



press office

FieraMilano Rho Fairgrounds

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Biennial world exhibition for woodworking technology and components for the furniture industry

Milan, May 27, 2024

XYLEXPO 2024: OVER 11 THOUSAND ATTENDEES AT THE BIENNIAL INTERNATIONAL EXHIBITION

The **28th edition of Xylexpo**, the biennial international exhibition of woodworking and furniture technology, closed its gates last Friday, May 24, with more than satisfactory results. Official figures – currently being validated by **IsfCert**, an institute for the certification of exhibition statistics (www.isfcert.it) – show a substantial stability of the event, with an attendance of **11,339 people**, 27 percent from abroad. Among the latter, 70 percent came from Europe, 18 percent from Asia, 5 percent from the Americas and 5 percent from Africa.

*“We must admit we expected lower figures, considering the difficult period for trade fairs, but as it seems, Xylexpo’s long tradition has once again shown its attraction power”, said **Dario Corbetta**, exhibition director, few hours after the end of the event. “Also, the decision to stay within the standard working days – Tuesday to Friday, leaving the Saturday free – was rewarded and ensured consistent attendance, after the opening day, on all exhibition days”.*

The days of Xylexpo 2024 – an exhibition exclusively dedicated to furniture and wood technologies and equipment – offered many hints for reflection, starting from the need to present exhibitors and visitors with an event open to new horizons, a challenge that the organizers have already taken up for the next edition.

Strong attention was aroused by **“Industry 5.0”** topics, although the still missing definition of implementation rules by the Italian authorities has cancelled the expected boost to orders. Nevertheless, many of the **270 exhibitors** attending, 33 percent from abroad, reported high-quality contacts and closing several deals during the exhibition.

Very positive figures were recorded by Xylexpo’s online activity: from April 24 to May 25, the number of “contacts” was huge (58 thousand on **Facebook**, 77 thousand on **LinkedIn**, 145 thousand on **Instagram** and over 13 thousand views on **YouTube**). Xylexpo Digital also played its part: offering a collection of contents created for and during the exhibition, the channel attracted more than 3,200 “visitors” during the trade fair, and this figure will grow exponentially in the coming weeks, as all “Xylexpo Digital” contents will remain accessible on-demand to the community.

PRESS OFFICE

Luca Rossetti
press@xylexpo.com
phone +39 351 9098189

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