

INVITATION

THE SWEDISH PAVILION AT SALONE DEL MOBILE 2026

Milan, Italy

SALONE DEL MOBILE 2026 IN MILAN: DESIGNING A SUSTAINABLE TOMORROW

Salone del Mobile is the world's leading design and furniture fair – where innovation meets aesthetics and sustainability. With over 300,000 visitors from across the globe, it offers an unparalleled stage for Swedish companies to showcase next-generation design solutions, expand their international networks, and build valuable partnerships within the interior, architecture, and lifestyle sectors.

In 2026, Business Sweden will be back with a Swedish pavilion at Salone del Mobile showcasing the latest Swedish innovations within the design segment. The pavilion highlights Sweden's leadership in sustainable design, circular materials, and aesthetic innovation. Don't miss the opportunity to be part of this joint creative force in Milan!

WHY PARTICIPATE

- **Meet international partners and decision-makers:** Connect with architects, buyers, distributors, and industry influencers from around the world.
- **Turn-key solution:** Business Sweden handles the design and logistics – so you can focus on business.
- **Enhanced visibility:** Leverage the official Sweden platform to amplify your brand presence.
- **On-site business development:** Receive tailored advice to support your international growth.
- **Joint PR and marketing:** Benefit from coordinated campaigns to elevate both your brand and Swedish design overall.

Example of previous participants in the Swedish pavilion:

Balzar Beskow

BJELIN



DAVID DESIGN

FREEDESK®



FÄRGBYGGE



LAYERED

MINUS TIO

pholc

pappelina®

URBANEARS

WHEN & WHERE

- April 21-26, 2026
- Milan, Italy

FORMAT

- Individual stands of approximately 20 sqm (TBC) within the Swedish pavilion
- Full support from Business Sweden before, during, and after the fair
- Inauguration cocktail hosted by the Embassy to which key stakeholders are invited

KEY VISITORS

- Design Professionals including Designers and Architects, High-end Buyers and Retailers, International Media and Influencers, End-customer and Clients, and Institutional Visitors

PRELIMINARY TIMELINE

Aug-Sep 2025 Expressions of interest accepted

Sep 2025 Initial planning starts

Oct 2025 Joint kick-off after participant confirmation from Salone del Mobile

Oct 2025-April 2026 Continuous planning

April 21-26 2026 Salone del Mobile

If you want to know more about Salone del Mobile and the Swedish pavilion 2026, please contact monica.sommarvinge@business-sweden.se