



FieraMilano Rho Fairgrounds **May 4-8, 2010**

Biennial world exhibition for woodworking technology and furniture supplies

press office

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XYLEXPO 2010 SPEEDS UP THE RECOVERY!

This is not just a slogan, but the simple observation of a situation characterized by application increase and by a particular mood for the organization of the next edition of Xylexpo, the biennial international exhibition of woodworking technology and furniture industry supplies to be held next 4-8 May in the Milan Exhibition Center in Rho. The first – though very limited – signs of recovery are combined with a growing number of applications and information requests, also as to semifinished products, an industry the exhibition is welcoming with higher and higher enthusiasm.

APPLICATIONS

The organizers are already defining **stand distribution** according to the applications arrived up to now so that all those who have decided to take part in Xylexpo 2010 can be adequately prepared to get the maximum benefit from their participation. According to the figures updated on November 10, 2009, **350 exhibitors** will attend the next edition of the event covering a **30,000 square meter** exhibition area. These figures show – as we have already said – that Xylexpo will be an event **marking the end of the crisis for the industry**. The forecasts – based on figures and not on conjectures – indicate that over 700 exhibitors will take part in the event in May 2010, covering a surface of over 60,000 square meters.

MILAN, HOUSE OF XYLEXPO

FieraMilano will be the partner of Xylexpo not only for **2010** edition, but also for **2012** edition. This confirms what we have been saying for a long time: the internationality of Xylexpo (284 exhibitors and 51.5% foreign visitors out of 82,000 total visitors attending the last edition) can only be based on Milan, one of the main European economic capitals, and on its exhibition center, which can now host international large-scale events.

Also the **General Assembly of Acimall** – the Italian woodworking machinery and tools manufacturers' Association, member of Confindustria, which manages and owns the exhibition through Cepra – considered this choice as a real consequence. Indeed during the last meeting, on October 30, the assembly recorded 90 percent of votes in favor of this cooperation.

AN IMPORTANT INTERNATIONAL EVENT FOR SEMIFINISHED PRODUCTS AND SUPPLIES

One of the most important aspects of Xylexpo 2010 will be the constant commitment as to components, supplies and semifinished products for the furniture industry.

Xylexpo aims to be the **big exhibition** – taking place in May during even years, alternating with Ligna in Hanover and Interzum in Cologne – in order to present to global operators everything they need to develop a furniture item and process wood and wood-based materials. With such a confused exhibition offer, made of national and/or regional exhibitions, Xylexpo will be **an event with a strong global vocation** which focuses on the visitor, with a project providing a higher integration of technical solutions and materials through an innovative layout based on real needs of potential purchasers.

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WOODS AT THE EXHIBITION

A brand new initiative of Xylexpo 2010 will be the project called “**Woods at the exhibition**” which will be implemented thanks to the partnership with **Regione Lombardia**. The goal is to recover a new exhibition dimension – brand new in Italy and among few events in the world – where it is possible to include everything relating to woods, forest and, thus, the wood industry principle. Real woods will be reproduced inside the hall including several paths dedicated to special in-depth analysis of aspects concerning wood: from handicraft production to regional culture, from natural engineering to forest projects, from first processing machines to accessories and equipment, from training to the spreading of the respect for this precious raw material and for the environment where it stems from, from the wooden construction industry to the use of wood as energy and heat source.

Also for this reason “Woods at the exhibition” will be **open** extraordinarily (only as to the spaces involved in the initiative) on Sunday 9 May.

“HIGH-TECH ARENA”: MEETINGS AND COMPARISONS

Exhibitions change and – beyond their marketing function – they represent a place to **get closer to information**. Today more than ever, exhibition centers are increasing their importance as means to promote knowledge, in-depth analysis, meetings and comparisons on “**technical know-how**”, on knowledge that risks to be kept “far” from us. During the five days of Xylexpo “High-Tech Arena” (a real “arena” that will be installed inside the halls) will provide companies, professional studios, operators, institutes and research centers with a place to address the big audience and present new solutions, projects and developments.

It will be a kind of “University of wood” featuring renowned speakers that will propose innovative tools and solutions to understand and face our constantly changing scenario.