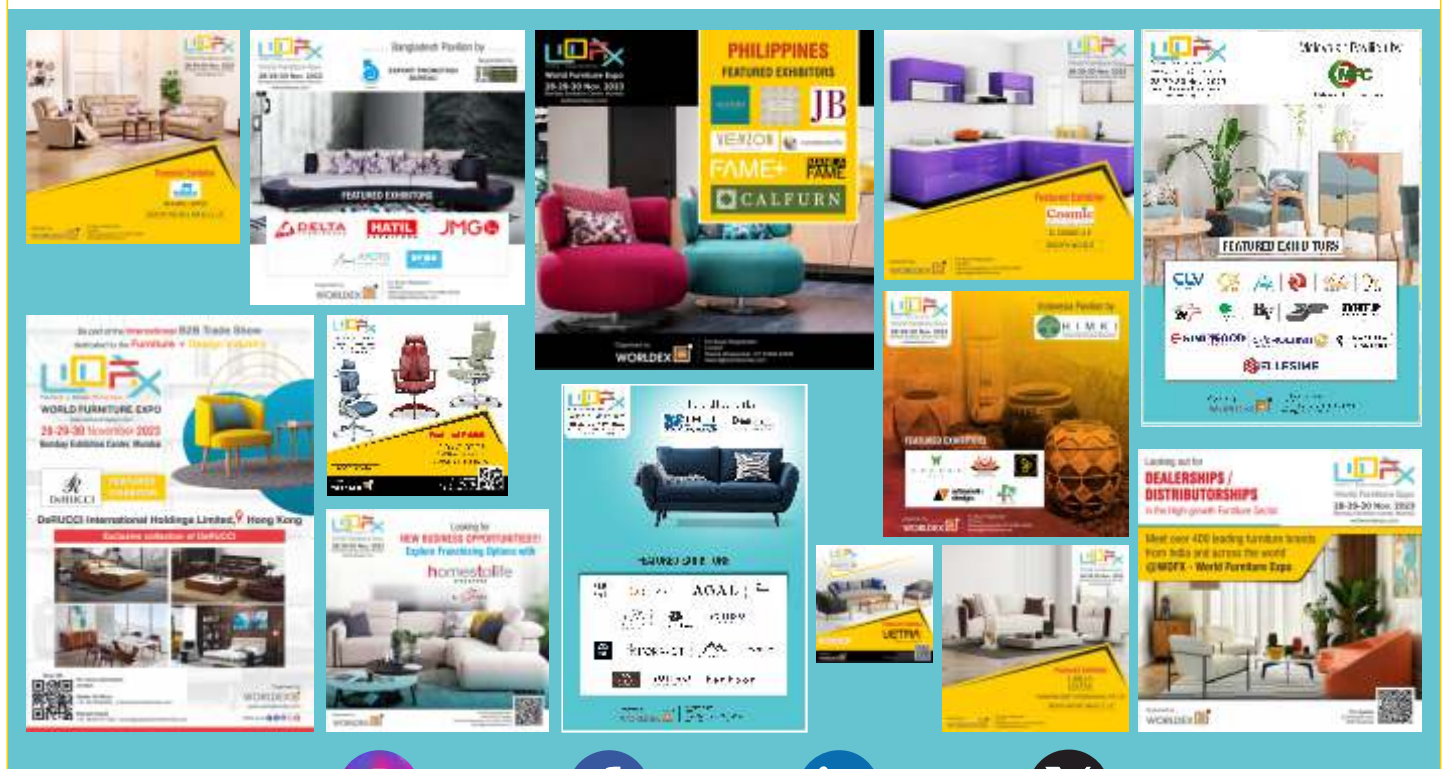
March - December, 2023

PROMOTIONAL ACTIVITIES

Trade Portals



Posts & Promotions on Social Media



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Wofx World Furniture Expo



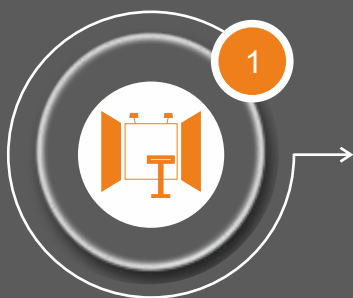
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Gateway to Global Trade

Worldex India is a vertically integrated trade and investment promotion company
• offering a large range of services

Our Core Services



Exhibitions

Show Organisers
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Show Representations
Stand Construction
Vendor Management
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Trade Promotions

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WORLDDEX



World Furniture Expo

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

Bombay Exhibition Center,
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