



press office

FieraMilano Rho Fairgrounds

October 12-15, 2022

Biennial world exhibition for woodworking technology and furniture supplies

Milan, October 12, 2022

XYLEXPO 22 READY TO START!

Here comes Xylexpo, at last! After a four-year-long wait, the biennial international exhibition of technology for the wood and furniture industry is back at FieraMilano-Rho from 12 to 15 October, concurrently with **33.BI-MU** and **Viscom Italia**. Halls 22 and 24 of the Milan fairgrounds, covering more than 36 thousand square meters, will host **280 exhibitors**, one third from abroad, presenting a comprehensive review of the most advanced technology, from primary operation to surface finishing.

The exhibition is back after a long period of doubts and uncertainty, although it is now clear that exhibitions, offering the opportunity to meet in person, is by far the favorite option.

*"This year, we preferred to avoid dispersion, doing our best to place all exhibitors in two halls, avoiding "appendixes" that are less appealing to visitors", said **Dario Corbetta**, exhibition manager. "We considered that this Xylexpo would be different from the past, for the reasons we all know, and we made decisions to support the quality of the event rather than the sales of exhibition area. As a result, we have a long waiting list of companies that – having delayed their decision to participate for too long – will not be able to join us."*

IN OCTOBER WITH 33.BIMU

Plenty of news at this edition, first of all the **new dates in October**, due to the calendar changes forced by the pandemic and the decision to join together with 33.Bimu to create one big event for manufacturing technology. This decision resulted from a situation that is urging everyone to consider with the greatest attention which option can be most satisfactory for exhibitors and visitors.

The "twinning" with 33.BI MU, the machine tools exhibition organized by Ucimiu, is a big plus of this edition; this is clearly visible in the preregistration figures of both events, which indicate that more than 60 percent of Xylexpo visitors will take a look at metalworking machines, and vice versa.

So, the organizers' decision to join forces and imagine a new, bigger container for technologies to process wood, metal and composites has created a pole with a strong attraction force.

More recently, the family has also been joined by **Viscom Italia**, the visual communication show that will dedicate a large section to digital communications, one of the "strong" topics of this period in the finishing business...

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As reference events in their respective industries, **33.BI-MU** (biennial exhibition of machine tools, robotics and automation, additive manufacturing, digital and auxiliary technologies) and **Xylexpo** (biennial exhibition of woodworking technology and furniture industry components) will be presented as **distinct but complementary** events, highlighting their respective peculiarities while leveraging every possible synergy. This decision will expand the audience of potential visitors for **exhibitors** on one side (unified access to the fairgrounds will allow to visit both exhibitions), and on the other it will help the **visitors** from the sectors of furniture, design, industrial plants, machinery for aluminum, composites and next-generation materials, interested in both events, to make the most of their trip to Milan.

ABOUT VISITORS

Quite clearly, after the recent lockdowns, visitors are looking forward to a “physical” experience: early data from the **preregistration** service indicate that the event in Milan is eagerly awaited by a high-quality audience, aware that, once again, Xylexpo will be a showcase of the best technology for wood and wood-based materials.

NEW EXHIBITION CONCEPTS

The pandemic years have revealed the potential of new interaction and communication systems, which have not replaced exhibitions altogether, but have certainly reopened the discussion on concepts, spaces, investments. Both exhibitors and visitors demand events that can be visited within a shorter time frame, with a clear and direct offer: in other words, **smaller exhibitions**, where you don't need to showcase the entire range of a solution, but rather prove that you can be a partner for an audience that has many more tools and opportunities to find information, to acquire knowledge and to arrive at the exhibition with clear goals in mind.

Xylexpo 2022 will try to make this change, presenting a business opportunity in a market like Italy, that remains one of the most important worldwide, both for the supply and the demand of solutions for the wood and furniture industry. An international exhibition, a date that shows the best of leading-edge technology and – this should be stressed – is organized by a player whose core business is not selling exhibition space, but rather an industry association, **Acimall**, the association of Italian manufacturers, whose mission is the promotion of wood and furniture technology.

AND ALSO...

The long-proven partnership with **Ice-Agenzia** has yielded great results also this year, with several international delegations coming from all over the world, with more than 300 top buyers.

Several interesting elements add to the business focus of the event, starting from “**Xylexpo Digital**”, probably the most tangible sign of the desire to offer new modes to experience the trade fair. In the first three days – Wednesday 12 and Thursday 13 October from 10 a.m. to 4 p.m., Friday 14 October from 10 a.m. to 6 p.m. – operators will have the opportunity to meet among the stands, walk along the aisles of FieraMilano-Rho, attend several events in the “Xylexpo Arena”.

On Friday 14 at 5 p.m., the winners of the 2022 edition of **XIA-Xylexpo Innovation Award** will be announced by an independent jury that – besides the most significant solutions in the finishing, solid wood and panel processing segments – this year will also rewards solutions related to the big topics of sustainability and digital transformation.

And finally, this year will also see the launch of the “**Xylexpo Education**” initiative, originally planned for the 2020 edition and postponed so far: Acimall has surveyed all the schools, institutes, universities and entities that offer different types and levels of education in the wood-machinery-furniture value chain, to create an initiative with a large scope aimed at developing contacts and relationships all actors. The first step will be Xylexpo 2022, where some thirty organizations have been invited: more than one thousand students across all school grades will find information and education opportunities about the tools and resources that will be the core of their professional experience.