# PRESS RELEASE

# One in every four visitors to Stockholm Furniture & Light Fair came from abroad

***Stockholm Furniture & Light Fair, which came to a triumphant conclusion last weekend, continues to consolidate its position*** *as the world’s largest meeting place for Scandinavian design****.* *Many people commented on the vibrant international atmosphere they felt in the exhibition halls*. *Out of a total of nearly 40,000 visits made to Stockholmsmässan, more than 10,000 were made by visitors from abroad.***

There’s a great deal of interest from outside Sweden and it’s continuing to increase. The number of visits from abroad exceeded 10,000, which is an increase on the previous year. Visitors represented about 60 countries and most visits were made from Norway (2,403), Finland (1,499), Denmark (1,327) and Germany (669). Of the Fair’s more than 700 exhibitors, 300 companies came from 32 different countries.

“**We’re delighted with all the praise for this year’s fair and that we’**ve advanced our position in the international arena as the world’s largest meeting place for Scandinavian design. The fact that the Fair is attracting an increasing number of strong brands is further evidence of this,” notes Cecilia Nyberg, Project Area Manager of Stockholm Furniture & Light Fair.

Some quotes from exhibitors at the Fair:

*“People on all sides are telling us Stockholm is now a world-class event.* *Several international guests maintain they prefer coming here to going to Milan!* *As a furniture producer, you’re proud to bring foreign customers here when the fair is so magnificent.* *It’s important for us and other Scandinavian companies focused on exports that the fair at which we exhibit our products is a high class event.”* Dan Johanson, Johanson Design

*“These have been some fantastic days filled with many exciting meetings and the reactions to our exhibits have exceeded all our expectations.* *I’m positively surprised to see so many architects here.* *The fair gets high marks for this and it underlines that choosing Stockholm as the premiere arena for the modernized Republic of Fritz Hansen was a successful decision.”*

Tommy Rothoff, Vice President Sales, Republic of Fritz Hansen

*“We’ve devoted a lot of resources in recent years to our participation at Stockholm Furniture & Light Fair and this has paid off.* *I can’t say if the fair in general has had more visitors from abroad, but we’ve noticed a definite upswing in the interest from non-Scandinavian customers.”* Dag Klockby, CEO, Gärsnäs

*“First and foremost, we’re here to communicate the style and essence of our brand to the Nordic region.* *Scandinavia is a key market and thanks to our participation here in Stockholm, we have a strong feeling of being part of the special universe of design.* *We’ve met a lot of industry colleagues and media representatives from all over the world, so it definitely feels like being in an international setting.* *I’m convinced that the expectations we had before we took part will be met with a good margin and it was a wise decision to come here.”*

Glenn Ludwig, Sales and Marketing Manager, Foscarini

The next Stockholm Furniture & Light Fair will be held on 7-11 February 2017 at Stockholmsmässan.

To find out more, please visit [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com/)or contact:

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*Stockholm Furniture & Light Fair is the world’s largest meeting place for Scandinavian furniture and lighting design.* *Domestic and international visitors will find the most comprehensive selection of Scandinavian furniture, office furnishings, design, textiles, lighting and other interior furnishings for both homes and public spaces.* *Stockholm Furniture & Light Fair is held concurrently with Stockholm Design Week.* *www.stockholmdesignweek.com*