

QFMA sets plans for Toronto market

Written by Isabelle Bleau Communications (PR) and posted on HomeGoodsOnline.ca – 12/6/07

MONTREAL – The Canadian Home Furnishings Market (CHFM), the highly anticipated annual get-together for industry professionals, is all set for 12 to 15 January 2008, at the International Centre in Mississauga, near Toronto. Some 400 Canadian and international manufacturers and distributors, including more than 70 permanent and outside showrooms, will launch their new products for 2008.

As a show that's all about new and exclusive furniture, the Canadian Home Furnishings Market represents the most complete residential furniture offering in Canada, covering all product categories. It's also the only furniture exhibit in Canada that brings together the highest concentration of local and international exhibitors under one roof.

The thousands of retailers who attend the show each year understand the importance of attending in order to track down exclusive high-quality collections from Canadian manufacturers that make all the difference to their customers, while discovering a wide range of products from further-flung horizons. Retailers who buy from Canadian manufacturers not only have access to quality and exclusivity, but also to environmentally friendly products. Furthermore, Canadian furniture is manufactured in accordance with the organization and management methods of "Just in Time", and can be delivered very quickly in small quantities to avoid cumbersome inventory. Finally, by choosing Canadian manufacturers, retailers enjoy fast and flexible after sales service.

Each year, the Canadian Home Furnishings Market takes place in a friendly and professional ambience. The show features furniture collections for every room of the house, furniture and accessories for the juvenile market, bedding, lighting, and decorative accessories – all of which are on display throughout 700,000 square feet of exhibition space.

To facilitate travel for attendees, a free shuttle service between the International Centre and nearby hotels is provided. And to set just the right mood for meetings and discussions, the show organizes two very popular cocktail parties that are a hit, year after year.

As such, exhibitors and retailers are hereby invited to a "5-to-7 happy hour" in the main entrance of Hall 1 on Friday, 11 January to kick-off the show's opening. On the program: music, drinks and appetizers. The Kick-off Cocktail Party is sponsored by *Furniture/Today*, the industry's weekly magazine.

The 2008 Trends Display Launch Party, sponsored by *Furniture Style* magazine, will take place on Saturday, 12 January at 6 p.m. in Hall 5. Created by the show's highly coveted presentation design specialists, André Caron and Pierre D'Anjou, fourteen new displays will feature unique design concepts that shine the spotlight on products from many of our

Canadian exhibitors. The Trends Display, which is now in its ninth edition, entices retailers to fill up on exciting new ideas for in-store furniture displays and presentations.

The Canadian Home Furnishings Market maintains a web site at www.tchfm.com and is produced by the Quebec Furniture Manufacturers' Association (QFMA).

Show schedule:

Friday, 11 January - 5 p.m.: Kick-off Cocktail Party (Hall 1, Main entrance)

Saturday, 12 January: to Monday, 14 January - 9 a.m. to 6 p.m.

Saturday, 12 January - 6 p.m.: 2008 Trends Display Launch Party (Hall 5)

Tuesday, 15 January: 9 a.m. to 3 p.m.