*Poznań, December 4, 2023*

**MEBLE POLSKA 2024: free tickets until January 31**

**The next edition of MEBLE POLSKA - the largest furniture trade fair in Central and Eastern Europe - will be held in Poznan on February 20-23, 2024. Registration for furniture buyers from Poland and abroad is currently underway. Visitors from more than 50 countries have already registered to participate in the event.**

**The largest exhibition of Polish furniture**

The MEBLE POLSKA trade fair is one of the most effective tools for promoting Polish furniture exports and ranks among the most important furniture trade fairs in the world. It is the world's largest exposition of the Polish furniture industry's offer.

Despite the difficult situation in the furniture industry, next year's exhibition will be the same size as in 2023 and will cover pavilions 3, 3A, 4, 5, 6, 8. Leading Polish furniture manufacturers will present their offerings. The scope of the fair will include products from all price segments: upholstered furniture, chest furniture made of furniture board and solid wood, and mattresses.

For several years, there has been a growing number of foreign manufacturers who are actively seeking customers in the global market in Poznan as exhibitors. This time, visitors will have the opportunity to get acquainted with the offer of foreign exhibitors from more than a dozen countries. Among foreign companies, furniture manufacturers from Ukraine and Turkey will be most represented.

As every year, the MEBLE POLSKA Fair will be accompanied by the HOME DECOR Interiors Trade Fair. Its exhibitors in pavilions 5A and 8 will present the latest collections of standing and wall decorations, lighting, textiles, ceramics, kitchen and bathroom accessories and other decorative elements. For representatives of furniture showrooms, this is a good opportunity to expand their assortment.

**Free ticket only until January 31**

Registration of professional visitors is now possible on the fair's website. Why is it worth registering online now? Early online registration not only avoids queues at the entrance to the fair, but also saves money.

Representatives of the furniture industry registered online until January 31, 2024 will receive a free ticket to the fair. After that date, the cost of a ticket for professionals will be 150 PLN. - In this way, we want to encourage visitors to plan their stay and talks at the fair in advance, which allows organizers and exhibitors to better prepare for the event," explains MEBLE POLSKA fair director Józef Szyszka. A ticket for professionals entitles them to multiple access to the fairgrounds for all days of the fair.

Interest in participating in furniture trade fair in Poznań among professional visitors is very high. In addition to a large group of traders representing Polish retail stores, representatives of most major European purchasing groups and furniture store chains, as well as many furniture wholesalers and online traders from other continents have already announced their presence at the MEBLE POLSKA.

**Global promotional campaign**

- We are currently conducting an extensive promotional campaign in key markets for the development of Polish furniture exports. We are focusing a large part of our budget on activities aimed at the U.S. market, with which many Polish furniture manufacturers have high hopes. We hope that thanks to this campaign, even more furniture buyers from overseas will come to Poznan in February," says the director of the MEBLE POLSKA Fair, Józef Szyszka.

Nearly 14,000 people from 71 countries attended the last edition of this event, held in February 2023. 51 percent of the visitors were furniture buyers from abroad. The organizer, Grupa MTP Group, expects similar results next year.

Read more: [www.meblepolska.pl](http://www.meblepolska.pl)