

Great interest in the new trade fair for large-scale forestry – Swedish Forestry Expo 2021

Five months ago the Swedish trade association MaskinLeverantörerna presented the news about the launching of the brand new trade fair Swedish Forestry Expo. Since then the interest has been great. Over 70 % of the total area is already booked for the fair, which is held on June 3-5, 2021.

Five months after the launch and with two years left to the fair, most of the exhibition area at the Solvalla arena is now booked. The exhibitors are companies with products for the large-scale forestry industry. The fair will be an international meeting place with the machines at centre stage. Interest for the fair has been great from both Swedish and foreign companies.

Gabriel Börjesson, exhibition manager for the new fair, is not surprised by the great interest that has met them from day one after the launch.

– We know that both visitors and exhibitors have requested this particular type of niche meeting place. The visitors often have limited time; therefore they prefer a more efficient fair where all exhibitors have relevant products. This as well as a focus from a visitor perspective was the starting point when choosing to create Swedish Forestry Expo 2021. This has proven to be quite right!

According to Björn Bäckström, CEO of MaskinLeverantörerna, the choice of Solvalla as the location of the fair, has also contributed to the great interest.

– We have received positive feedback regarding the central location of the fair. It is easily accessible for both Swedish and foreign visitors. In order to further facilitate the visit, we have chosen to organise free shuttle buses to and from the fair from several locations in and around Stockholm. There are also over a thousand free parking spaces around the exhibition area, and of course the fair has free entrance. Everything to make the visit as smooth and successful as possible!

See already booked exhibitors here: www.forestryexpo.se

Facts about Swedish Forestry Expo 2021:

Date: June 3–5, 2021

Location: Solvalla, Stockholm

Exhibitors: Companies with products for the professional large-scale forestry industry

Organiser: MaskinLeverantörerna, the Swedish

Trade Association for suppliers of mobile machines

Other: Free entrance and free parking

More info: www.forestryexpo.se

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Swedish Forestry Expo is the new meeting place for the commercial, large-scale forestry. This is where the forest industry gathers to showcase its products.