



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

Biennial world exhibition for woodworking technology and furniture supplies

press office

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XYLEXPO 2010: THE APPLICATIONS CONTINUE TO INCREASE

450 exhibitors over a **36 thousand square meter** exhibition area. This is the updated situation for 2010 edition of Xylexpo, the biennial international exhibition of woodworking technology and furniture industry supplies. Despite the rather difficult economic scenario, applications of Italian and foreign companies continue to increase. They will attend an event featuring the most innovative solutions and updated offers the industry can offer today.

From May 4 to 8, fieramilano-Rho will host an event which will honour the commitment taken over forty years ago: being the major global showcase in even-numbered years for the processing of wood and wood-based materials.

Stand distribution in the six halls dedicated to machines continue at high speed so to allow all those who have chosen to attend Xylexpo 2010 to promote their presence in Milan as soon as possible. Although the difficult economic situation persists at global level, some people - not few - expect some recovery signs in the next months. A scenario change that the Milan exhibition could benefit of allowing the organizers to choose a new claim for the event: **"Xylexpo speeds up the recovery"**

However this has not to spread exaggerated optimism: exhibitions of all industries are suffering; there are many signs that show how the economic trend has influenced and still influence the events deeply, all over the world.

One of the key-strengths of Xylexpo is represented by the compact adhesion decided by the **General Assembly of Acimall** – the Confindustria member association representing Italian wood technology manufacturers which owns the event through Cepra. Indeed it did not want to miss the Milan event.

Constant commitment has been dedicated also to **semifinished** products and **supplies for the furniture industry**, a new challenge which is strongly influenced by the events of the last months but which represents a new, positive step to gather more and more industries in Milan.

A goal that includes also **"Woods at the exhibition"**, a natural area of three thousand square meters in Hall 7 – organized thanks to the partnership with **Regione Lombardia** and **FieraMilano** – where the main topics will be sustainable management of woods, carbon stock, forestry policies but also wood craftwork, naturalistic engineering, protection and control, training. An event featuring strong cultural implications and which will be the ideal platform for companies operating in the first processing of wood, in the production of tools and technology for forestry applications, in the management of the area and wood constructions. The initiative will be **open** also on Saturday 8 and Sunday 9, May, thanks to a special extension of the exhibition agenda.

Great attention has been focused on **High-tech Arena**, organized in hall 7. The event will gather companies, designers, operators, institutions and research centers to provide them with the opportunity to present their innovative solutions, show their projects and recent implementations.

PRESS OFFICE

Luca Rossetti
press@xylexpo.com
phone +39 02 89210200 - fax +39 02 8259009

CEPRA - Centro promozionale Acimall spa
Centro direzionale Milanofiori
1a Strada - Palazzo F3 - I-20090 Assago (Milano)
www.xylexpo.com - info@xylexpo.com