



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 GOAL HAS BEEN REACHED! THE BIENNIAL EXHIBITION "RESISTS" ALSO IN THIS DIFFICULT PERIOD

EXHIBITORS

The figures are encouraging: the situation of the wood industry – that the global economic crisis has been influencing strictly – is not stopping applications from exhibitors coming from all over the world. Up to now **550 companies are expected to exhibit directly during the 22nd 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. **41,000 square meters** of net exhibition surface have already been covered; these figures allow the organizers to say that **the goal has been reached**. A result that is even more striking after the decision taken by some organizers to postpone or even cancel some similar exhibitions.

Xylexpo, thus, confirms its role as international event not to be missed, **the most important exhibition in even years**, where technology, equipment and accessories manufacturers and providers from all over the world must bring their solutions.

VISITORS

Xylexpo exhibitors can count on a strong promotional activity oriented towards the exhibition visitors. Never as for this edition – due to the global economic situation – the organizers are investing **resources and energy to promote the exhibition all over the world** with a "one to one" approach addressing to single and potential visitors. Up to now Xylexpo has been presented to over **60,000 professionals in all the world** – in addition to more than **35,000 contacts in Italy**. The promotional activity has been carried out with the complete support of Ice and Ministero per lo Sviluppo delle attività produttive (The Ministry for the Development of production activities) that are proving to be vital elements to organize an event with such a huge internationality.

During these weeks invitations to hundreds of **industry journalists** were sent (60 European journalists and 40 from all over the world) to invite them to attend Xylexpo in May.

The meeting for the 22nd edition of Xylexpo is scheduled next May 4-8 at Fiera Milano-Rho. This edition will give value to the companies attending to the show, also considering the expected recovery of the markets. For **Xylexpo speeds up the recovery!**

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