



Funer MOSTRA | MAYO 2019

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Feria Internacional de Productos
y Servicios Funerarios. Valencia (España)

International Fair for Funeral
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PRESS KIT

FUNERMOSTRA MAKES VALENCIA FAIR POINT OF REFERENCE FOR THE FUNERAL BUSINESS

The 14th edition of the country's leading fair, a must-attend international event, takes place from 22nd to 24th May

Valencia is again poised to host Funermostra, Spain's foremost fair for funeral products and services. Industry professionals will be flocking to Valencia over the three days of the fair, which is well-established as a point of reference for the funeral sector.

Funermostra's standing is such that it is also one of the foremost events on the international circuit for funeral industry-related fairs and, as such, is an unmissable date for all professionals: manufacturers, funeral directors, companies and other operators... The fact that Funermostra showcases all of these is the key to its huge success.

The fifteenth edition of Funermostra will be taking place from 22nd to 25th May, with attendees hailing from at least ten different countries and making this year's fair the most international yet. Funeral-related businesses from five Latin American countries, including Costa Rica, Brazil, Argentina, Mexico and Bolivia have confirmed they will coming, as have buyers from European Union countries, the United States and China also having confirmed they will be attending the event.

B2B Schedules

As it does every year, the fair will once again be showcasing the most extensive range of products for funerals as well as all the latest innovations and trends in the industry.

The fair will itself be introducing one major innovation: the opportunity for exhibitors and visitors to set up their own schedules of B2B meetings, the aim being to offer added value and help all involved obtain the maximum return on their attendance at the fair.

The organisers have also arranged a comprehensive programme of quality events and will, in addition, be handing out the FUNERMOSTRA 2019 prizes, designed to recognise and highlight research and innovative products and/or services.

Funermostra director Beatriz Colom is confident that the fair's profile as a professional forum for doing business, gathering information and keeping up to speed with latest developments will ensure that this next edition is a success with the industry. Her final comment is that "It is also an event that professionals cannot afford to miss, an exceptional sales platform and a marketing tool that delivers great returns."

Nacho Costa, General Manager, Sales and Consumer Affairs, will officially open Funermostra at 12.00 on Wednesday 22nd May.

QUALITY AND INNOVATION TOP THE BILL IN FUNERMOSTRA '19 PROGRAMME

Notable events include a craneo-facial reconstruction, a funeral chapel with technological and audio-visual facilities and a lecture by coach Victor Küppers

The fifteenth edition of Funermostra, which takes place from 22nd to 25th May in Hall 2 at Feria Valencia, is ready to go.

Some of the main focal points of this edition of the fair are technology, international markets, professionalism in the industry and sustainability. International consultant Darío Loinaz, for example, will be giving an interactive presentation on the first day of the fair. He will be setting up a funeral chapel using the most innovative and technological products on show at Funermostra and explaining how to use the new technologies and how to refresh a brand without losing any of its original identity. He will also talk about products most likely to be well received on the international market and how to export beyond Spain.

Another interesting event will be a talk given by Manuel Martín of the Unión Funeral. Titled “Craneo-facial reconstruction techniques”, it will be particularly interesting for undertakers. The talk will focus on reconstruction techniques for making the deceased suitable for viewing and will cover all the challenges that arise in the embalming process.

On Friday morning, coach and bestselling author Victor Küppers will deliver a lecture titled “Living enthusiastically” in which, in a light-hearted, practical and entertaining style, he will reveal the keys to developing each individual’s potential. Küppers is one of the most well-regarded speakers today. He is a vocational training expert and believes wholeheartedly in the potential that lies within every single person.

Writer and naturalist Joaquín Araújo will also be speaking, giving his thoughts on a new concept for cemeteries as sustainable spaces that are also alive. He will talk about the projects he is currently working on in that area and will describe a specific case in which he is actively involved: the Jardín de Alcalá de Henares cemetery, which is called the Garden of Life (Bosque de la Vida).

Panasef, the National Funeral Services Association, will be hosting a round table discussion about how a company communicates in times of crisis. Taking part are Cristina Cantero Fresneda, who holds a degree in Journalism, Fernando Sánchez, head of marketing at Grupo Mémora for the last seven years and Masters in Economic Information, and Francisco Enríquez, chairman of Panasef’s communications committee.

In a session led by Alfonso Chiner, lecturer at the IESE Business School, the funeral industry association will also address how to effect succession transitions in family-owned businesses,.

Chiner will make the audience think about the process, which he claims revolves around four parties: the predecessor, the successor, the company and the family. The session will attempt to provide practical training for all of these parties so that the process can be completed successfully.

The 15th Funermostra will also be hosting the award ceremony for the 2019 FUNERMOSTRA PRIZES, designed to recognise and showcase products from the different sections of the fair that reflect an investment in research and innovation. The prizes promote and recognise innovative initiatives in technology, products and services that foster competition between the businesses exhibiting at the fair. This year there will also be a prize for the International Entrepreneur of the Year.

15TH FUNERMOSTRA TO AWARD PRIZES FOR BEST STAND AND BEST INNOVATIVE PRODUCT

Intention is to encourage creativity amongst exhibitors and acknowledge their faith in the fair.

The 15th edition of FUNERMOSTRA, which takes place from 22nd to 24th May 2019, is aiming to be more than a forum for commercial exchange between specialist businesses. This and a desire to support the industry's most cutting-edge companies are the drivers behind the FUNERMOSTRA 2019 prizes.

The initiative is designed to recognise and highlight research and innovative products and/or services in the different sections of the fair. The prizes thus recognise and promote innovative initiatives in technology, products and services that foster competition between the businesses exhibiting at the fair.

The awards are split into two categories: Firstly, the Prize for the Best Stand, which will be decided by votes cast by visitors to the fair and secondly, the Prize for the Most Innovative Product, the criteria being evidence of innovation and the product being launched at Funermostra.

A very special prize will be awarded at the same ceremony to recognise foreign initiative: the International Entrepreneur of the Year Award. This accolade and the prizes for the best stand and the most innovative product are being sponsored by Darío Loinaz.

A prize will also be presented to the best funeral director of the year, awarded by the Funerals Guide, the first and only directory listing all businesses in Spain's funeral industry. This prize is being sponsored by Funeral Products.

The award ceremony takes place on the evening of 23rd May during the Celebration Dinner hosted by Parcesa in the Hemisfèric building at the Ciutat de les Arts i les Ciències in Valencia. More than 200 professionals from the funeral sector are expected to attend the event.

15th FUNERMOSTRA POISED TO BE MOST INTERNATIONAL EDITION YET

Business forum includes B2B programme of meetings with exhibitors

The upcoming edition of the International Fair for Funeral Products and Services, which takes place at Feria Valencia from 22nd to 24th May, is poised to be the most international yet, with visitors having registered to attend from more than 30 countries. The most noteworthy are France, Belgium, Holland, the USA, Argentina, Brazil, Costa Rica, Mexico, Bolivia, Italy, Poland, Portugal and China, amongst others.

Last year's Funermostra was 37% more international than the previous year and the aim this year is to exceed that figure.

The 15th edition of the fair is being supported in this ambition by leading companies from the funeral industry in Latin America and traditional European countries as well as by buyers from the USA and China – an international contingent set to be boosted by trade missions from Brazil, Costa Rica, Argentina and Mexico arranged by Darío Loinaz, an international consultant to the industry in more than 26 countries.

In addition, all of Spain's purchasing decision-makers will again be coming to Valencia. In fact, the commitment and loyalty demonstrated by large groups such as Parcesa Mémora, Interfunerarias, Funespaña, ASV and Albia have made Funermostra a must-attend event for all professionals in Spain's funeral sector.

As Funermostra director Beatriz Colom explains, one of the fair's priorities is to cater for visitors' needs by improving the offering and the services provided every time "so as to create loyalty amongst buyers and recruit new, quality professionals."

With entrepreneur Miguel Escorihuela as president and Beatriz Colom as director, Funermostra 2019 is being supported, as a leading trade fair, by Parcesa, which is sponsoring the event this year whilst also promoting its Gala Dinner, which brings all professionals in Valencia together every two years.

The fair also enjoys the support of leading entities and businesses such as Panasef, the Gremio de Empresarios de Pompas Fúnebres de la Provincia de Valencia (Association of Undertakers of the Province of Valencia), Funespaña, Grupo Mémora, Interfunerarias ASV group. All have contributed to creating an attractive programme of parallel events that will once again ensure that Funermostra is a hub for extended learning, training and sharing information and experiences.

INTELLIGENT WILLS, 360° CEMETERIES AND AUDIOVISUAL FUNERALS SET TO BE STANDOUT FEATURES OF FUNERMOSTRA 2019

The fair will also be showcasing sustainable products such as electric vehicles and biodegradable urns, amongst others.

As it does every year, Funermostra will be showcasing the latest trends in products and services being offered by the funeral industry. Digitalization, audio-visual funerals and environmental friendliness are set to be a prominent part of this year's edition of the fair.

In line with this, digital funerals, which started to be a distinct presence last year, are being joined by innovations ranging from 360° cemeteries to funeral parlours equipped with latest generation A.V. screens.

The new technologies enable companies to offer their customers original products, which will also be on show at Funermostra. Trade association Panasef, for instance, will be showing an app at the fair that enables cemeteries to be viewed through 360°, which in turn means the fascinating cultural and artistic heritage in Spanish burial grounds is able to be viewed.

Provider Mi Legado Digital (My Digital Legacy) will show that it is already possible to make a 100% intelligent will that has full legal effect and uses blockchain and certified digital identification systems. It makes it possible, for example, to connect all parties involved in an inheritance together in real time.

Another innovation on show at Funermostra is the possibility to hold funeral services by means of audio-visual technology. Vivorecuerdo has designed a device, comprising a screen and a mobile app, that enables the user to share images, videos and messages of condolence during the wake from anywhere in the world and in real time.

One thing that is sure to attract professionals' attention is the patented Q-box niches made of fibreglass instead of concrete. The innovative system means that pre-fabricated ossuaries can be made in cemeteries in a very short space of time. The material would enable more than 100 complete, marble niches to be built in less than a week.

Ecology also makes a significant appearance across all areas of the showcase, driven by increasingly demanding regulations regarding protecting the environment. Environmentally friendly products on show include bio-compostable shrouds and organic burial chests and electric lifting platforms and coffin lifters.

A tool for comparing prices for funeral services will also be on show. Created by 'La Guía Funeraria', it should prove to be of great interest to the industry. Also on display will be the

THE FUNERAL INDUSTRY IN NUMBERS

(INFORMATION PROVIDED BY PANASEF AND THE INE)

According to the latest official figures published by the National Institute for Statistics (INE), **a total of 424,523 deaths were registered in Spain in 2017**, the highest figure for the last 23 years and 13,912 higher (+3.4%) than the previous year. By sex, 214,236 men (2.5% more than in 2016) and 210,287 women (4.3% more than in 2016) passed away.

The highest gross mortality rates per 100,000 inhabitants in 2017 were recorded in the Principality of Asturias (1,277), Castilla y León (1,195.8) and Galicia (1,182.3). The lowest were in Melilla (582.5), Ceuta (568.9) and the Canary Islands (705.2). Crude mortality rates were higher in the regions with the greatest ageing populations as there are usually more deaths on account of the structure of the population in terms of its age.

Figures in the '[Radiografía del sector Funerario](#)' ('X-ray of the Funeral Industry') report published by Panasef, the industry's turnover was around 1,505 million euros in 2017, 75 million euros higher than the previous year due to an increase in the number of deaths in Spain. This turnover figure represents almost 0.13% of GDP, which rises to 0.34% if results from companies that sell death-related insurance are taken into account.

Funeral services in the strictest sense account for 49.5% of the average cost of a funeral, with 15% of the cost relating to additional services (certificates and taxes, church, wreaths, headstones, obituaries etc.), 18.5% to the cost of burial or cremation and 17% to indirect taxes (VAT).

Funeral parlours

The number of funeral parlours in Spain remains stable, at around 2,429 funeral parlours or chapels of rest. Funeral parlours have become one of the main areas in which a point of difference can be offered as it is during the wake that undertakers' staff has the most contact with the deceased's family and next of kin, who are more likely to form a better perception of the quality of the facilities and services provided.

Cremations

Spain is the country with the highest number of cremation facilities in Europe and is still opening new crematoria – 24 new sites opened last year.

In line with new legislation tabled by the European Union and the industry's commitment to the environment, businesses are starting to make significant investments in installing filters to reduce the amount of emissions (in compliance with the legally established limits).

Cemeteries

Spain has 8,126 cities, towns and villages in which there is a total of 17,682 cemeteries. The increasing use of cremation and the freeing up of burial grounds due to expiry of leases indicate that the number of cemeteries will remain unchanged over the medium to long term.

The same research suggests that cremation will continue to gain ground year on year as against traditional burial. In 2017 it was already the preferred choice in 38.43% of deaths and this figure is expected to rise to 60% by 2025.

Other interesting facts

Life expectancy in Spain is 80.4 years for men and 85.7 years for women, according to the INE.

The industry is composed of approximately 1,300 funeral businesses, although some may be owned by one or more funeral service groups.

49.5% of the average cost of a funeral service relates to the cost of the funeral itself, 15% to associated services (certificates and taxes, church, wreaths, headstones, obituaries etc.), 18.5% to the cost of burial or cremation and 17% to indirect taxes (VAT).