



**HIVE
FURNITURE
SHOW**

5th
Edition
15-16-17
May 2025
Expo Centre
Sharjah-UAE

Conference

Agenda

Day 1

15th May 2025

11:00 AM - 11:10 AM

10 mins

Opening Remarks by Master of ceremonies

Sharing an overview of the event, highlighting its core concept and the key topics that will be explored throughout the session.

11:10 AM - 11:20 AM

10 mins

Opening remarks by the organiser

11:20 AM - 11:40 AM

20 mins

Presentation Session:

Furniture's Black Book: Trends, Designs & Insider Secrets

In this captivating session, we'll journey through the global design movements that are shaping the future of furniture. Through the lens of industry leaders, we'll uncover how collaboration between designers, manufacturers, and tech innovators is sparking a revolution, shaping a future where tradition and progress coalesce to redefine the furniture we use in our everyday lives.

- How global design movements are shaping the future of furniture, blending tradition with cutting-edge technology.
- Exploring the rise of eco-friendly materials and their impact on the future of furniture design and production.
- Discussing how furniture design is shifting from purely aesthetic-focused to solutions that prioritize both form and function.
- Insight from industry leaders on how collaboration between designers, manufacturers, and tech innovators is driving the evolution of furniture.

11:40 AM - 12:10 PM

20 mins

Fire Side Chat:

Bridging the gap of the future of furniture delivery

This session delves into the transformative impact of real-time tracking on the delivery process, highlighting how it enhances transparency and ensures that both brands and consumers remain informed at every stage. We will examine the integration of artificial intelligence within logistics systems, optimizing delivery routes, predicting demand, and improving operational efficiency.

- Exploring how real-time tracking is revolutionizing the way brands and consumers stay informed throughout the delivery process.
- How AI is being integrated into logistics to optimize delivery routes, predict demand, and improve efficiency.
- The importance of reducing delivery times in today's fast-paced market and how technology makes it possible.

Day 1

15th May 2025

12:10 PM - 12:50 PM

40 mins

Panel Discussion - Furniture from a Global Lens

This session explores the profound influence of diverse cultural elements on the shaping of modern furniture trends across the globe. It examines the pressing challenges within the supply chain, including sustainability concerns, raw material shortages, and the complexities inherent in international trade.

- How diverse cultural influences are shaping modern furniture trends across the world.
- Overcoming challenges in the supply chain: Sustainability, raw material scarcity, and international trade complexities.
- The rise of sustainability and eco-friendly choices in global furniture markets.
- Trends to watch in emerging furniture markets and how brands can tap into new, lucrative regions.

12:50 PM - 1:30 PM

40 mins

Panel Discussion:

Decoding the Dynamics of Gen Z and Millennial Influence Across Platforms

In an era marked by unprecedented digital transformation, the influence of Gen Z and Millennials has emerged as a defining force in the global marketplace. This panel discussion will delve into the intricate spectrum of influence that drives these generations, exploring how their digital lives, values, and cultural identities are reshaping industries, consumer behavior, and brand engagement.

- Uncover the shifting digital consumption patterns of Gen Z and Millennials, examining how their expectations and engagement on diverse platforms are influencing brand strategies.

1:30 PM - 2:00 PM 30 mins

Lunch Break

2:00 PM - 2:30 PM

30 mins

Fire side Chat:

Pioneering the "Buy now, Pay later" phenomenon for furniture financing

As consumer expectations evolve, the demand for flexible payment solutions is reshaping traditional purchasing models. This session delves into how 'Buy Now, Pay Later' (BNPL) services are revolutionizing consumer access, driving sales growth, and fostering loyalty by offering greater financial flexibility.

- Understand how BNPL services empower consumers by offering flexible payment options that align with modern financial preferences.
- Explore the role of financing options in fostering long-term customer relationships by improving overall purchasing experiences.

Day 1

15th May 2025

2:30 PM - 2:50 PM

20 mins

Interview:

Advanced Digitalization Shaping Tomorrow's Furniture Desires & Buying Experience

Digitalization is rapidly reshaping the furniture industry, influencing how consumers form their desires and how brands meet them. This session explores the profound impact of digital tools and innovations on the furniture buying experience, from personalized shopping journeys to immersive, technology-driven interactions.

- Understanding how digital innovations are reshaping the consumer journey, offering personalized, immersive, and efficient shopping experiences in the furniture industry.
- Exploring how brands can leverage digital tools to anticipate customer needs and create tailored solutions, enhancing engagement and transforming the furniture buying process.

2:50 PM - 3:10 PM

20 mins

Presentation Session:

Furniture Shopping Gets a High-Tech Virtual Shopping Makeover

The furniture industry is undergoing a transformative shift driven by digital innovation, reshaping how consumers engage with products and make purchasing decisions. This session delves into the integration of immersive digital experiences, which are progressively replacing traditional showroom visits and empowering consumers to make more informed, confident choices.

- An in-depth exploration of how immersive digital platforms are enhancing consumer decision-making and revolutionizing the traditional showroom model.
- Insight into the growing trend of on-demand, custom-made furniture, enabled by cutting-edge digital tools, offering consumers complete autonomy over design, materials, and dimensions.

3:10 PM - 3:30 PM

20 mins

Presentation Session:

Disruptive Influence of 3D Printing in Furniture Manufacturing

The session addresses the shift from mass production to on-demand, customized furniture solutions, a trend that reflects evolving consumer demands and advances in manufacturing techniques. The discussion focuses on how 3D printing contributes to reducing the environmental impact of the furniture industry by enabling more sustainable production practices.

- Exploring the shift from mass production to on-demand, customized furniture solutions.
- How 3D printing is helping the furniture industry reduce its environmental footprint and embrace sustainable practices.
- The creative freedom 3D printing brings to furniture design, enabling more complex, innovative, and unique forms that were once impossible with traditional methods.

Day 1

15th May 2025

3:30 PM - 3:50 PM

20 mins

Spotlight Session

Unlocking On-Demand Innovation with the Dynamic Model of MaaS

In an era defined by rapid technological advancements and market demands for increased agility, Manufacturing-as-a-Service (MaaS) is emerging as the transformative solution that redefines the landscape of global manufacturing. This session explores how MaaS is enabling on-demand innovation, allowing businesses to access cutting-edge production capabilities with unprecedented flexibility.

- Understand the pivotal role of real-time data and cloud-based infrastructure in empowering manufacturers to scale production, reduce lead times, and adapt quickly to changing demands.

3:50 PM - 4:30 PM

20 mins

Panel Discussion Session:

The Unseen Power of Influencers for building sales pipeline

In today's hyper-connected world, the power of influencers extends far beyond the realm of brand awareness. This session will take you through the transformative role influencers play in guiding prospects through the intricate customer journey, turning casual engagements into loyal, long-term customers.

- Integrate influencer marketing into a broader sales framework, ensuring that every digital interaction works toward driving tangible revenue outcomes.

4:30 PM - 4:50 PM

20 mins

Interview:

Does Architecture Influence and Reflect the Essence of Furniture Design?

Architecture is often seen as a mirror of culture, reflecting the values, traditions, and identity of a society. Through the lens of various global examples, we will examine the challenges and opportunities in balancing cultural authenticity with the demands of modern design, technology, and globalization. The discussion will offer valuable insights into how architects and designers can create spaces that honor cultural heritage while embracing the innovations of the modern world.

- Understanding how architecture can serve as a vehicle for preserving and communicating cultural values, traditions, and identity.

4:50 PM - 5:05 PM

15 mins

Closing Remarks & End of Day 1

Day 2

16th May 2025

11:00 AM - 11:10 AM

10 mins

Opening Remarks by Master of Ceremonies

Sharing an overview of the event, highlighting its core concept and the key topics that will be explored throughout the session.

11:10 AM - 11:50 AM

40 mins

Panel Discussion:

Bridging gap between regulatory framework & sustainable manufacturing practices

The evolving landscape of sustainability is reshaping industries, and the furniture sector is no exception. We uncover the opportunities they present for fostering innovation and redefining industry standards. Attendees will gain a nuanced understanding of how regulatory frameworks serve not just as guidelines but as powerful instruments in propelling the furniture industry toward a more sustainable future.

- Regulatory requirements are prompting manufacturers to innovate, turning compliance into a competitive edge in the marketplace.

11:50 AM - 12:30 PM

40 mins

Panel Discussion:

Navigating the divide between different workspaces

From open-plan offices to home offices, co-working spaces, and hybrid setups, each workspace demands specific furniture that promotes productivity, comfort, and collaboration. This dynamic shift highlights the need for versatile designs that can seamlessly transition across diverse environments while addressing the specific needs of individuals and teams.

- Different workspaces—remote, hybrid, and in-office—require furniture that can address specific needs such as comfort, space efficiency, and ease of mobility.

12:30 PM - 12:50 PM

20 mins

Interview:

Building Next-Generation Retail through Seamless Payment Gateways

In the rapidly advancing retail environment, seamless payment gateways are emerging as a cornerstone for building next-generation consumer experiences. This session will delve into the profound impact of integrated payment technologies that not only streamline transactions but also optimize the entire customer journey. By eliminating friction points in the payment process, these gateways are enhancing operational efficiency, fostering customer trust, and driving brand loyalty.

- A comprehensive exploration of how seamless payment gateway integration is transforming the retail landscape, ensuring secure, efficient, and customer-centric transactions.

Day 2

16th May 2025

12:50 PM - 1:10 PM

20 mins

Presentation Session:

A play on customized furniture for the modern consumer

The modern consumer's demand for unique, personalized living spaces has led to a burgeoning trend in customized furniture. This evolution represents more than a mere design shift; it speaks to an overarching desire for individuality, functionality, and sustainability. With an increasing focus on bespoke creations, what is the consumer reciprocation like?

- Modern consumers prioritize tailored furniture solutions that reflect their unique tastes, needs, and lifestyles, contributing to a growing demand for customized products.

1:10 PM - 2:10 PM

30 mins

Lunch Break

2:10 PM - 2:30 PM

20 mins

Fire Side Chat:

Globalization in Furniture E-Commerce and Overcoming Supply Chain Challenges

The global expansion of the furniture e-commerce industry has introduced new challenges for businesses in managing intricate supply chains. As demand for diverse and customizable furniture grows, brands are increasingly turning to international suppliers, manufacturers, and logistics networks. Key discussions will include strategies to navigate rising supply chain disruptions, such as delays, inventory shortages, and fluctuating costs.

- As consumers demand faster delivery times, customized products, and seamless online shopping experiences, brands must refine their supply chain strategies to meet these expectations efficiently.

2:30 PM - 2:50 PM

20 mins

Presentation Session:

Exploring the Emotional Intelligence of Smart Homes and Their Ability to Understand Human Needs

As technology continues to evolve, smart homes are becoming more attuned to the emotional and psychological needs of their inhabitants. This session will explore how advancements in Artificial Intelligence (AI), the Internet of Things (IoT), and data-driven design are transforming homes from simple, functional spaces into responsive environments that cater not only to physical needs but also to emotional well-being.

- Data-driven design allows smart homes to adapt to the specific emotional and psychological needs of individuals, offering tailored lighting, sound, temperature, and ambiance for a more personalized living experience.

Day 2

16th May 2025

2:50 PM - 3:30 PM

40 mins

Panel Discussion:

The Power of Her Purchase: Shaping Women's Buying Decisions

Women today represent a formidable force in the global economy, with their purchasing power driving billions in consumer spending. This session will explore how brands and businesses can strategically engage with women consumers, recognizing their diverse preferences and values, while tapping into the nuances that make women's purchasing power one of the most influential trends in the market today.

- Women's choices are influenced by a combination of factors, including emotional connection, brand values, societal trends, and the growing importance of sustainability.

3:30 PM - 3:50 PM

20 mins

Spotlight Session:

Designing Spaces that Nurture Emotional Recovery

In today's fast-paced world, the emotional well-being of individuals is becoming a central focus in the design of personal and public spaces. This discussion will offer insights into how intentional design can serve as a therapeutic tool for emotional well-being.

- Understanding how design elements—light, color, acoustics, and materials—can trigger emotional responses and support recovery, whether in healthcare, home, or therapeutic environments.

3:50 PM - 4:30 PM

40 mins

Interview:

Unseen Challenges in the Entrepreneurial Journey

Entrepreneurship is often celebrated for its successes, but the path to building a thriving business is filled with unseen challenges. This discussion offers a raw and candid look at the hidden facets of entrepreneurship, emphasizing the resilience and grit required to navigate these often-overlooked challenges.

- The highs and lows of entrepreneurship can take an emotional toll, with loneliness, anxiety, and self-doubt being common companions. Addressing mental well-being is key to long-term success.

Day 2

16th May 2025

4:30 PM - 5:10 PM

40 mins

Panel Discussion:

Elevating immersive guest experiences through hotel interiors

In an increasingly competitive hospitality industry, hotel rooms are no longer just a place to sleep—they are an integral part of the guest experience. From smart technology that anticipates guest needs to customizable spaces that promote relaxation and creativity, the discussion will highlight how experiential design can cater to a diverse range of preferences and expectations. Attendees will gain insights into the evolving role of hotel room design in shaping guest satisfaction, loyalty, and brand differentiation.

- Hotel rooms are becoming a key element of brand identity, and unique, experiential designs are helping properties stand out in a crowded market, creating memorable stays that encourage repeat visits.

5:10 PM - 5:30 PM

20 mins

Presentation:

Building a remote environment for increased productivity and well-being

As remote work becomes the new standard, creating an environment that fosters both productivity and well-being is essential for success. "Building a Remote Environment for Increased Productivity and Well-being" explores the key elements that contribute to a balanced and effective home office setup. By considering factors such as ergonomic furniture, lighting, personalized design, and mindful practices, businesses and individuals can create remote work environments that not only boost output but also promote long-term health and happiness.

- The role of personalization in making remote workspaces inspiring, comfortable, and aligned with individual preferences, helping to boost morale and motivation.

5:30 PM - 5:45 PM

15 mins

Closing Remarks & End of Day 2