

PRESS RELEASE, MAY 2010

MEDWOOD, THE GREAT EXHIBITION FOR BALKANS AND THE MIDDLE EAST

Sunday the 25th of April 2010, was the closing day of MEDWOOD trade exhibition which was held in the new ultramodern exhibition centre METROPOLITAN EXPO, (Athens International airport area). MEDWOOD, the great exhibition on timber, furniture materials, wood construction, decoration and innovation, in fact led in the briefing of professionals who visited it.

For 4 days the world of timber was there: suppliers, tradesmen, constructors, architects, civil engineers and designers expressed their impressiveness and satisfaction as much for the organisation and the quality of exhibits as for the appreciable image of the participating companies.

Doubtless, this year's MEDWOOD, with timber being the basic protagonist, moved one step forward, showing high quality and aesthetics exhibits, presenting the most important brand names as exhibitors, organising notable scientific meetings, adapting European standards regarding the organisation but also leaving the visitors satisfied.

17.500 s.m. of covered exhibit space is translated in **30% increase** in comparison to the previous MEDWOOD which was held in 2008.

More analytically, **12.000 professionals visited this year's MEDWOOD**, which means a **9% increase** in comparison to MEDWOOD 2008, a result being absolutely satisfactory, given the fact of the difficult current economic situations but also the general fall of most Greek trade fairs that were organised during the last semester!

It is important to mention that there was a **300% increase in special visitors which is constituted by no other than architects, civil engineers but also designers**. More analytically **2.500 professionals of this special audience** visited this year's MEDWOOD against 600 in 2008. The number of visitors from abroad (mainly from Cyprus and Balkans) reached 600, about at the same levels as in the previous MEDWOOD.

Therefore, MEDWOOD is the greater exhibition of timber and furniture materials in the Balkans and the Middle East.

The next MEDWOOD will be held in exhibition centre METROPOLITAN EXPO from the 29th March until the 1st of April 2012.

