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**XYLEXPO: THE EXHIBITOR PROMOTION CAMPAIGN IS GAINING MOMENTUM.
A NOT-TO-BE-MISSED EXHIBITION FOR THE ITALIAN MARKET,
WITH A STRONG INTERNATIONAL VALUE RECOGNIZED BY INDUSTRY OPERATORS**

A profitable May was recorded along the road map to the next edition of **Xylexpo**, the biennial international exhibition of woodworking technology and furniture industry supplies to be held next 13 to 17 May 2014 at the FieraMilano expo center in Rho.

An intensive period characterized by a strong acceleration of **promotion towards potential exhibitors from all over the world**. This activity not only consists of corporate stands at all major industry exhibitions, newsletters, web pages, press releases and social media: the main focus is the search of direct, one-to-one, often eye-to-eye contacts...

This is the strategy adopted for a long time by Xylexpo, as this is the only way we can tell about the efforts that – despite the difficult international economic situation – are deployed to organize the event, as well as to understand the needs and desires of exhibitors, their most urgent requests, their suggestions.

The great exhibitions of German May gave an excellent opportunity to accelerate and expand this mission, making contacts that allowed us to collect positive signals, reaffirming the trust in this great event, the showcase of the Italian “marketplace” par excellence, one of the most important at global level, but also a meeting that enjoys a reputation of an event with **significant international relevance**. This is witnessed by 177 exhibitors (there were 515 as a whole) arriving in 2012 from 34 countries, as well as foreign visitors, who accounted for more than 47 percent of the 43,295 tickets sold. The ranking listed – top-down – **France, Turkey, Switzerland, Russia and Neighbor Republics**, and **Germany**, with strong growth rates recorded by Turkey (+45.6 percent) and Russia (+33.5 percent), in addition to **China** (+36.1 percent, always compared to 2010).

Big international groups have already confirmed the importance of Xylexpo as the only reference point in a market – Italy – that is experiencing a long and critical economic transition, but that remains one of the reference markets for the production of furniture items and processing of wood and wood-based products. This decision has been made by a lot of entrepreneurs and decision makers, whose opinion and presence in Milan in 2014 allow to define the 24th edition of Xylexpo as an opportunity not to be missed to look ahead.

Such feelings will soon be confirmed by the trend of early registrations: During the next weeks, companies from all over the world will receive a form to fill in order to finalize their subscription: *“This will be the final step – commented **Dario Corbetta**, deputy director of Acimall and marketing director of Xylexpo – of so many meetings, conversations, work done together with manufacturers of technology, supplies, tools and semi-finished products that were shown our project and its real scope. Constant commitment, started the day after the end of 2012 edition, which is now entering the most active and profitable stage, and which represents our answer to the crisis!”*

Just a few lines to remind you that Xylexpo is **the only Italian event** dedicated to technology and supplies for the wood and furniture industry sponsored by **Eumabois**, the **Italian Ministry of production activities** and **Cfi-Industry Trade Fairs Committee (Confindustria)**, with the proactive and real cooperation of Ice - **the Italian Foreign Trade Agency** and **Fiera Milano**.

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