



# World Furniture Expo



## POST SHOW REPORT

wofxworldexpo.com



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

**Bombay Exhibition Center**

**Mumbai**



# WORLDDEX INDIA

Gateway to Global Trade

## Endorsed By

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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**

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

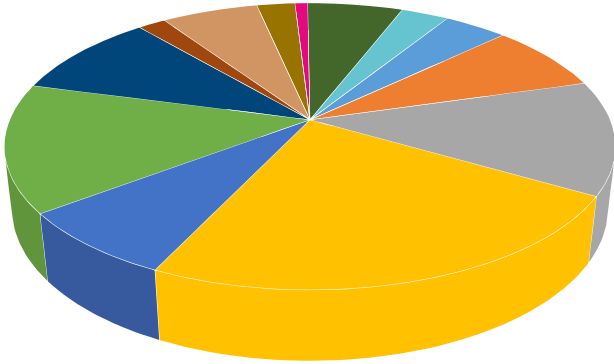
- Andhra Pradesh
- Assam
- Bihar
- Chhattisgarh
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Odisha
- Punjab
- Rajasthan
- Tamil Nadu
- Telangana
- Uttar Pradesh
- Uttarakhand
- West Bengal

### Some Leading Buyer Brands

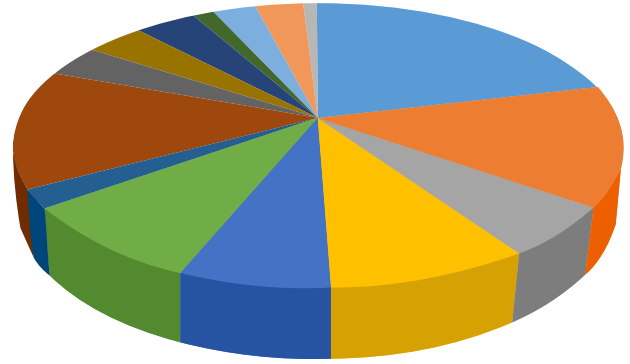




### Buyer Profile

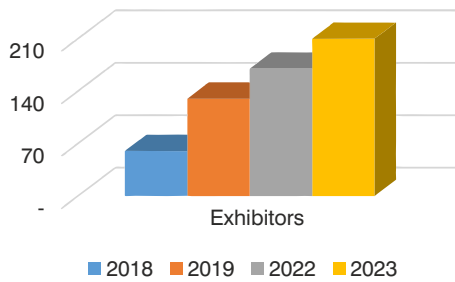


### Industry Profile

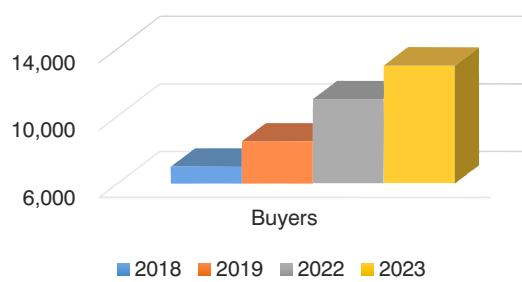


- |                              |                      |                                   |                                       |
|------------------------------|----------------------|-----------------------------------|---------------------------------------|
| 8% Executive Director        | 6% Architect         | 21% Dealer & Distributor          | 4% Franchisees                        |
| 14% VP-Procurement           | 3% Interior Designer | 13% Retailer                      | 4% Builder & Developer                |
| 10% Head-Procurement         | 4% CMD               | 6% Large Format Retailer          | 4% Corporate Sourcing Heads           |
| 2% Head-Category (Furniture) | 7% MD                | 9% Importers                      | 1% E-Commerce                         |
| 6% Managers/Cluster Head     | 13% CEO              | 7% Retail Chain Aggregators       | 3% Entrepreneurs and Startups         |
| 2% Founder                   | 24% Director         | 9% Traders                        | 3% HORECA                             |
| 1% Co-Founder                |                      | 2% Buying Houses and Agents       | 1% Institutional Procurement Agencies |
|                              |                      | 13% Architect & Interior Designer |                                       |

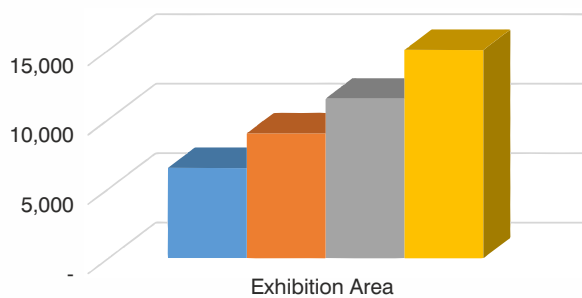
### Exhibitor's Growth - Year-wise

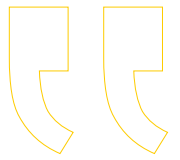


### Buyer's Growth - Year-wise



### 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*

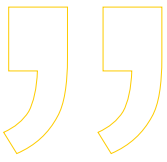
Participating for the first time at WOFX to look for more trade partners, appoint distributors & agents, gain market insights/ industry knowledge and meet existing customers in India. We have received quite a few enquiries for our products and franchise opportunities and hope it will turn out to be a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

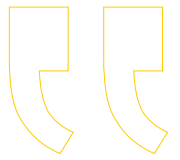
I am delighted to have the opportunity to participate in WOFX once again. The response from all the visitors has been truly amazing, and we are thrilled with the positive engagement we've experienced. What's even more promising is the quality of leads we have received, which show significant potential 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, Firstcry*

**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.

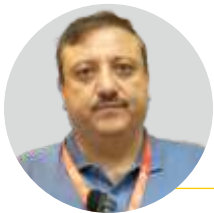


**Rohan Nalawade**

*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.

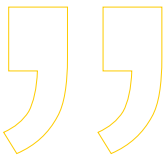


**Sameer Alsurkhi**

*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



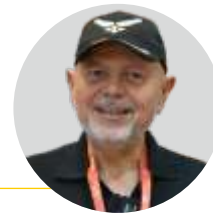
The international designs and products on display, especially designs from Thailand and Indonesia were of interest to us. It is great to see these kinds of options now available in India thanks to WOFX. Overall, I found WOFX to be very informative for industry professionals.



**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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# ADVERTISEMENTS IN NEWSPAPERS



Released in  
 Times of India  
 Economic Times  
 Navbharat Times  
 Maharashtra Times  
 Pan India

# MEDIA COVERAGE

**Woodage India**<sup>TM</sup>  
Dedicated to Wood Technology

February - November, 2023

**A I I P** ARCHITECTURE AND INTERIORS  
INTERNATIONAL PANORAMA

April - November 2023

**ACE**  
UPDATE

April, June, August & November 2023

**MODERN WOODWORK**  
DEVOTED TO PANEL & WOOD TECHNOLOGY

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**Architectural Builders & Magazine**

April - December, 2023

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catering to wood and panel industry  
www.woodandpanel.com *Europe*

October 2023

**Builder's Network**<sup>TM</sup>

October - December 2023

**TYCOONS**  
CONSTRUCTION & ARCHITECTURE

February - November, 2023

**hp** **fob media**<sup>TM</sup>  
HARDWARE PLUS PUBLICATION  
www.hp-cash.com

February - November, 2023

**LD**  
interiors and decor

February - November, 2023

**WOODNEWS**

September - December, 2023

**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	Turkey	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	

**Pre-Register Now** to avail free registration and following benefits:

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-book meetings on priority.	Get regular updates & newsletter of the expo by post.
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Industry Partner: Knowledge Partner: Industry Support:

Organized by **WORLDEX** Gateway to Global Trade  
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**HotelTALK**

March - October 2023

**CEO Insights**

September, 2022

**CONSTRUCTION ARCHITECTURE UPDATE**  
Published by The Expo World Group

March - December 2023

**WORLD CONSTRUCTION TODAY**

**99business.com**

January - November, 2023

**SPACE MEDIA**

April - November, 2023

**KreateCube**

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Your route to business worldwide

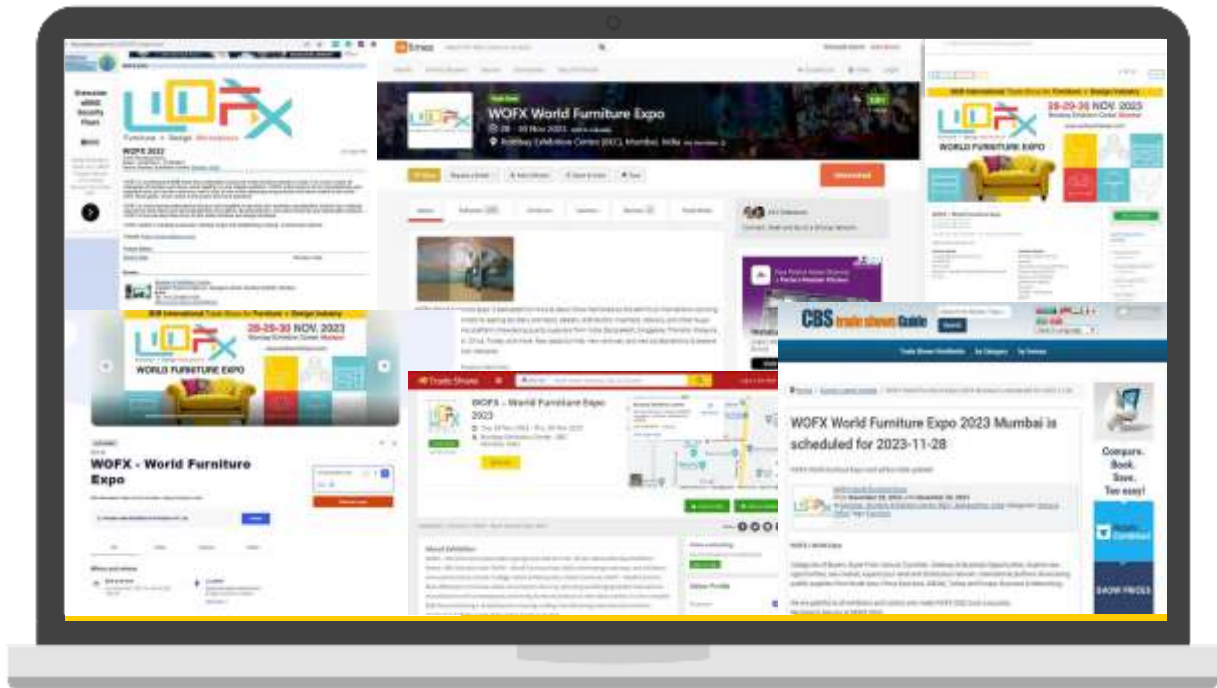
**HARDWARE TIME**  
SOURCE OF INSPIRATION FOR HARDWARE INDUSTRY

March - December, 2023

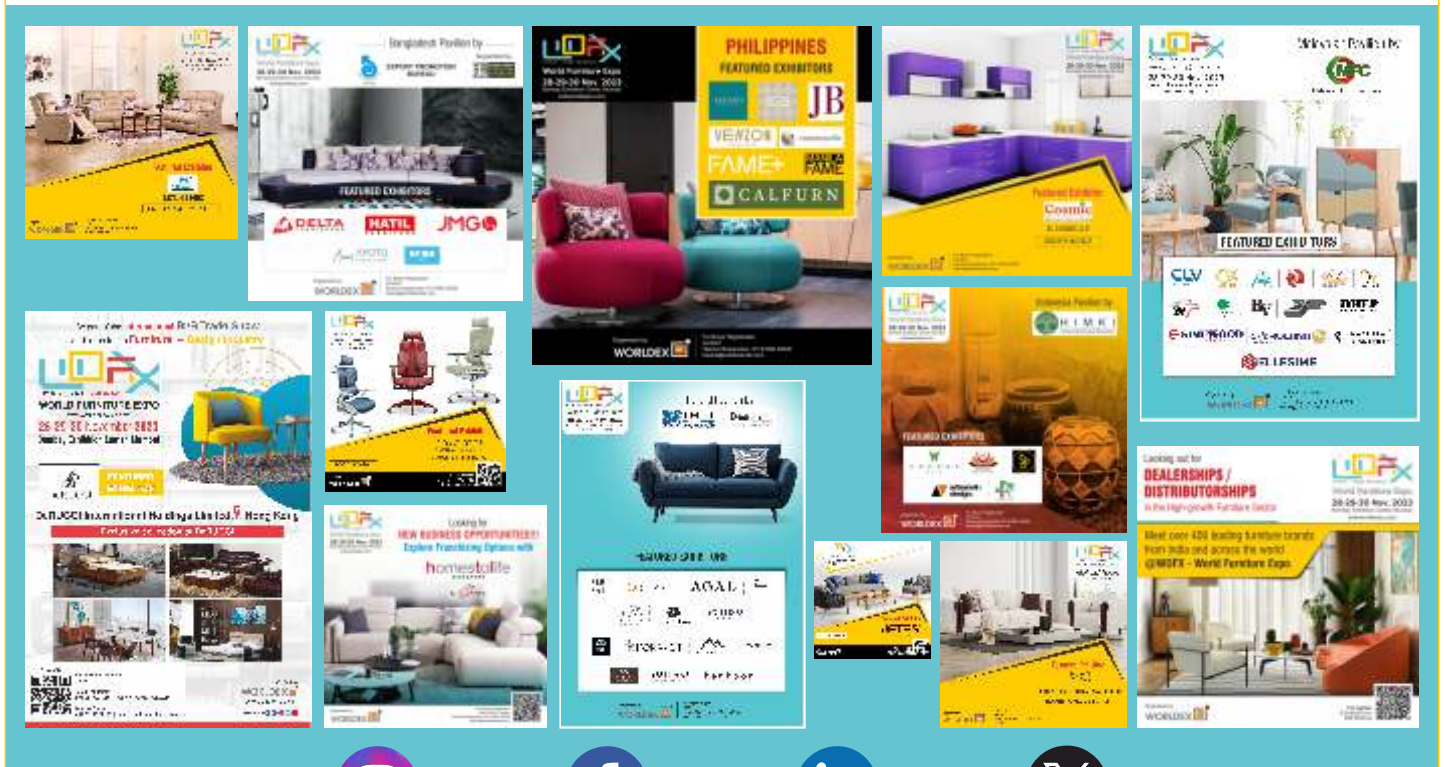


# PROMOTIONAL ACTIVITIES

## Trade Portals



## Posts & Promotions on Social Media



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Wofx World Furniture Expo

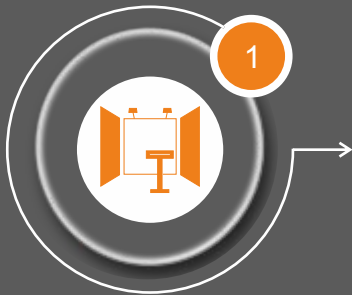




# Gateway to Global Trade

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

## Our Core Services



### Exhibitions

- Show Organisers
- Show Management
- Consultants
- Show Representations
- Stand Construction
- Vendor Management
- Design & Printing
- Logistics Support



### Marketing

- Trade Exhibitions
- Buyer-Seller Meets
- Business Missions
- Business Matching
- Seminars & Conferences
- Social Media, Digital Marketing
- Telemarketing
- Online Promotions



### Trade Promotions

- PR Management
- Print Advertising
- Website Designs & Mobile Apps
- Interactive Media
- Publications & E-commerce



# World Furniture Expo

12-13-14  
DEC. 2024

Bombay Exhibition Center,  
Mumbai

wofxworldexpo.com

