

EFIC FURNITURE DAYS 2024



**EFIC ANNUAL GATHERING
11 & 12 JUNE 2024 - ANTWERP**

PROGRAMME 11 JUNE

All meetings take place at [Lindner Hotel Antwerp](#) on the 12th floor

10.15 - 15.20 | INTERNAL MEETINGS SESSION

- 10.15–10.45: Welcome Coffee
- 10.45–11.45: EFIC General Assembly (Board members only)
- 11.45–13.00: Lunch & networking
- 13.00–15.00: Session on circular economy (all members)
- 15.00–15.20: Coffee Break

15.20 - 18.30 | PRESENTATIONS SESSION

- 15.20–15.35: EFIC report of activities, including Manifesto 2024–2029
- 15.35–16.00: Market evolution in the furniture industry & foresight
Alessandra Tracogna, Partner & Senior Expert Custom Market Research at CSIL
- 16.00–16.45: Outcome of European Parliament elections of June 2024 and policy trends expectations
Doru Frantescu, CEO of EU Matrix
- 16.45–17.00: Coffee Break
- 17.00–18.15: Keynote speech – Unlock the power of AI, stay ahead or be left behind. The impact of Generative AI with specific uses cases in the furniture sector
Thierry Moubax, CEO & Co-Founder of AI Compass
- 18.15–18.30: Closing remarks

18.30 - 19.30 | FREE TIME

19.30 | DINNER & NETWORKING

- 19.30: Pick up at the hotel lobby, dinner at [Gran Duca \(De Keyserlei 28, 2030 Antwerpen\)](#)

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MEET THE SPEAKERS



Alessandra Tracogna (CSIL) boasts a longstanding experience in market and value chain analysis for many industries worldwide, including wood, furniture. She specialises in the design and management of projects analysing international competitiveness and global trade, competitive system functioning and companies positioning, market analysis, and forecasting.



Doru Frantescu (EU Matrix) has over 15 years of experience in advising on EU policy-making. He has been nominated by Politico Europe among top 40 most influential personalities in EU affairs. His work has been quoted as example of best practices by the EU and national institutions.



Thierry Moubax (AI Compass) is a distinguished figure in the intersection of digital marketing and AI. With over 25 years in the corporate world, he's been instrumental in integrating AI into marketing strategies, fostering innovation and growth. Thierry's expertise extends across various countries, including Belgium, Spain, and Germany, where he served as a Chief Marketing Officer for industry giants like bpost, DHL, and Shell.

PROGRAMME 12 JUNE

08.00 - 14.00 | COMPANY VISIT: VAN HOECKE

- 07.50: Pick-up at the hotel lobby
- 08.00 - 09.00: Bus transfer to company Van Hoecke
- 09.00 - 13.00: Presentation and company visit at Van Hoecke
- 13.00 - 14.00: Light lunch at Van Hoecke
- 14.00: Bus transfer to Antwerp centre

Van Hoecke is a Belgian company, distributor of hinges, lift systems and drawer systems for the Austrian brand Blum for kitchen and interior builders, based in Sint-Niklaas. Further information about the company can be found here: <https://www.vanhoecke.be/en>

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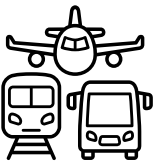
MEETING VENUE

All meetings take place at [Lindner Hotel Antwerp \(Lange Kievitstraat 125 | B-2018 Antwerp\)](#) on the 12th floor



ACCOMMODATION

Participants will stay at [Lindner Hotel Antwerp \(Lange Kievitstraat 125 | B-2018 Antwerp\)](#)



TRANSPORTATION

It is recommended to fly to Brussels Airport (Zaventem)

To get to the Lindner Hotel Antwerp:

- By train:

From Brussels Airport, take train to Antwerpen Centraal (30 minutes ride). The train station is directly under the airport, within short walking distance. You can find the train timetable on the [SNCB website](#), or via the SNCB mobile app. Tickets can be bought online and on the SNCB mobile app, as well as at the machine directly in the train station. Once you arrive in Antwerpen-Centraal, you will be only 5 minutes walk from the Lindner Hotel.

- By taxi/shuttle

The Lindner hotel proposes shuttles from/to Brussels Airport (with additional costs). Please, contact directly the hotel by phone (+32 3 22777 00) or via email (info.antwerp@lindnerhotels.com)



CONTACTS

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