

Meet the makers.  
Feel the craft.  
Live the design.



# bife • sim 2026

ROMEXPO | 17<sup>th</sup> - 20<sup>th</sup> of September



ASOCIAȚIA  
PRODUCĂTORILOR  
DE MOBILĂ  
DIN ROMÂNIA



# DIRECT BENEFITS FOR EXHIBITORS



## VISIBILITY AT A LANDMARK EVENT

Your brand is present in a specialised setting, dedicated to the furniture industry, interior design and fit-out solutions.

## COMMERCIAL LEADS AND NETWORKING

You can make direct contact with potential clients, partners, retailers, distributors, designers, architects and suppliers.

## PRODUCT, COLLECTION AND TECHNOLOGY LAUNCHES

BIFE-SIM offers the ideal setting for showcasing new products, testing market reaction and obtaining direct feedback.

## LIVE DEMONSTRATIONS AND PRODUCT EXPERIENCE

Products, materials, machinery and technologies can be showcased in an applied, visual and compelling way.

## BRAND POSITIONING

Participation conveys credibility, stability and belonging to the industry's professional community.



## DIVERSE AUDIENCE WITH REAL COMMERCIAL POTENTIAL

BIFE-SIM connects exhibitors with relevant visitors:

- retailers and distributors;
- architects and interior designers;
- real estate developers;
- HoReCa operators;
- furniture manufacturers and wood processors;
- production managers and technical decision-makers;
- corporate buyers;
- representatives of commercial and office spaces;
- public interested in furniture, interior fit-out and living solutions;
- press, content creators and industry opinion leaders.

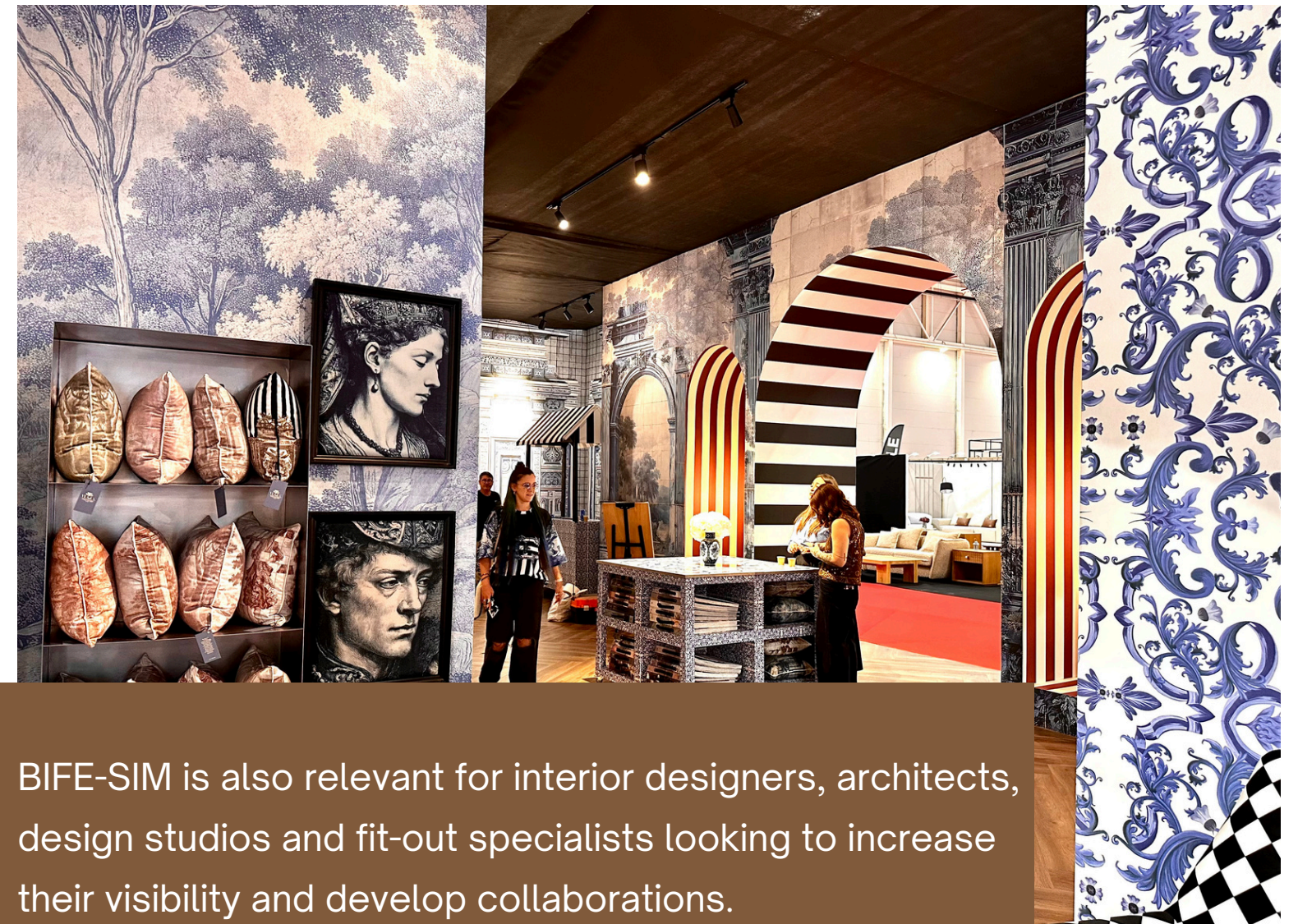
# WHO REACHES YOUR STAND?



At BIFE-SIM, your stand becomes the place where your brand meets clients, partners, professionals and concrete opportunities.

# FOR DESIGNERS, ARCHITECTS AND FIT-OUT SPECIALISTS

Connecting creativity with brands, materials and real projects



BIFE-SIM is also relevant for interior designers, architects, design studios and fit-out specialists looking to increase their visibility and develop collaborations.

Participation offers opportunities for:

- showcasing portfolios and creative concepts;
- networking with manufacturers, suppliers and brands;
- discovering materials, products and solutions for projects;
- collaborations with companies in the furniture, decorations and equipment sector;
- meetings with potential clients;
- participation in conferences, workshops and themed activations.

# BIFE-SIM 2026: AN EDITION WITH A CLEAR STRUCTURE

A more relevant exhibition route for visitors and exhibitors

BIFE-SIM 2026 proposes an organisation that supports a better visitor experience and a clearer positioning of exhibitors.

## Dedicated pavilion for furniture, wood products and decorations

For:

- furniture manufacturers;
- accessories and decorations brands;
- wood products;
- fit-out solutions;
- interior design and architecture.

## Dedicated pavilion for equipment, machinery and technologies

For:

- equipment for the wood industry;
- machinery for furniture manufacturing;
- processing technologies;
- software and automation;
- materials, components and technical solutions.

This structure facilitates visitor orientation, increases the relevance of meetings and helps exhibitors be discovered by the right audience.



# BIFE-SIM 2025: AN EDITION WITH SOLID RESULTS

Growth, visibility and genuine market interest

The 2025 edition confirmed BIFE-SIM's potential as a relevant platform for the furniture, design, decorations and equipment industry.

**20.680**

visitors, specialists and general public;

**30%**

over 30% growth compared to 2024

**16.000 sqm**

exhibition area

**+40**

over 40 conferences and workshops

**10%**

growth in Romanian companies present

**international exhibitors**

from Moldova, Bulgaria, Germany, Italy, Poland, Turkey and China



With the ROMEXPO app, every conversation can become a lead, every lead can become an opportunity, and participation at BIFE-SIM can continue through concrete commercial actions after the fair closes.

# THE ROMEXPO APP: LEAD GENERATION AND DATABASE

Turn stand interactions into valuable commercial contacts

Participation at BIFE-SIM is supported by digital tools that help exhibitors make the most of every interaction.

Through the ROMEXPO app, exhibitors can:

- collect contacts from visitors;
- generate leads in real time;
- build a commercial database;
- organise stand interactions;
- segment contacts by interest;
- carry out rapid follow-up after the event;
- send offers, catalogues, presentations or invitations;
- measure the interest generated by products, services, collections or demonstrations.

# RESERVE YOUR SPACE AT BIFE-SIM 2026

17–20 September 2026 | ROMEXPO, Bucharest

Participate in the event that connects:

- furniture with design;
- manufacturers with retailers;
- suppliers with decision-makers;
- architects with brands;
- technology with production;
- creativity with real projects;
- stand interactions with commercial leads.

BIFE-SIM, the Event that Brings Together the Furniture, Architecture and Design Industry Community, in September, in Bucharest, is organised by Romexpo, in collaboration with the Association of Furniture Manufacturers in Romania – APMR and supported by the Romanian Association for Design and Innovation – ARDI.



# THANK YOU!

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