

DREMA FURNICA 2010 – programme of events

Tuesday, 13 April

11 am – 12 noon	Prospects for exports of Polish furniture to the Chinese market and the potential of the Polish furniture sector ➤ Organisers: Polish Chamber of Commerce for Furniture Manufacturers, Międzynarodowe Targi Poznańskie	Pavilion 8A, Stand 38
11 am – 11.45 am	What does the notion of an ergonomic kitchen mean today? <i>Barbara Kaczmarek, Blum Polska sp. z o.o.</i>	Charm of Details – Knowledge Zone, Pavilion 7, Stand 25
12 noon – 12.45 pm	The language of natural forms in kitchens and not only. Interpretation of new trends in furniture surface design. <i>Schattdecor sp z o.o.</i> ➤ Organisers: Fakt Katarzyna Laskowska, Międzynarodowe Targi Poznańskie ➤ Partners: WITT KUCHNIE, BLUM, REJS, SCHATTDECOR, PFLEIDERER, HRANIPEX, IPNOTIC ➤ Media partners: Meble Plus, Produkcja Mebli, Meble.com.pl, Meble.pl, Drema Furnica News	
12 noon – 3 pm	Seminar: “ Modern methods of timber quality assessment for sawmill purposes ”	Eastern Lobby, Green Room
12 noon – 12.30 pm	Quality of coniferous timber sorted according to strength and logged in different regions of Poland <i>Dr. Sławomir Krzosek, Warsaw University of Life Sciences</i>	
12.30 pm – 1 pm	Machine sorting of timber according to strength <i>Microtec</i>	
1 pm – 1.15 pm	Coffee break	
1.15 pm – 1.45 pm	Progress in standardisation of timber quality identification <i>Prof. dr hab. Witold Dzbeński, Warsaw University of Life Sciences</i>	
1.45 pm – 2.30 pm	Modern methods for non-destructive round timber research <i>Dr. Tomasz Wiktorski</i>	
2.30 pm – 3 pm	Sawing simulation and appropriate log turning determine sawmill productivity <i>Prof. Hans Dietz</i> ➤ Organisers: Warsaw University of Life Sciences, Międzynarodowe Targi Poznańskie ➤ Media partners: Kurier Drzewny, Drewno.pl, Drema Furnica News	
4.30 pm	Gold Medal and Acanthus Aureus Award Ceremony	Pavilion 10
7 pm -	Exhibitors' Evening ➤ Organiser: Międzynarodowe Targi Poznańskie ➤ Please note: admission by invitation only	Stary Browar, Piano Bar restaurant

Wednesday, 14 April

<p>10.30 am – 4 pm</p> <p>10.30 am – 12 noon</p> <p>12 noon</p> <p>1 pm – 3 pm</p>	<p>Economic Forum of the Polish Wood and Furniture Industry Polwood 2010</p> <p>Wood panel <i>The Polish market as a source of exports or a selling market for wood products? Beyond Europe – getting rid of European intermediaries in trading in Polish wood products beyond Europe? The EU law: presumption of guilt in trading in timber from illegal logging, CO2 emission trading. European standards in trading in timber and wood products. The European sawmill industry model – should we treat gigantism? Directions of technological development in European sawmills.</i></p> <p>Nominations to Polwood 2010 Award in the categories: “Investment of the year in wood industry”, “Investment of the year in furniture industry”. Presentation and announcement of results.</p> <p>Furniture panel <i>The beginning of an exodus of furniture investors to the East? The case of Ikea in Belarus. What else is there to do to promote the image of Polish furniture in Europe? Can we afford industrial lobbying in the EP? The market of wood-based boards: Polish prices – European prices? Is the furniture industry closer to the euro or to the zloty?</i></p> <ul style="list-style-type: none"> ➤ Organisers: Inwestor Publishing House, Międzynarodowe Targi Poznańskie ➤ Partners: Institute of Wood Technology, Polish Economic Chamber of Wood Industry, Polish Chamber of Commerce for Furniture Manufacturers, Association of Wood Based Panels Producers, EPAL Polish National Committee, Lewiatan ➤ Sponsors: Trade Trans, Skarbiec, Helion ➤ Media partners: Gazeta Przemysłu Drzewnego, Drzewny.pl, Meble.pl, Drema Furnica News 	<p>Pavilion 11</p>
<p>10 am – 3.30 pm</p> <p>10 am – 11.30 am</p> <p>11.30 am – 12 noon</p>	<p>“A kitchen furniture studio that sells” Moderator: Dr. Marek Borowiński</p> <p>Shopping behaviours of individual customers. Psychophysiology of seeing, or how the brain perceives a shop assistant, the kitchen furniture showroom and the exposition of products in the showroom. The psychology of colour in product communication in a kitchen furniture showroom.</p> <p>Break</p> <p>Effective communication. Identification of customer types. Effective influence on the customer in the kitchen furniture showroom. A professional business talk. Customer service objectives. Functions and stages of the selling process.</p> <ul style="list-style-type: none"> ➤ Organisers: Fakt Katarzyna Laskowska, Międzynarodowe Targi Poznańskie ➤ Partners: WITT KUCHNIE, BLUM, REJS, SCHATTDECOR, PFLEIDERER, HRANIPEX, IPNOTIC ➤ Media partners: Meble Plus, Produkcja Mebli, Meble.com.pl, Meble.pl, Drema Furnica News 	<p>Charm of Details – Knowledge Zone, Pavilion 7, Stand 25</p>

Thursday, 15 April		
11 am – 11.45 am	What does the notion of an ergonomic kitchen mean today? <i>Barbara Kaczmarek, Blum Polska sp. z o.o.</i>	Charm of Details – Knowledge Zone, Pavilion 7, Stand 25
12 noon – 12.45 pm	The language of natural forms in kitchens and not only. Interpretation of new trends in furniture surface design. <i>Schattdecor sp z o.o.</i> <ul style="list-style-type: none"> ➤ Organisers: Fakt Katarzyna Laskowska, Międzynarodowe Targi Poznańskie ➤ Partners: WITT KUCHNIE, BLUM, REJS, SCHATTDECOR, PFLEIDERER, HRANIPEX, IPNOTIC ➤ Media partners: Meble Plus, Produkcja Mebli, Meble.com.pl, Meble.pl, Drema Furnica News 	
11 am – 12 noon	Supply potential of the Polish furniture sector with focus on upholstered furniture <ul style="list-style-type: none"> ➤ Organisers: Polish Chamber of Commerce for Furniture Manufacturers, Międzynarodowe Targi Poznańskie 	Pavilion 8A, Stand 38
1.30 pm – 3.30 pm	Seminar: “The Wood Industry 2010+. The market of round timber and technical innovations for Polish sawmills.”	Eastern Lobby, Green Room
1.30 pm – 2 pm	The Polish timber selling system as compared to solutions in other EU countries.	
2 pm – 2.30 pm	Modern solutions for timber processing not only in large sawmills offered by EWD.	
2.30 pm – 3 pm	Italian solutions for the Polish industry – offers by TEKNIKA.	
3 pm – 3.30 pm	Automatic timber measuring and evaluation systems as a basis for planning and controlling effective production processes – solutions by MICROTEC. <ul style="list-style-type: none"> ➤ Organisers: Polish Economic Chamber of Wood Industry, Institute of Wood Technology, Międzynarodowe Targi Poznańskie ➤ Media partners: Rynek Drzewny, Gazeta Przemysłu Drzewnego, Drewno.pl, Drema Furnica News 	
Friday, 16 April		
1.30 pm	Results of the Polish Championship in Nail Hammering <ul style="list-style-type: none"> ➤ Organiser: Inwestor Publishing House, Międzynarodowe Targi Poznańskie ➤ Media partners: Gazeta Przemysłu Drzewnego, Drzewny.pl, Drema Furnica News 	Pavilion 5, Stand 31
2 pm	“Conjured from wood” Competition results <ul style="list-style-type: none"> ➤ Organiser: Inwestor Publishing House, Międzynarodowe Targi Poznańskie ➤ Under the auspices of: Katarzyna Hall - Minister of National Education ➤ Media partners: Gazeta Przemysłu Drzewnego, Drzewny.pl, Drema Furnica News 	Pavilion 5, Stand 31

You can't afford to miss it!**13 – 16 April****10 am – 6 pm**

Live Furniture Factory – production of upholstered furniture ➤ Organiser: Międzynarodowe Targi Poznańskie PARTNERS: ➤ Technology suppliers: ADAMIK TRADE, AMATEC, ARKUS, BIZEA, HOECKER POLYTECHNIK, HOMAG, IMA, INTEX,, LEITZ, LOPING, MAKITA, MEGAPLOT, POLPACK, REMA, RONDO 2, SCHUKO, SCM, SIA ABRASIVES, SWIFT SOFTWARE, TOP SOLUTION, UNISON, WEINIG ➤ Component suppliers: AD SYSTEM, BECKER ACROMA, HENKEL, JOWAT, KLEIBERIT, KLON, DREWZET ➤ Professional partner: Poznań University of Life Sciences, Department of Furniture Design ➤ Technical consultant: Prof. dr hab. Jerzy Smardzewski ➤ Project coordination: Michał Różański ➤ Under the honorary auspices of: Polish Chamber of Commerce for Furniture Manufacturers ➤ Media partners: Drema Furnica News, Gazeta Przemysłu Drzewnego, Meblarstwo, Drewnotechnika	Pavilion 3A, Stand 41
Charm of Details – Kitchen from the inside ➤ Organisers: Fakt Katarzyna Laskowska, Międzynarodowe Targi Poznańskie ➤ Partners: WITT KUCHNIE, BLUM, REJS, SCHATTDECOR, PFLEIDERER, HRANIPEX, IPNOTIC ➤ Media partners: Meble Plus, Produkcja Mebli, Meble.com.pl, Meble.pl, Drema Furnica News	Pavilion 7, Stand 25
Polish Furniture Factory ➤ Organisers: DROMA, Międzynarodowe Targi Poznańskie ➤ Partners: OSKA, GOMA, FAMAD, TECH-FA-MILER , SAFO, JAROMA , GOMAD, LAKFAM, TECHMAR, REMA, GOPOL , NADI , PROCHERA, TANEL ➤ Media partners: Kurier Drzewny, Drema Furnica News	Pavilion 5, Stand 56
9th Polish Championship in Nail Hammering ➤ Organiser: Inwestor Publishing House, Międzynarodowe Targi Poznańskie ➤ Media partners: Gazeta Przemysłu Drzewnego, Drzewny.pl, Drema Furnica News	Pavilion 5, Stand 31
DREMA Skills Boot Camp ➤ Organiser: Goldman Publishing House, Międzynarodowe Targi Poznańskie ➤ Partners: WIKOMA, SCHUKO, AEROTERM, ITALCOLOR, ATLAS COPCO – KOMPRESOR SERVICE, WAGNER, KREMLIN, ARKUS, SOPUR, PLANTAG, LANKWITZER ➤ Media partners: Lakiernictwo Przemysłowe, FAKTOR Publishing House: Meble, Materiały i Akcesoria, Drema Furnica News	Pavilion 4, Stand 48
Exhibition of award-winning works in the “Conjured from Wood” Competition ➤ Under the honorary auspices of: Katarzyna Hall - Minister of National Education ➤ Media partners: Gazeta Przemysłu Drzewnego, Drzewny.pl, Drema Furnica News	Pavilion 5, Stand 31
Parquet Floor Laying Workshop... live ➤ Organiser: Association of Polish Parquet Floor Layers	Pavilion 3, Stand 16
Island of Associations	Pavilion 3, Stand 16

Last update: 30.03.2010. The organiser reserves the right to change the programme. The latest version is available at: www.drema.pl and www.furnica.pl