

India  
Furniture  
**CONCLAVE**

BUSINESS CONFERENCE ON  
FURNITURE-KITCHEN-HARDWARE-WARDROBES

**IR** INDIA<sup>™</sup>  
INTERIOR  
RETAILING  
**CONCLAVE & AWARDS 2023**

**IIR CONFERENCE ITINERARY**



**MATECIA**

BUILDING PRODUCTS EXHIBITION

**22 23 24**

**SEPT 2023**

PRAGATI MAIDAN  
NEW DELHI

INDIA'S UNIQUE AND PRACTICAL KNOWLEDGE  
PLATFORM FOR BUSINESSES IN  
INTERIOR AND EXTERIOR BUILDING PRODUCTS

an initiative by

**SURFACES**<sup>®</sup>  
REPORTER

**FURNITURE**  
DESIGN & TECHNOLOGY

जोड़ें व्यापार, बढ़ाते करियार  
**Ply Reporter**

## 10.10 AM – 10.40 AM

- ◆ Welcome Note
- ◆ Key Note Speech

## 10.50 AM – 11.40 AM

Futuristic & vision orientated topic

### **Business Of Furniture In India 2023-2027**

*Finding insights on Changing landscape of furniture demand in the country; From the viewpoint of emerging & existing frontrunners from Furniture supply chain space/business.*

## 11.50 AM – 12.40 PM

A debate with takeaway on hope and time line

### **WHY ITALY, WHY China?** A discussion on the **INDIA MOMENT** & the High Opportunity Space

*Designers & Architects opt for European products over Made in India. Is something missing in India which is a High Opportunity Area for Growth and Success?*



## LUNCH BREAK 1.00 PM – 2.15 PM

## 2.20 PM – 3.10 PM

A Puzzle Cracking Session

### **CONSUMERS MINDSET of big Metros & Tier 2 cities**

*An informative discussion and key take away on rising expectation and spending power of an Indian Consumer from different demography. The focus will be finding Price Point, Luxury & Brand aspiration, Source of Product, expected Services and trust specially in Furniture, Kitchen, Wardrobe & Hardware category.*

## 3.20 PM – 4.10 PM

A MUST ATTEND SESSION FOR Ambitious Furniture Business Stakeholders

### **High-end residential & commercial furniture:**

scope and trends in India

## 4.20 PM – 5.10 PM

A Session For Growth Hungry Business

### **How to run a successful retail interior & furniture store;**

*With focus on product selection, size, design display, a must attend topic for retailers who are in interior products and willing to grow/expand in other product categories.*

DAY 2 23 SEP

## WHOLESALE 2.0 : FUTURE OF DISTRIBUTION

**10.30 AM - 11.20 AM**

A must attend session for all the whole sellers and stockiest.

### **FUTURE of wholesale**

*A futuristic approach by Business leaders in wood panel decorative & Furniture Hardware Industry*

**11.30 AM - 12.20 PM**

How the distributors are finding ways to evolve in changing market dynamics?

### **Running PROFITABLE WHOLESALE:**

*A must attend session for whole sellers; dedicated to ongoing confusion among trade & distribution fraternity as more companies are reaching directly and disrupting supply chain*

**12.30 PM - 1.15 PM**

Experienced professionals & business leaders suggestion for distributors

### **Distributors Will GROW BIG IF !**

*A knowledge session for key take aways on How whole sale model is changing, and What are the opportunities emerging in modern distribution & retail relations)*

 **LUNCH BREAK** 1.15 PM - 2.30 PM

**2.45 PM - 3.15 PM**

A round with 3 distributors who are known for their growth

### **Firechat: Winning Formula in Modern Trade**

*Three brothers from a family shaped up a series of distribution business verticals, that is growing and thriving despite of so many disruptions*

**3.20 PM - 4.15 PM**

Why Retail Counters Stagnating ?

### **Retail Counters : Midlife crisis**

*New Retail counters turns in Showrooms and modern displays but soon find themselves struggling to grow and sustain, Finding tips for growth from professionals who see things from outside.*

**4.25 PM - 5.20 PM**

A session for retailers to know the future trend

### **Love for Louvers: Kab Tak?**

*Indian interiors panelling market has been taken by storm with louver panels. The trend of Fluters, rafters and many similar products are running hot in interior work. Finding trends ahead...*

## RETAIL : SALES : TRENDS & PRACTICES

**10.30 AM – 11.20 AM**

A compelling & learning session for all enterprise owners and sales people  
**Must Have TRAITS OF A SALES PROFESSIONALS**  
In Wood Panel Industry

*A session with top sales professionals from various sectors speaking on their tips and suggestions for sales warriors*

**11.30 AM – 12.20 PM**

A topic rarely talked but holds key to growth  
**EXPECTATION OF ARCHITECTS & DESIGNERS**  
From Interior Infrastructure Companies

*A session with top sales professionals from various sectors giving smart tips and must have traits for sales personals working speaking on their tips and suggestions for sales warriors*

**12.30 PM – 1.20 PM**

A futuristic topic for every big Retail counter & wholesaler  
**INTERIOR TRADE V/S FURNITURE MAKERS:**  
Competing Or Complementing

*There are so many occasions where big counters are feeling heat from rising modular units in their cities where as many are in favour of the change. A must attend session that offers ideas and solutions in changing market dynamics*

**1.30 PM – 2.00 PM**

## IIR Award Ceremony

*IIR Best Showroom Design Award.  
IIR Small but Innovative showroom Award.  
IIR Best Showroom Debut Award.  
IIR Young Achiever Award.  
IIR Visionary Leader Award.  
and many more...*

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