



**BRAZILIAN
FURNITURE**

**TRADE
MISSION**

**HIGH POINT
UNITED STATES
2021**

BRASIL



Brazilian Furniture Manufacturers Association

ABIMÓVEL - The Brazilian Furniture Manufacturers Association, national entity of the sector, has been working for more than 30 years on the defense, development and strengthen of the industry's interests. The Association promotes a positive agenda for the sector, helping more than 19k companies, which generate around 270,3k jobs - directly and indirectly, with the production of 437,5 million pieces of furnitures. The exports of the sector exceed US\$ 640 million and the investment exceed US\$ 241,4 million in 2019. The numbers show the importance of the furniture industry for the country and ABIMÓVEL has been engaging to strength the business environment in both the internal and external market. ABIMÓVEL's compromise is with the delopment of the sector and industry.

@abimovel . www.abimovel.com



The Brazilian Trade and Investment Promotion Agency - Apex-Brasil works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 12,000 companies from 80 different industries, which in turn export to 200 markets. Apex-Brasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promoting strategic events and providing support to foreign investors interested in allocating resources in Brazil.

@apexbrasil . www.apexbrasil.com.br

BRAZILIAN FURNITURE

The Brazilian Furniture Project is an initiative of ABIMÓVEL - Brazilian Furniture Manufacturers Association and Apex-Brazil - Brazilian Trade and Investment Promotion Agency, which main objective is to increase the competitiveness of Brazilian industry in the international market, through strategic actions of internationalization. About 170 companies take part in the Project and have access to information on Commercial and Competitive Intelligence, International Fairs and Missions, Buyer Projects and Vendor, among other activities abroad.

DEVELOPMENT OF CULTURE AND EXPORTATION COMPETITIVENESS

Through a set of training actions and dissemination of strategic market information, the objective of the axis is to be a support base for the companies that are part of the PS, in order to foster the competitiveness of the Brazilian industry in the international market.

INTERNATIONAL PROMOTION OF THE SECTOR'S IMAGE

This axis aims to reinforce the image of the brazilian industry in the international market, through branding, communication, marketing in the international market, whether by structuring actions, in the main events of the sector.

EXPORTATION VALUE GROWTH

Promote the increase of brazilian furniture industry exports, based on market actions, such as international fairs, buyer projects and trade missions.

www.brazilianfurniture.org.br

Bertolini



Steel kitchen cabinet, wood kitchen cabinets, office desk, bath cabinets, living room furniture.

www.bertolini.com.br



Bedroom sets, tv units, tables and chairs,
accent furniture.

HENN



Bedroom, kitchen cabinets, baby line and
dinning sets.

www.henn.com.br



Herval



HERVAL FURNITURE: Furniture Line Medium Line Category with Natural Wood Veneer.

HERVAL MATTRESSES: Mattresses, Box Spring (foldable or integral) and Pillow – High End, Medium Line and Economic Line.

UULTIS: Natural Wood Furniture - Premium line - High End; Dining and Living Room.

EDEZ: Furniture built with excellent quality particle boards (MDP and MDF) Affordable line; Bed Room and Dining Room.

HERVAL RTA: RTA products with e-commerce focus; Furniture built with excellent quality particle boards (MDP and MDF) or MDF with Wood Veneer.

HERVAL UPHOLSTERED: Upholstered medium line.

www.moveisherval.com.br



Leather sofas.

www.mempra.com.br

LOVATO



High-quality handmade outdoor and
indoor furniture.

www.lovatomoveis.com.br

MULTIMÓVEIS



Babies and children's furniture, kitchen furniture and complements, living room furniture (except sofas, armchairs and chairs), home office and bathroom.

www.multimoveis.com

TORO BIANCO

BRAZILIAN LEATHER GOODS



Leather sofas.

www.torobianco.com.br

thela



Bedroom sets, tv stands, tables and chairs,
accent furniture.

www.thela.com.br



Modular and compact kitchens,
planned furniture and cabinets.

www.kitsparana.com

Trebol

móveis



living room: side tables, coffee tables, consoles, display units, media unit

dining room: chairs, dining tables, sideboards; bedroom: beds, headboards, bedside tables, chests, wardrobes.

www.trebol.com.br

TRADE MISSION

ARTESANO

Tv stands, desks, bookshelves, coffee tables, side tables and consoles.

www.artesano.com.br



Cots, dressers, wardrobe, beds, armchairs, beanbags and captone.

www.moveiscanaa.com.br



IRIMAR

Sideboard, bank, table tray, stool, buffet, mirror, support desk, denter table, dining tables, nest tables, armchair and puffs.

www.irimar.com.br



Decorative objects and small furniture.

www.metaltru.com.br



Home office, living room, wardrobes and shelves.

www.notavel.ind.br



Kitchens, home office, bedroom, living room and bathroom furniture.

www.officinamoveis.com



Kitchen, wardrobe and tv stan.

www.poquema.com.br



Living and dining.

www.sheldonmoveis.com.br



www.brazilianfurniture.org.br

ORGANIZED BY

**BRAZILIAN
FURNITURE**

PROMOTED BY

abimóvel

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SUPPORTED BY

MINISTRY OF
EXTERNAL RELATIONS



**PÁTRIA AMADA
BRASIL**
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