



International Fair  
of Living



**April 12-16, 2011**  
Brno – Czech Republic

final report



**BUILDING FAIRS  
BRNO 2011**



[www.mobitex.cz](http://www.mobitex.cz)  
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Central European  
Exhibition Centre



BVV  
Veletřhy  
Brno



# STATISTICS – EXHIBITING COMPANIES



## 1,123 EXHIBITORS AND REPRESENTED COMPANIES

	exhibitors			number of countries
	total	Czech	foreign	
<b>IBF</b>	561	441	120	18
<b>SHK</b>	157	142	15	8
<b>URBIS INVEST and TECHNOLOGY</b>	75	66	9	2
<b>MOBITEX</b>	103	94	9	6
<b>NBC EDEN 3000</b>	222	222	0	1
<b>FLOOD PROTECTION</b>	5	5	0	1
<b>TOTAL</b>	1,123	970	153	24

Participation in the Brno Building Fairs is the **second most widely used marketing tool** for addressing customers and partners for 76 % of all exhibitors.

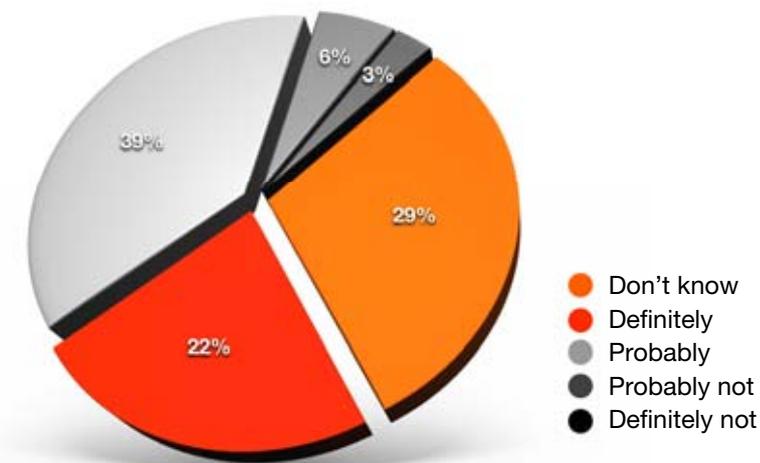
It is also one of the **four most effective marketing tools used by exhibitors** along with company webpages, company networks of business representatives and advertising in the trade press.

38 % of exhibitors were satisfied with the number of business contacts made. The majority of exhibitors saw the impact of the economic crisis, the overall stagnation in the field and the lower purchasing power of customers as the cause of the lack of new contacts made at the fair.

Will your company be taking part again next year?

## 48,793 sq m OF EXHIBITION AREA

	exhibition area – Czech + foreign		
	total sq m	indoor	outdoor
<b>IBF</b>	29,919	11,884	18,035
<b>SHK</b>	4,956	4,668	288
<b>URBIS INVEST and TECHNOLOGY</b>	1,848	688	1,160
<b>MOBITEX</b>	4,241	4,241	0
<b>NBC EDEN 3000</b>	5,813	550	5,263
<b>FLOOD PROTECTION</b>	2,016	0	2,016
<b>TOTAL</b>	48,793	22,031	26,762



## EXHIBITOR SATISFACTION WITH



# STATISTICS – VISITORS

## 66,326 VISITORS FROM 37 COUNTRIES AROUND THE WORLD

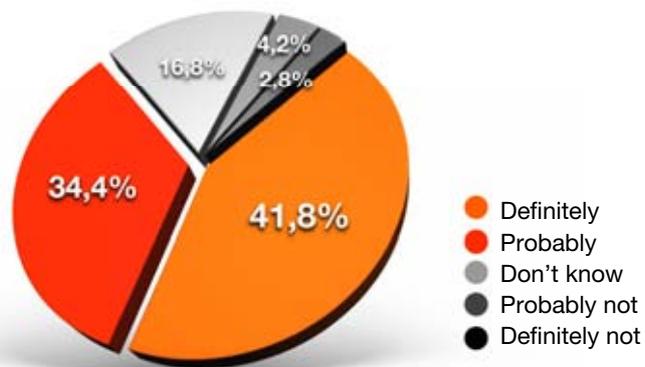
Austria, Belarus, Belgium, Bosnia Herzegovina, Bulgaria, China, Croatia, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Italy, Kuwait, Latvia, Lebanon, Liechtenstein, Lithuania,

Malaysia, Netherlands, Norway, Poland, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Ukraine, United Arab Emirates, United States of America

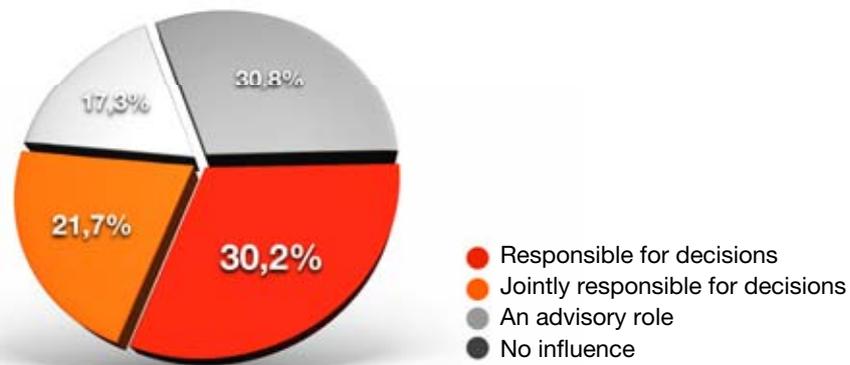


**75 % of visitors were overall satisfied with their visit to the fair.**

WILLINGNESS OF TRADE VISITORS TO COME TO THE FAIR NEXT TIME:



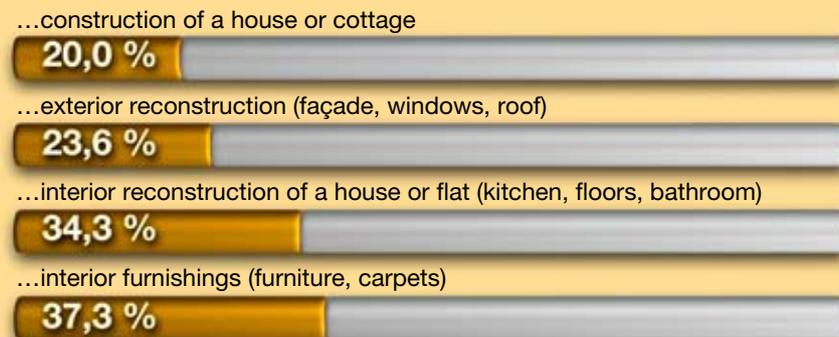
INFLUENCE WITHIN THE COMPANY ON DECISIONS ABOUT PURCHASING INVESTMENTS AND GOODS:



VISITORS WERE MOST SATISFIED WITH:



VISITORS' PLANS FOR THE COMING YEAR:



# SELECTED EVENTS OF THE SUPPORTING PROGRAMME AT THE MOBITEX FAIR OF LIVING



## Technology&Design

The Technology&Design project, which is extremely popular with visitors, presented interior solutions for audiovisual equipment and furniture. The project demonstrated that electronics are an integral part of a modern interior and must be incorporated into the context of the design of the space as a whole, and its furniture in particular. The project offered visitors 11 sample applications, such as highly modern and architecturally pure solutions for audio from speakers set into walls or uncompromising column speakers, to say nothing of elegant flat designs for LCD TVs. It also presented a wide range of new LCD and plasma TVs. Interior furnishings were supplied by leading manufacturers of furniture and home accessories, such as Alnus, Nadop, Klvaňa nábytek, Casa Mia, Hezká kuchyně and many others. Audiovisual equipment from SHARP, B&W, DENON and Classe and control systems were presented by the company JASYKO.

A new item this year was the demonstration of a practical solution for a home control system – an Intelligent Home – using Crestron products and iPad/iPod control. This solution makes it possible to control AV equipment and other home technology, and makes it simple to choose music, films and photographs independently in all the rooms in the house from a central data storage. A free Interior Architect Consultation Centre was open to all visitors at Technology&Design for the duration of the fair.

## The Consultancy Centre of the Guild of Upholsterers

Trade professionals and members of the general public alike had the chance of finding out secret tips and tricks in the use of home textiles and upholstered furniture. Those interested discovered that it is far from difficult to add a touch of beauty, comfort and warmth to your home or office. Greatest interest was seen in the lectures on the topic “what we should know before and after purchasing upholstered furniture, beds, mattress, bedding and home textiles”. Those interested obtained information that was guaranteed to be correct and independent about how to choose upholstered furniture for seating and sleeping.

## Free consultation centre – interior architects

A free consultation centre offering consultation from interior architects was again prepared at Technology&Design in 2011 for all visitors to the fair. Those interested had the chance of obtaining valuable advice and information on all areas of interior furnishing and living.

## Design for Export

The seminar Design for Export, prepared for the fair by the agency CzechTrade, was designed for companies that want to work with designers to innovate their products. The event focused on individual steps in product innovation processes within companies.



# GRAND PRIX MOBITEK 2011



This year's fair again featured the traditional GRAND PRIX MOBITEK 2011 competition, which was divided into two sections – the first focused on exhibitors' products, while students and colleges could enter their works into the second. The subject of this year's competition was the motto "Tradition versus Innovation".

The exhibits were judged by an expert jury comprised of representatives of a number of institutions that closely monitor the development of design in this country and abroad. The jury considered both the non-commercial sphere of student projects and commercial products from business companies and production firms. The exhibits entered into the competition competed in two categories – progressive design and progressive technology/materials.

## **Commercial section, category – progressive design**

1<sup>st</sup> place, Merano dining chair. Designed by Alex Gufler, manufactured and exhibited by TON.

2<sup>nd</sup> place went to the MIKY PLUS furniture for nursery schools from the manufacturer Tvar Klatovy.

3<sup>rd</sup> place went to the SITUS collection of dining chairs designed by Petr Šebela, manufactured by the company Husička.

## **Commercial section, category – progressive technology/materials**

1<sup>st</sup> place went to La modula, manufactured and

exhibited by the company Jelínek, designed by Martin Krebs.

2<sup>nd</sup> place went to the Magnum chair made by Team7, exhibited by the company DELSO and designed by Martin Ballendat.

3<sup>rd</sup> place went to the AMORE adjustable bed, made and exhibited by NADOP, designed by Hynek Maňák.

## **Student section**

1<sup>st</sup> place went to Nikoleta Šošová from the College of Applied Art for her conference table.

2<sup>nd</sup> place went to Ing. Vojtěch Adamec for his collection of chairs.

3<sup>rd</sup> place went to Štěpán Žampach from Mendel University for his Universal Seating Unit with Sound.

**In view of the fact that the quality of student works was of an extremely high standard this year, the jury decided to award a number of special prizes:**

to the product Harfa Harfii, designed by Ondřej Puchta from the Tomas Bata University,

other special prizes were won by students of the Academy of Fine Arts and Design in Bratislava for their collection of blueprints under the leadership of Márie Fulková and the Cizinec collection of fabrics by designer Bc. Lenka Černá from the University of Hradec Králové.



# THEY SAID ABOUT THE FAIR

## **Martina Poláková**

Business Manager  
Healthy Seating Centre – SpinaliS

The visiting attendance on our stand was large and the fair was a success. We are extremely satisfied. The thing that people appreciated on our stand was the fact that they could try out our healthy chairs and have a look at a great many models at a single time and place. Our presentation here was also advantageous in economic terms as we closed a number of specific deals. We will also be appraising other contacts after MOBITEX has finished.

## **Marek Žemlička**

Carelli

We are satisfied with the fair. The visiting attendance on our stand was excellent, and people certainly seem to be interested in leather suites. We also welcome the fact that we were visited by students of vocational colleges and universities in this area with a keen interest in the design of our suites.

## **Štefan Csontos**

Owner  
In Elis Leather Furniture

The conception for this year's MOBITEX trade fair is extremely pleasing. We took advantage of the event in Brno to hold talks with business partners and direct customers.

## **Jaroslav Frantál**

Business Director  
Exit 112, s.r.o.

We have a great interest in Brno and take part in the MOBITEX trade fair every year. We have always

found a way of addressing new customers here, and this year's event was no exception. We also find potential partners and customers from abroad at the fair every year. We invite our business partners to visit our stand here. No other event in the Czech Republic comes close to competing with this exhibition in terms of its exhibition area and the services it offers. This is a fair of a high standard with a clear concept.

## **Radka Zedníčková**

Product Manager  
HABITAT Carpets and Home Textiles

We are satisfied with our participation in the fair. People are certainly interested in our stand and are even buying certain small goods. The standard of the exhibition stands in Hall G1 is higher than it was at the last fair.

## **Andrea Kellner**

Business and Marketing Manager  
Central and Eastern Europe at the company  
Sharp Ing.

I like the MOBITEX trade fair, which is of a high standard. Next year we will again be presenting advanced technology from Sharp through the company Jasyko. I was surprised at how tastefully furniture design and technology are coordinated here. I have seen this system almost nowhere else anywhere in the world. In Austria, for example, individual exhibitions tend to focus either on interior design or electronics. These two fields are combined only in Brno, and we greatly appreciate the fact that Studio Jasyko is trying to incorporate home interiors with technology.



## **Otto Fischer**

Technical and Commercial Representative  
MAGNUM Parket, a.s.

For us Brno serves, first and foremost, for business meetings with our partners, and we put the finishing touches to a number of deals here. We also made new contacts at the fair, particularly with end customers who are planning building projects and looking for information. We also presented a new product here – our Mosaic Design. We saw great interest in it, as we are its only manufacturer. We also managed to satisfy the needs of a number of people interested in information about underfloor heating. We are simply satisfied with the fair.

## **Radek Vohradník**

Business Director  
PF NÁBYTEK spol. s r.o.

It is essential for us to take part in Brno, even though great business deals are not the important thing here. We invited a number of our business partners, and most of them came to the fair. We were satisfied on the whole, and the visiting attendance was pretty good too.

# GALLERY



# PARTNERS

## Expert guarantors of the MOBITEX trade fair

The Czech Confederation of Commerce and Tourism  
The Union of Czech and Moravian Producer Cooperatives  
The Association of Czech Furniture Manufacturers  
The Guild of Upholsterers and Decorators

## Media at the fair

Number of accredited journalists – Czech	425
Number of accredited journalists – foreign	67
<b>Total</b>	<b>492</b>

principal media partner

**STAVITEL**

principal advertising partner

**BAUHAUS**  
Když se to má postavit

media partners





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**April 24–28, 2012**  
Brno – Czech Republic



The very latest trends  
in the building industry,  
energy savings and  
interior design



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Veletrhy Brno, a.s.  
Výstaviště 1  
647 00 Brno  
Tel.: +420 541 152 888  
Fax: +420 541 152 889  
ibf@bv.v.cz  
shk@bv.v.cz  
elektro@bv.v.cz  
urbisinvest@bv.v.cz  
[www.bv.v.cz](http://www.bv.v.cz)

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