

# ESPACIO COCINA SICI

TRENDS AND TECHNOLOGY · 20 - 24 FEBRUARY · FERIA VALENCIA

# 2017

Coinciding with Cevisama

Organized by Feria Valencia and **AMC**



# MARKET TRENDS PEOPLE



# The success of Espacio Cocina

CEVISAMA welcomed with great success the innovative Espacio Cocina within the framework of the event 'See you in Valencia'. This is the new area of equipment for the kitchen (furniture, countertops, hobs, worktops, electrical appliances, built-in elements or lighting).

## Global covering power event EVERYTHING FOR YOUR HOME.

It has a unique convening capacity both at national and international levels. Espacio Cocina – SICI is an integral part of the great global event in the whole field of home, renovation, refurbishment, interior design, decoration and architecture of Feria Valencia. An event attracting more than 1.600 exhibitors and 100.000 professionals from all over the world.

## An international showcase.

Feria Valencia welcomed during its last edition the visit of buyers coming from 145 countries. The Espacio Cocina offering becomes, in this way, an exceptional platform for export channels.

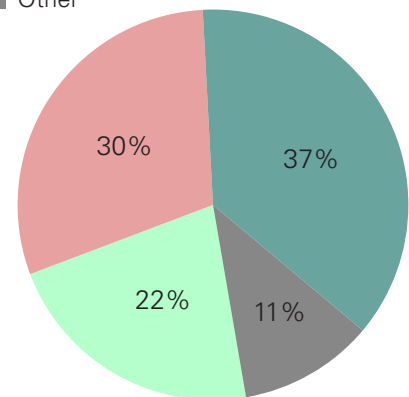
## An offering that works.

Espacio Cocina brought together the offering from 86 Spanish and International companies meeting in Valencia. A success that endorses the 2017 event.

## Survey 2016

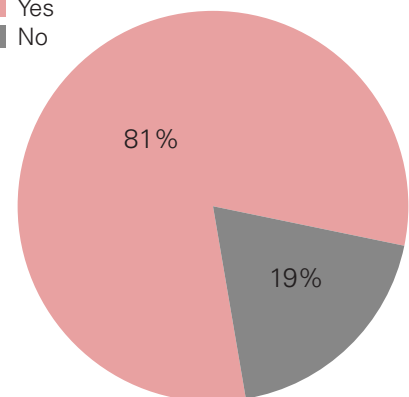
What type of customers visited your stand?

- Building, installers...
- Shops and Stores, distribution.
- Architects, decorators
- Other



Have you received the visit of foreign customers?

- Yes
- No





# The market is recovering

Engage in the reactivation of the sector. Espacio Cocina – SICI is a 100% effective business platform to improve your sales. The Spanish market is recovering and the kitchen goes back to being a major protagonist. Do not miss the benefits.

## The sector changes and the market evolves. KITCHEN IS IN COMMAND.

The Habitat sector is changing at a staggering speed. Both brands and manufacturers are seeking new channels and new sectors to complete their offering. In many houses it is necessary to make renovations and the kitchen comes first in those cases.

## The Sector was very much looking for it.

A professional event in which the sector plays the leading role. The best firms, proposals concerning the future, a forum specialized in the kitchen. Espacio Cocina – SICI provides a response to all of this.

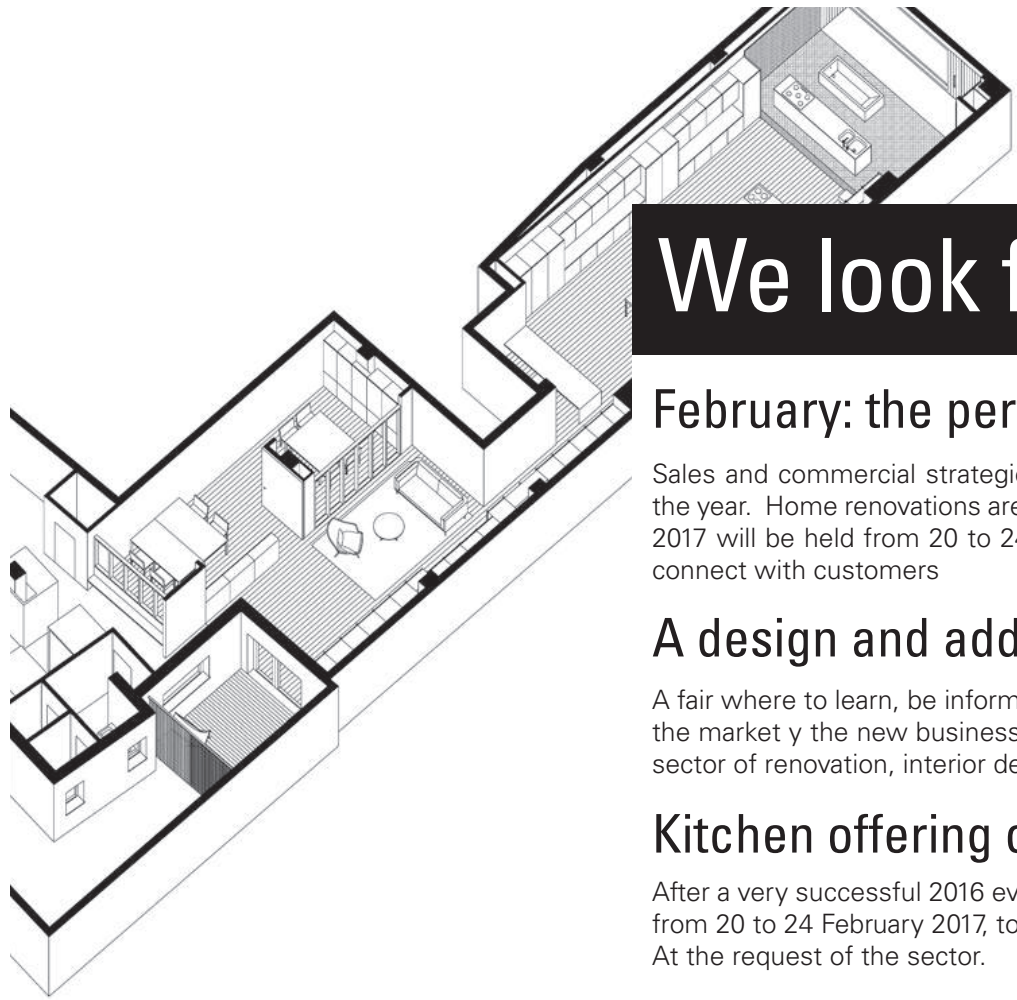
## The ABC of renovation.

Espacio Cocina – SICI is integrated in a global and ambitious proposal around renovation and refurbishment, the true current driver of the building sector. Ceramic Tiles, Bathroom and Kitchen: a winning combination.

## EVERYTHING in a single visit.

The visitor wants to make the most of his time. At Feria Valencia and hand in hand with Espacio Cocina – SICI, Cevisama, Hábitat or Maderalia, professionals can find everything they need for homes renovation and equipment or contract projects in a single visit.





# We look forward to see

## February: the perfect time

Sales and commercial strategies for the year are planned beginning of the year. Home renovations are planned in Spring. Espacio Cocina – SICI 2017 will be held from 20 to 24 February, the most appropriate time to connect with customers

## A design and added-value trade fair.

A fair where to learn, be informed and find out about the latest trends in the market y the new business models. Kitchen plays a main role in the sector of renovation, interior design and decoration.

## Kitchen offering on a biennial basis

After a very successful 2016 event, Espacio Cocina – SICI will take place from 20 to 24 February 2017, to start then a biannual format. At the request of the sector.

## Exhibiting opportunities

A neutral open-plan space, where brand and product stand out. Espacio Cocina – SICI proposes the most convenient, affordable and easiest format to ensure that nobody misses the opportunity to exhibit its products.



you in 2017



# MATERIALS





## The companies endorse the model.

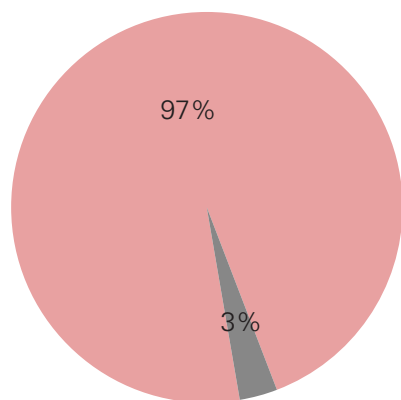
A survey carried out at the end of the exhibition shows the very high degree of satisfaction of the exhibitors at Espacio Cocina. An 84% of the exhibitors consider the February dates as most suitable, and 100% agree that the joint celebration with Cevisama, Hábitat or Maderalia is appropriate while 84% are highly satisfied with the international contacts made, specially with visitors coming from the EU, North Africa, Arab Countries, Russia and South America.

## 97% of the the 2016 exhibitors will be present again in the 2017 edition.

In such a survey, 97% of the participants in the 2016 event have shown their interest in attending again.

## Professional groups and high quality visitors have shown their interest in the fair.

Architects, installers, distributors, builders, renovation professional, specifiers, the contract channel and professionals of the hotels, restaurants and catering (HORECA) sectors... all of them visited us.



### Survey 2016

Will you participate in the 2017 event?

- Yes
- No

Contact  
[mbixquert@feriavalencia.com](mailto:mbixquert@feriavalencia.com)  
[www.espaciococina.feriavalencia.com](http://www.espaciococina.feriavalencia.com)