

Home is full of live.



2nd Fair and Exhibition for Home making

**11-13 October 2019**

**GL events** **hungexpoexhibition**  
you have a program

Main trade patron



## PRODUCT GROUPS

1. FURNITURE
2. KITCHEN
3. BATHROOM
4. WELLNESS
5. HEATING ENGINEERING, AIR HANDLING, VENTILLATION AND AIR CONDITIONING ENGINEERING
6. FIREPLACES
7. STAIRS, BARRIERS
8. SHADING TECHNOLOGY
9. DOORS/WINDOWS
10. SECURITY TECHNOLOGY
11. COVERINGS
12. DECORATIVE PROFILES

13. WALL PAINTS, DECORATION PAINTS
14. DESIGN ACCESSORIES, DECORATIONS
15. PLANTS
16. HOME DECOR, TEXTIL
17. HOMELIGHTING TECHNOLOGY
18. CONSUMER ELECTRONICS
19. SMART HOME
20. HOME FITNESS, GYM ACCESSORIES
21. FURNISHING PLANNING AND CONSULTANCY, SOFTWARE
22. SERVICES

### WHY IS IT WORTH BEING AN EXHIBITOR?

- the exhibition is a complex marketing communication platform
- great business opportunity, personal communication
- presenting current trends
- professional exhibition-hosting firm, experienced team of organizers
- modern exhibition infrastructure
- wide-ranging ties and relations
- major professional support
- diverse accompanying events, lectures, workshops
- wide-ranging, national media campaign
- unlimited number of free invitations for inviting partners

### ACCORDING TO OUR EXHIBITORS



"We've been looking for an autumn exhibition for some time now. When we saw that there would be a HOMEDesign Autumn exhibition in 2018, we applied at once. The organization was carried out at the usual high level of quality and I heard and saw adverts about the exhibition everywhere, so I wasn't surprised by the high attendance. We continuously had visitors at our stand, which naturally required the high quality products displayed at the stand, which attracted visitors like a magnet. Many of those who visited us at the CONSTRUMA / HOMEDesign exhibition in the spring, now received feedback that N'Kara is a good choice and we already had finalized orders by the second day of the exhibition. Overall, I felt it was great and I look forward to the next exhibition. We've already finalized our plans."

János Erdőss, **N'Kara Bútor**



"We have been continuously participating at the HOMEDesign exhibitions. We have been looking for some form of autumn exposure for a long time, where we can show ourselves and the products we represent. The HOMEDesign Autumn exhibition was hosted for the first time in 2018. The interest of visitors exceeded our expectations. We trust that the exhibition in 2019 will feature even more design elements at the stands of exhibitors, thus catering to the demands of visitors. See you in 2019!"

Gábor Gáspár, **Stábparketta Kft.**



"This was the first time I participated at a Hungexpo exhibition and as such, the kind and helpful assistance of the Hungexpo colleagues greatly contributed to my successful involvement in the exhibition. I feel that as a first-time exhibitor, it was truly important to have a helping hand when dealing with my initial uncertainty and doubts. I was lucky to have this kind of support, which I am grateful for."

Ágnes Lőrinc, **NES kézműves csempe**



# HOME INNOVATION TREND

## INSPIRATION NOVELTIES QUALITY

# DESIGN

## INTERIOR DESIGN



### TARGET GROUPS

#### GENERAL PUBLIC

- visitors are planning the interior design or refurbishment of their flats or people are moving to new flats

#### PROFESSIONAL AUDIENCE

- interior designers
- interior decorators
- designers
- furniture industry, woodworking industry experts
- architect designers

### RENTAL FEE

Type of area	Until 15 June 2019	After 15 June 2019
Covered area	88 EUR + VAT /sqm	98 EUR + VAT / sqm

### CAMPAIGN

- national / Billboard advertisement
- TV, radio advertisement
- interior design magazines
- online interior design websites
- interior design bloggers
- Facebook, Instagram page and ad
- other online campaign
- own database

### CONTACTS

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### VENUE

**HUNGEXPO**  
Budapest Fair Center,  
Pavilion G  
H-1101 Budapest,  
Albertirsai út 10.

### SIMULTANEOUS EXHIBITIONS

- **LAKÁS 2019** Property fair for houses and flats (**Pavilion F**)
- **DENTAL WORLD** International Dental Trade Show and Conference Hungary (**Pavilion A**)

[www.osz.otthon-design.hu/en](http://www.osz.otthon-design.hu/en)

[www.osz.otthon-design.hu/en](http://www.osz.otthon-design.hu/en)



# THE FIRST SUCCESS

# OUR VISITORS



The first HOMEDesign Autumn exhibition organized in 2018 was a great success!

In 2018, as part of the continuous development of HUNGEXPO – which has been the market-leader of the Hungarian exhibition industry for over 50 years, as well as serving as a definitive exhibition organizing company in Central Eastern Europe – has launched its HOMEDesign Autumn event.

The most dynamically growing segment of the spring CONSTRUMA assortment of Home-making exhibitions is the theme of interior decoration and design, thus the HOMEDesign exhibition. This tendency, as well as the positive changes in the market conditions and the growth of the housing market provide a superb foundation for the event.



**4**  
COUNTRIES

**106**  
EXHIBITORS

**16.686**  
VISITORS

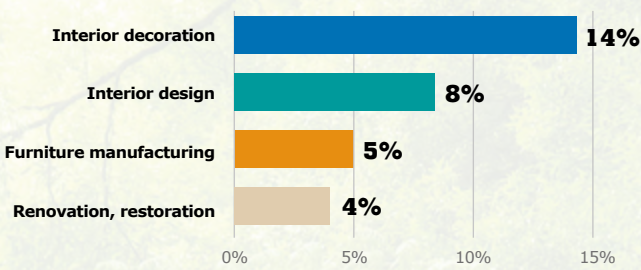
Figures of exhibition are audited by CENTREX.

## EVENTS AND HIGHLIGHTED CONTENT 2018

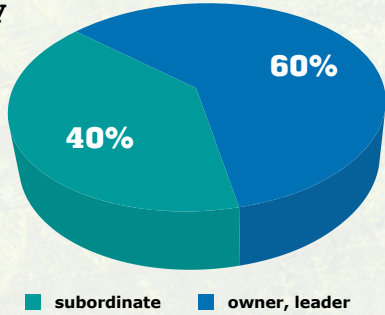
- **PURE DESIGN** - independent presentation of young designers
  - **WHAT NEXT?** – presentation of creative industry higher education institutions
  - **WOOD-LIKE** family workshop
  - **INNOWOOD** – presentation of the participants of the furniture design competition
  - **ROUND TABLE DISCUSSIONS**
- **PRESENTATIONS, LECTURES**
  - **HIGHLIGHTED TOPIC in 2018:** INNOVATION-HOME Furnished interiors (Style&Home)
  - **SIMULTANEOUS EXHIBITION:** LAKÁS 2018 (property fair)
  - **VIP PARTY** for exhibitors, professionals
  - **COLLECTIVE PARTICIPATION OF ROMANIAN FURNITURE INDUSTRY**

## PROFESSIONAL VISITOR COMPOSITION

Company activities of registered visitors



Decision-making authority



Order of fields of interest of registered visitors

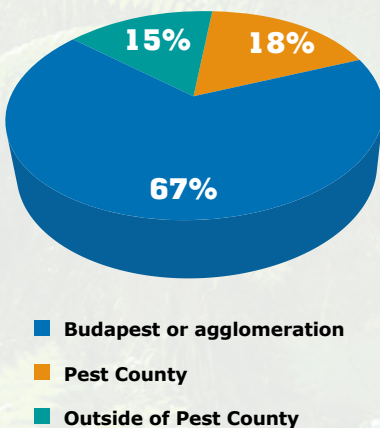


## VISITOR RESEARCH

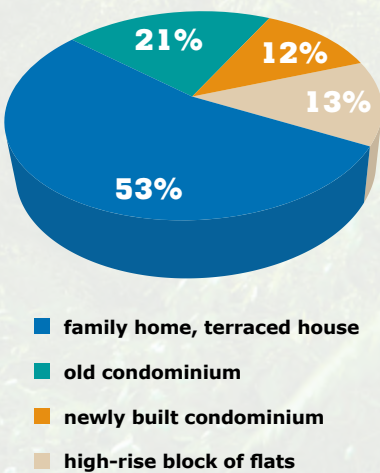
PLACE OF RESIDENCE

TYPE OF HOME

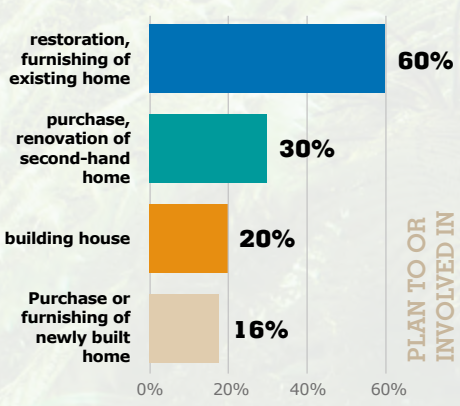
CONCERN



- High status audience (60% have a higher education degree)
- Time spent at the exhibition: 3 hours



- The main purpose of visitors is to gain information on innovations
- 49% of visitors have made or plan to make a purchase based on what they saw
- 77% never attended other interior decoration exhibitions
- 83% of visitors plan on attending the event next year.



# FOCUSING ON HOME INTERIOR, DESIGN



## INCREASED DEMAND for quality interior decoration

All of these forecasts the growing demand for products and services that facilitate interior decoration and design. Based on market analysis, interior design expenditure is increasing. There is a growing demand for quality products and unique, creative solutions.

The objective of HOMEDesign Autumn is to present visitors with solutions for the quality design and furnishing of interiors, providing inspiration for this and reinforcing the design approach within the field of interior decoration.

## The real estate market is BOOMING – the inclination to build homes is GROWING

In international comparison, the Hungarian inclination to build homes is exceptionally high and the number of permits issued for two-apartment or larger homes has increased by over 200 percent between 2015 and 2018. In the first 11 months of last year, 3300 condominiums have been given the green light, which is 14 percent higher than one year ago.

Apart from an increase in demand, the inclination to sell real estate has also increased and the number of sales concluded in 2018 may reach or exceed 160 thousand transactions, which is a record amount of the past decade. Due to the increasing price of home purchases, external financial sources play an ever-greater role for those seeking to purchase real estate. Low interest rates, super-low home loans and the expansion of the Family Housing Allowance (CSOK) all contribute to sustaining the demand of the real estate market.

## Trade partners

The event will again be shaped, developed and organized with the support and cooperation of the distinguished members of the design profession.

### Cooperation partners

- Association of Hungarian Furniture and Woodworking Industry
- BKSZC Kozma Lajos Woodworking Vocational Secondary School
- Style & Home
- National Association of Interior Designers

## Planned Events

- Professional and general audience events hosted by the Hungarian Furniture Association
- SZETTtextile Design - Collective presentation of textile designers
- Practical demonstrations
- Interior design counselling
- VIP evening for exhibitors and professionals

