



FieraMilano Rho Fairgrounds **May 8-12, 2012**
Biennial world exhibition for woodworking technology and furniture supplies

press office

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XYLEXPO 2012: A REFERENCE IN OUR INDUSTRY

Xylexpo 2012, the biennial international exhibition of woodworking technology and supplies for the wood and furniture industry, is reasserting its role of **reference event** in our industry in even-numbered years. A role that has been proved by results, mainly by the excellent trend of exhibitor applications for the next edition, scheduled in May 8-12,2012. *"Application forms we have been receiving so far – commented **Paolo Zanibon**, general manager of the exhibition – are much more than two years ago in this period. This situation reflects improved economic conditions, but most of all a clear stance of companies. We are noticing that Italian companies are **anticipating registrations** for Xylexpo, not only Acimall members - which consider the event as their natural showcase and are expanding the exhibition area for their stands - but also other Italian and several foreign companies, including the most important international groups. We can already say that we will exceed the area covered in 2010, always keeping in mind that our goal is not selling square meters but consolidating the **role of leadership** that our exhibition has been playing for forty years, alternating with Ligna".*

Such leadership can be perceived in the efforts made for every single element of the exhibition to contribute to its success. Starting from promotion.

*"For several months now – said **Dario Corbetta**, marketing manager of Xylexpo – we have been working to spread the message that our exhibition will be the ideal place to meet the widest offer, to compare solutions and to understand what the global technology industry can provide. A strong message we are delivering to new and consolidated exhibitors first, but that we will start to spread also among visitors in a couple of weeks".*

Xylexpo 2012 has already been presented in several exhibitions worldwide: **Woodshow** in Damascus, **DelhiWood** in New Delhi, **Woodmac** China in Shanghai, **Ligna** in Hannover. In the second part of the year, direct participations and meetings with operators have been scheduled at **Fmc** in Shanghai (14-17 September), **Lisderevmash** in Kiev (20-23 September), **Wms** in Toronto (29 September - 1 October), **Wood-tech** in Brno (18-21 October), **Wood Processing Machinery-Intermob** in Istanbul (15-19 October), **Fimma-Maderalia** in Valencia (25-28 October), **Woodex** in Moscow (29 November, 2 December).

The program featuring meetings with media representatives has also started, with the first two **press conferences** planned in Valencia, during Fimma, and in Moscow, during Woodex.

The Website www.xylexpo.com has also been improved, with a new user interface and a revisited structure to make content more accessible and user-friendly for all interested "categories": exhibitors, visitors and media.

Xylexpo 2012 will be held during **Tew-Technology Exhibition Week**, featuring the most important technology shows including **Plast** (the international exhibition for plastics and rubber industries), **Fluidtrans Compomac** (the biennial international exhibition for fluid power technology and mechatronics) and **Mechanical Power Transmission & Motion Control** (the international biennial exhibition for mechanical power transmissions, motion control and mechatronics that will end on May 11).

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