

# Join the Wisconsin Booth at Interzum Italy

**June 4-5, 2026 – Bergamo, Italy**

Funded by [WIAE 26](#)



## About the Show

This highly anticipated biennial event for the furniture and interior design supply chain attracts top international buyers and decision makers. Reaching nearly 5,000 visitors from 52 countries, Interzum Italy is a powerful platform to showcase Wisconsin wood and forest products and connect with premium buyers. European demand is rising, with Wisconsin log and lumber exports to Italy up 38% since June 2024 (WISER TRADE). As a global leader in furniture and wood-related products, Italy is a premium market where Wisconsin's high-quality lumber and logs are valued and appreciated. Interzum Italy will allow new market growth for Wisconsin companies that plan to exhibit at the show.

## Who Should Attend?

Any Wisconsin forestry products suppliers and exporters interested in increasing their international sales.

## Booth Cost

Exhibit space in the Wisconsin booth is funded by the [Wisconsin Initiative for Agricultural Exports](#) and provided to participating Wisconsin companies **at no charge**. Companies can apply for the [International Market Access Grant](#) through the Wisconsin Economic Development Corporation and [Food Export's Branded Program for U.S. Wood Products](#) for reimbursement of up to 50% of costs (travel, sample/literature shipping costs, lead retrieval system costs, etc.)

## Highlights and Services

- Furnished 7.5-square meter booth space with information counter and chairs
- Your company logo and graphics featured in the booth
- Exhibitor fees included
- Marketing package for a listing in the printed show directory and online exhibitor search

## Proposed Schedule

Wednesday, June 3, 2026: Booth Setup/Market Outlook

Thursday, June 4, 2026: Interzum Trade Show

Friday, June 5, 2026: Interzum Trade Show

## Application Deadline: December 31, 2025

**Booth space is limited and will be filled on a first come, first served basis. To apply, contact:**

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