



Furniture + Design Marketplace

Virtual Exhibition & Business Matching
Malaysia - India

World Furniture Expo

20-21-22

OCTOBER
2021



wofxworldexpo.com

ORGANISED BY

WORLDDEX INDIA
Exhibition & Promotion Pvt. Ltd.



HOSTED ON

Bee2Bee
www.bee2bee.asia

WOFX is a professional B2B trade show dedicated exclusively to the furniture industry in India. It is a show where all categories of furniture and décor come together on one industry platform. WOFX is the place to be for manufacturers and suppliers from all over the world who want a slice of one of the fastest growing furniture and décor market in the world - India. More global, more varied, more buyers and more business!

WOFX is where leading international players come together to develop new business opportunities, explore new ventures, network for fresh ideas and demonstrate their innovations. Exciting themes, innovative products and sustainable solutions - WOFX is the one-stop trade show for the entire furniture and design business.

WOFX assists in creating awareness, building image and establishing a strong, cross-border network.

GLOBAL PLATFORM

The only international expo in India showcasing quality suppliers from South Asia, China, East Asia, ASEAN, Turkey and European countries



GATEWAY TO INDIA

WOFX is your entry to India – one of the most promising and growing furniture market in the world.

INDUSTRY FOCUSED TRADE FAIR

A strategic, dedicated expo specialising in all categories of the furniture & décor industry

BUSINESS & NETWORKING

Interactive business forums and industry networking activities to gather market intelligence and build connections.



Going Virtual in 2021



The pandemic has impacted businesses worldwide. At the same time businesses have to find ways to reconnect and revive. Welcome to WOFX: India -Malaysia Virtual Business Matching.

We understand that virtual is not the best way to connect but it is the next best. With travel restrictions and the pandemic not yet showing any early signs of fading away, virtual is still the best way to keep in touch with the industry, showcase your latest collections and meet with potential buyers.

Virtual shows allow you to conduct business from the safety of your own surroundings at a fraction of the cost of physical shows. So, till the time we are unable to get you to physically visit our trade shows let's get you started virtually.

Bee2Bee

We have developed 'Bee2Bee' – a smart and user-friendly virtual trade fair and business matchmaking platform. It creates opportunities for global buyers & suppliers to connect and explore trade and business, preview latest product innovations, foster business cooperation and partnerships. Since its launch, Bee2Bee has successfully hosted several online trade exhibitions, buyer seller meetings, business matching activities & trade promotion webinars.





India Growth Story

- With a population of 1.3 billion inhabitants and median age below 30, India's \$2.7 trillion economy is emerging as one of the fastest growing major economy in the world according to the IMF
- Domestic consumption is expected to be ~\$3 trillion by 2030, according to the World Economic Forum (WEF)
- By 2024, India's e-commerce industry is expected to increase by 84% to US\$111 billion, driven by mobile shopping, which is projected to grow at 21% annually over the next four years.
- With over 65% of the population below the age of 35, and 46.9% under the age of 25, India's young millions are increasing spending on home improvement.
- India is the world's 5th largest consumer market and growing bigger every year.

What to expect in the Virtual Expo

Exhibitors

- One Virtual Booth with Company Details
- Pre-fixed Business Matching Meetings
- Interact with Potential Buyers through Text/Video Chat
- Receive Buyers' Meeting Request during the Show
- Generate Enquiries through RFQ Feature
- Upload Corporate Brochures / Product Catalogues (Max. 5)
- 30 Products Showcase to Display Your Latest Collections
- Upload Corporate Video & Brand Logos
- Display Promotion Banners on Booth
- Multiple Logins to attend Meetings & Manage Booth (Max. 5)
- Send Personal Invitation to Existing and Potential Buyers
- Attend Opening Ceremony & Webinars @ Bee2Bee Auditorium
- Complimentary Listing in the Show Directory
- Complimentary Promotion on Social Media Pages
- Receive Booth Analytics and Buyers Details who Visited Your Booth
- Remain Active for 30 days after the Show
- Receive 24/7 Technical Support



Buyers

- Free Access to Virtual Platform
- Meet with Malaysian Suppliers from India
- Simple and Interactive Floor Plan
- Find Target Suppliers using Search Filters
- Preview 1000+ Product Showcase with Details
- Complimentary Pre-fixed Meetings with Interested Suppliers
- Live Text Chat with Suppliers on the Booth
- Make Video Calls & Connect with Suppliers on the Booth
- Schedule Meetings with Suppliers during the Show
- Request for Quote (RFQ) & Sample Enquiry
- Exchange Business Cards
- Bookmark Exhibitor/Products for future reference
- Download Brochures and Catalogues
- Download E-Show Directory with Suppliers Details
- Access to Market & Industry Reports
- Stay Connected with Suppliers for 30 days after the Show
- 24/7 Technical Support & Assistance

India Market Size: With a total market size of USD 41 billion, India is 4th largest furniture consuming country and the 14th largest furniture market in the world.

Fastest growing furniture market due to:

- Oxford Economics' Global cities report estimates that 17 of the 20 fastest-growing cities in the world between 2019 and 2035 will be from India
- Rapid urbanisation with over 40% of the population living in urban areas by 2030
- The UN, too, highlights that India's urban population size will nearly double between 2018 and 2050, from 461 to 877 million.
- Private consumption accounts for 60% of India's GDP
- In 2020, India's retail sector was estimated at US\$ 883 billion projected to reach ~US\$ 1.3 trillion by 2024.

E-Commerce Market: Online home sales (including furniture sales) in India is expected to grow 18% annually from US\$ 2.3 billion in 2020 to US\$ 5.2 billion in 2025.

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Industry Growth: According to the World Bank, India's organised furniture industry is expected to grow 20% p.a.

Work From Home: Work from home furniture market is expected to touch USD 3.49 billion by 2026.

Practically everything you can do at a physical trade show...and more !



Business Conferences

Robust business platform for networking and gathering market insights and intelligence on latest designs, trends & technology with industry professionals.

Unique channel to showcase your innovative products through live presentations and demos.



Exhibitor Profile

Buyer Profile

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

Furniture



Home



Office



Outdoor



Decorative



School/College



Plastic



Kids



Modular



Airport



Railway



Theatre/Auditorium



Hospital



Public



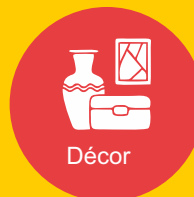
Hotel & Restaurant



Accessories



many more



Décor



Lighting

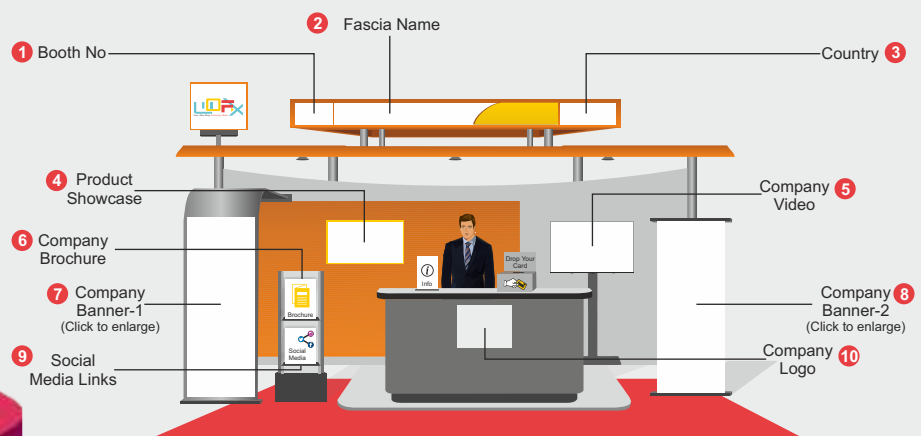


Handicrafts

Bee2Bee

www.bee2bee.asia

Our virtual exhibition & business matching platform would enable exhibitors to go beyond physical to digital



OUR VIRTUAL BOOTH

Organised By



contactus@worldexindia.com
www.worldexindia.com

