

PRESS RELEASE

Pavilion Indonesia At the HOMEDesign Autumn Exhibition 2022

Budapest, November 2022 – The Indonesian Trade Promotion Centre in Budapest participated in the HOMEDesign Autumn Exhibition held by the Hungexpo Budapest on 4 – 6 November 2022. HOMEDesign Autumn was visited by thousands of people in Pavilion H of HUNGEXPO Budapest Congress and Exhibition Center, where 60 exhibitors (including many foreign companies and organizations) showcased their novelties to the public.

Just like in previous years, the professional programmes were jointly implemented by HUNGEXPO and its two trade partners; the Hungarian Wood and Furniture Industry Union (FABUNIO) and the Association of Hungarian Interior Designers. According to the data registered by the organizers, these programmes attracted more visitors than last year. One of the most popular programmes was the virtual tour created by the Association of Hungarian Interior Designers and VR Designer LAB, allowing visitors to “enter” the apartments designed at the exhibition.

Pavilion Indonesia presented display products from three companies in Hungary and brought samples from three companies in Indonesia. The displayed products included indoor and outdoor furniture and home décor. The visitors experienced the combination of nature-classic and modern styles in the Pavilion Indonesia. Under the theme of ‘Bringing Indonesia to Your Home: Indonesian Furniture is the Art of Comfort, Aesthetics, Durability, and Sustainability, Pavilion Indonesia brought the eco-nature classic and modern style of Indonesian furniture and let the visitors experience the homey ambience of typical Indonesian houses.

Indonesian furniture features unique and beautiful traditional hand-carved designs. As a country with many ethnicities and cultures, Indonesian artists translated the culture and values into furniture designs. A well-known fact is that wood carving has been practised in Indonesia since ancient times. This tradition has been transferred and learned from generation to generation and provided in various handicrafts and designs. The tradition translated into sculpture, crafts, and solid wood furniture. Since wood is so widely available in the country, traditional hand-carved designs have become a trademark of Indonesian furniture. They are unique, beautiful, attractive, durable, and sustainable.

Since traditional furniture is not for everyone's taste, many artists and manufacturers have developed designs to suit contemporary styles. Though traditional or contemporary, Indonesian furniture is perfect for all interior house designs. Its traditional aesthetic can highlight a modern/contemporary home and feel right at home in a rustic or classic setting.

About Indonesian Trade Promotion Centre in Budapest

The Indonesian Trade Promotion Center (ITPC) in Budapest is a Trade Representative Office under the Ministry of Trade, the Republic of Indonesia, based in Budapest, Hungary. Its mission is to penetrate the Central and Eastern European Countries' market by promoting Indonesian products. It also facilitates business partners by providing market information and analysis, business matching and mission, and trade inquiries services.

For more info, please contact:

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SAJTÓKÖZLEMÉNY

Indonéz Pavilon A HOMEDizájn 2022 őszi kiállításán

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Az Indonéz Kereskedelemfejlesztési Központról

Az Indonéz Kereskedelemfejlesztési Központ (ITPC) az Indonéz Köztársaság Kereskedelmi Minisztériumának képviseleti irodája Budapesten, Magyarországon. Küldetése, hogy a közép-kelet európai piacra juttasson indonéz termékeket, piackutatást végezzen, tárgyalásokat folytasson, üzleti utakat szervezzen a kereskedelmi szolgáltatási tevékenység mellett.

További információ:

inatrade@itpc-bud.hu