



Milan (Italy) fieramilano Rho Fairgrounds **May 4-8, 2010**
22nd Biennial world exhibition for woodworking technology and furniture supplies

A CLEAR OPTIMISM FROM XYLEXPO 2010



There are clear signs that the strong crisis affecting the woodworking machinery and technology industry is coming to an end. This trend was apparent at the recent Xylexpo, held in the FieraMilano-Rho exhibition center from 4 to 8 May. Widespread satisfaction for most of the **652**

exhibitors, 225 of whom from abroad, who covered a net exhibition area of 42,500 square meters and met **51,480 visitors**, 48 percent of whom came from outside Italy.

Apart from figures, which must be evaluated with great attention in periods like this, we want to focus on the atmosphere and the mood of the Milan show: *"It was a good exhibition"*, said the Xylexpo General Manager **Paolo Zanibon**. *"We knew we had to face a difficult period, with global woodworking technology trade down by 37.5 percent. However, Xylexpo is holding on, proving it still deserves the role it has been playing for 42 years in the global industry exhibition scenario."*

"These are not just words", added **Ambrogio Delachi**, President of Acimall, Italian woodworking machinery and tools manufacturers' Association, which organizes the show through Cepra spa (Centro promozionale Acimall). *"Many exhibitors have told me about their satisfaction and the quality of visitors coming to Milan, who were actually interested in the acquisition of solutions and technology within the next few months. These businessmen did not just walk around the stands, they had a real need to update their production equipment. There were orders signed during the exhibition, something we had not seen for a long time!"*

The next Xylexpo will take place from **8 to 12 May 2012** in the Fiera Milano-Rho exhibition center.



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TECHNOLOGY AND PRODUCTS ON SHOW

From forestry to surface treatments, from sawmills to the latest information systems, from traditional machines to the latest furniture production lines, from adhesives to process automation, from finishing equipment to the production of timber building materials, from exhausting equipment and workplace health to recycling and energy production from waste – Xylexpo 2010 offers an **absolutely exhaustive panorama** of products for every phase in the processing and working of wood and wood-based products.



Since two editions Xylexpo opened the doors to products: the event does not just host the finest woodworking machines, accessories and tools, but it also welcomes raw materials, semi-finished products, furniture and woodworking supplies, technology and products for the building industry and carpentry sector, right down to surface finishings and treatments. The ultra-modern layout of the event brings together technologies and products grouped according to different processes, meeting the needs not only of exhibitors but of trade visitors too.

PRODUCT CATEGORIES

The spaces at the Rho Fair Grounds mean that in 2012 Xylexpo will be offering industry professionals a completely new **exhibition layout**. The subdivision by product categories created veritable “theme tours” through the exhibition, structured to guarantee exhibitors a position in the right area and to ensure that visitors can effectively “read” the event and therefore find the information and establish the contacts they really need for their business.

Xylexpo 2012 will be based around four main themed areas:

- machinery for the forest industry, equipment and vehicles;
- machinery, accessories, and tools for the primary wood processing, technologies for the wood building industry, lumber, beams and semi-finished structural wood products;
- machinery, accessories, and tools working and finishing for solid wood, hardware and semi-finished wood products, supplementary finishing products for working solid wood;
- machinery, accessories, and tools for panel wood processing, surface treatment machines and products, hardware, supplementary finishing products for processing panels.

PREVIOUS EXHIBITIONS

48, Data on the last six exhibitions reveals the path followed by Xylexpo in the world of woodworking machinery and technologies. It has taken on an absolutely fundamental role, becoming an unmissable stage for the entire industry.

Year	Italian exhibitors	Foreign exhibitors	Net area (sqm.)	Italian visitors	Foreign visitors
2000	646	224	70,795	48,244	46,771
2002	625	253	70,150	41,740	43,792
2004	562	230	64,707	43,255	43,840
2006	551	256	73,066	45,258	48,008
2008	571	282	75,627	39,466	42,514
2010	422	230	42,500	26,770	24,710

The last Xylexpo suffered of the economic crisis that hit all sectors and all countries all over the world, registering a fall of exhibitors and visitors, as indicated on the table here above. Apart from figures it is worthwhile to underline the satisfaction of exhibitors and the high quality of the trade operators coming to Milan, who were actually interested in the acquisition of solutions and technology within the next few months.

EXHIBITORS



If your company is interested in exhibiting, in this section of the site you'll find all the information you need, including costs, product groups, and so on. Starting from June 2011 it will be possible to download the registration forms and, later, the forms for technical services, find information on times and procedures for stand setup and breakdown, and details on the right Fiera Milano departments to contact if you need extra help.



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PROMOTIONAL PLAN

One of Xylexpo's key priorities is, of course, coordinating a range of promotional activities aimed at attracting business operators from all over the world to Milan for the exhibition. The cornerstones of these activities are:

Press campaign

Coverage of the exhibition in around a hundred trade and financial publications around the world.

Multimedia and internet campaign

Integrated with the press campaign, a massive presence in the industry's most important portals and newsletters.

World network of Xylexpo info points

With the setting up of promotional and assistance centers for business operators in more than 50 countries around the world.

Information booths

At key industry exhibitions : fundamental opportunities for talking directly with the people in the industry.

National campaign

Through which Xylexpo speaks directly to Italian business people through a range of media, including posters, radio ads, and banners.

Xylexpo sponsorship

Of events, seminars abroad, and meetings aimed at attracting the best in project design, professional education, and training to Milan for the exhibition.