

24th XYLEXPO

May 13-17, 2014, Fieramilano, Rho Fairgrounds, Milan, Italy



2012 edition: the numbers

- **515** exhibitors, **175** out of which foreigners
- **31,000** square meters net exhibition space
- **43,000** visitors, **47%** out of which foreigners
- **9** events/technical conferences

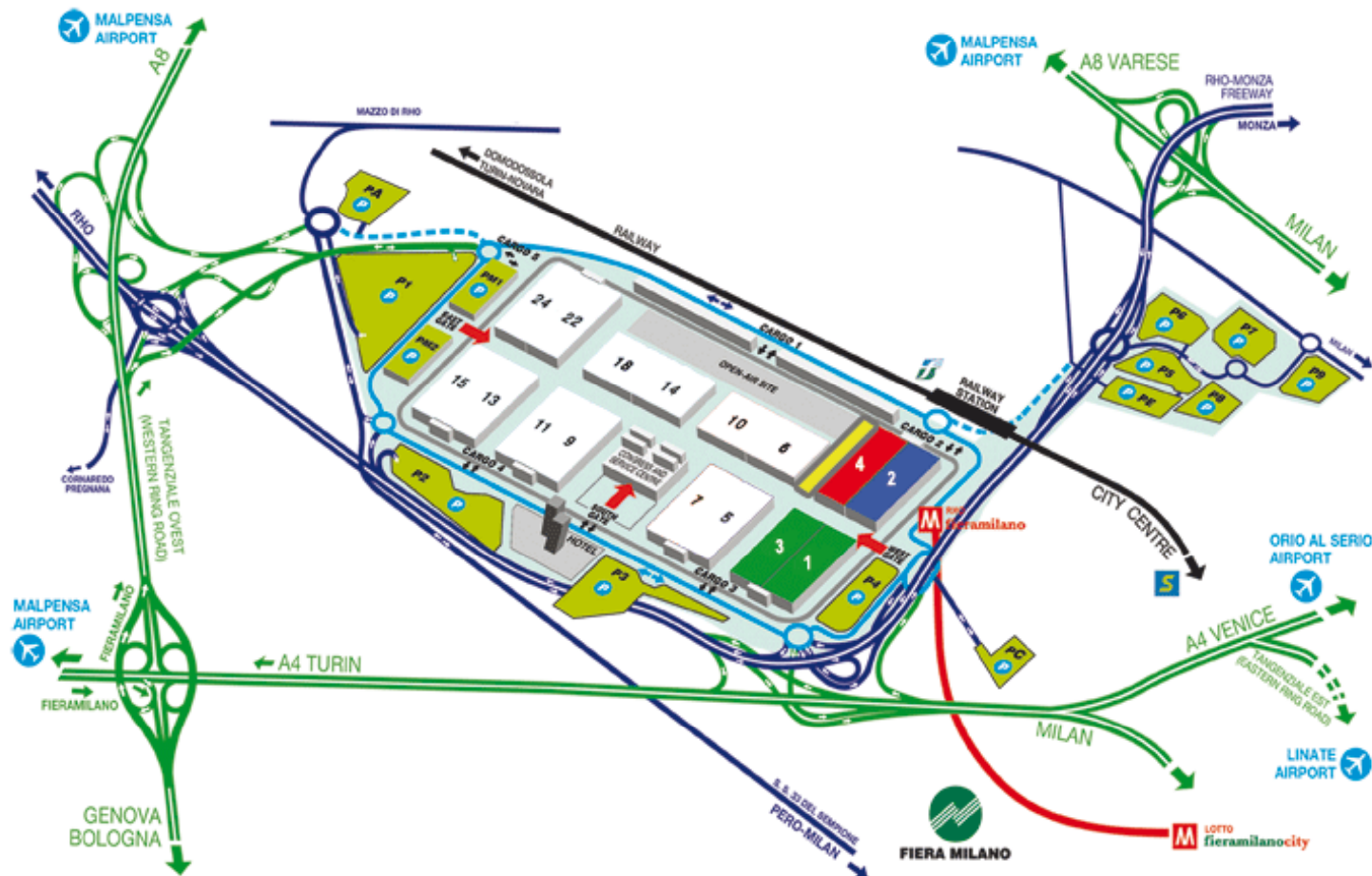
Connections

- **3** international airports:
Milano Malpensa, Milano Linate, Orio al Serio
- Underground station (red line) fieramilano-Rho
- Train Station fieramilano-Rho

Xylexpo, a high-tech fair



Fieramilano Fairground



Everything for the supply chain

Halls 1-3: Machinery, accessories and tools for the furniture industry, in particular for working panels and veneers, machinery for treating surfaces and related products, hardware, semi-finished products and accessories for the furniture industry.

Hall 2: Machinery and accessories and tools for working solid wood, hardware and semi-finished solid wood products.

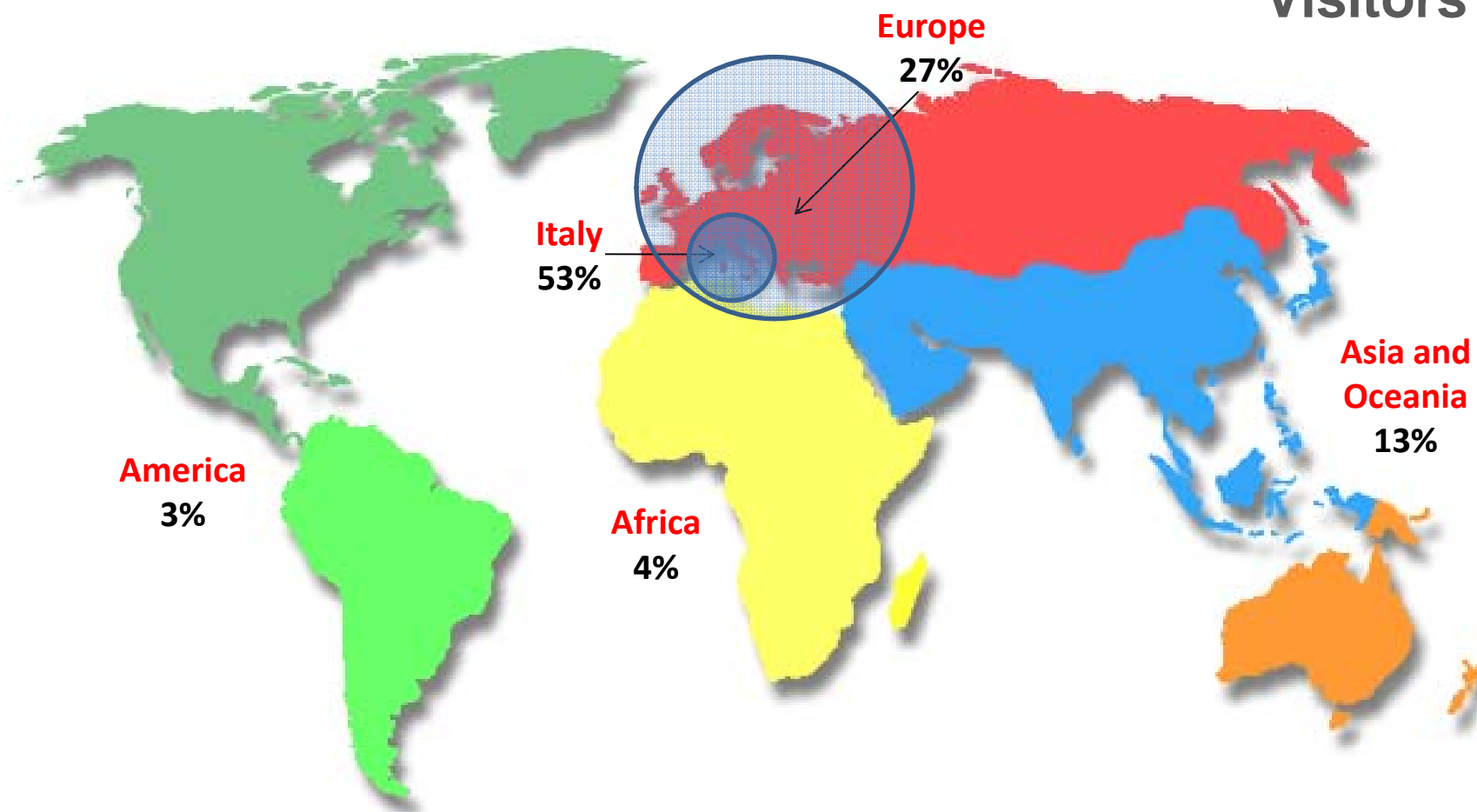
Everything for the supply chain

Hall 4: Machinery, accessories and tools for primary wood processing, timber and semi-finished products, technologies for the wood building industry, design and engineering, materials and structural products for the wood building industry.

Open-air site: Machinery for forest industry, timber and semi-finished products.

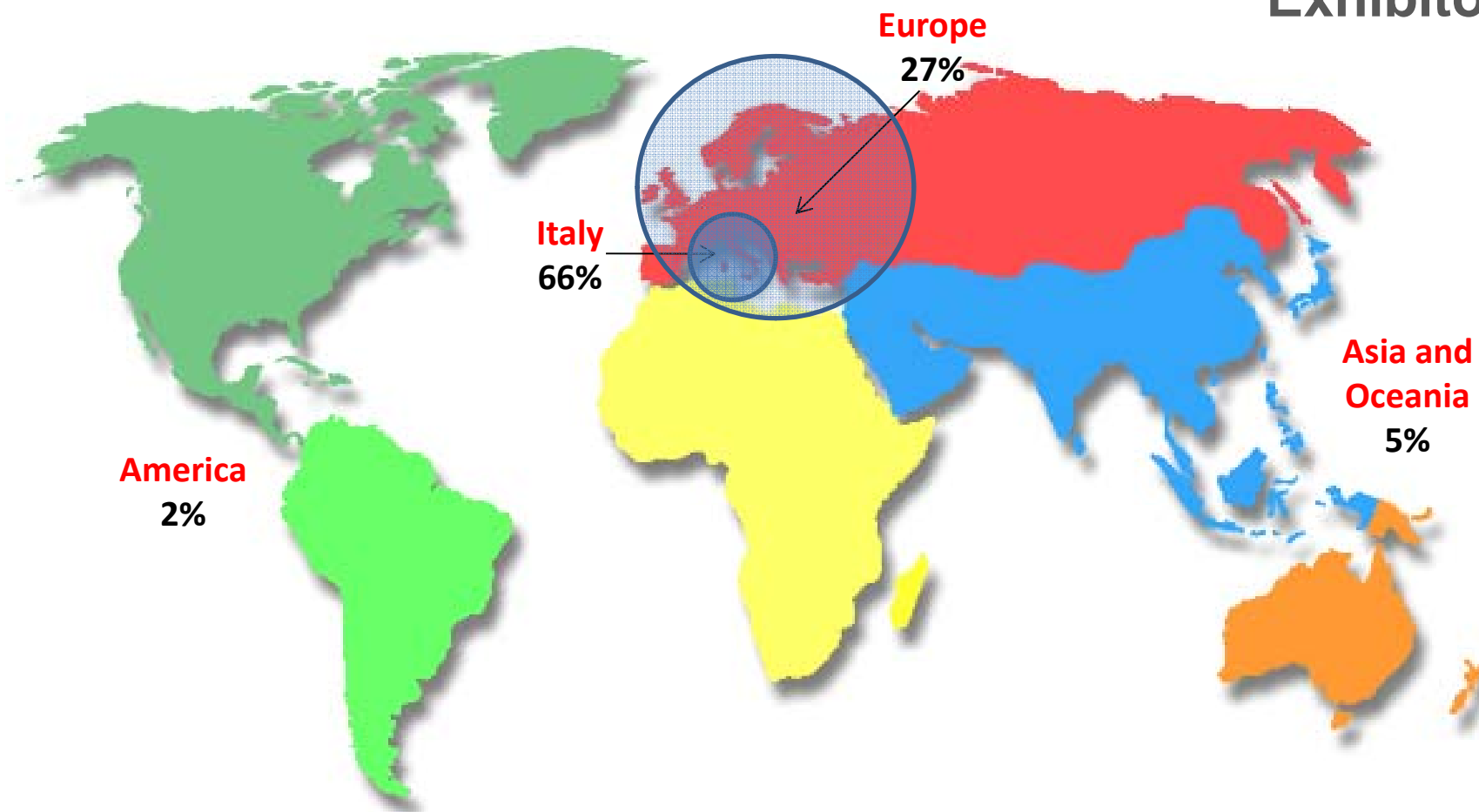
An event known throughout the world

Visitors



An event known throughout the world

Exhibitors



Xylexpo web and communication

- New website www.xylexpo.com
- **Facebook** profile with more than **3,000** followers
- **Twitter** and **YouTube** channel

Exhibitors promotion 2014

Creation of a **sales office Xylexpo acting on** all the exhibitors and potential Italian exhibitors

Sales network covering all the most important foreign markets: Germany, China/Taiwan, Turkey and Switzerland

Promotional campaign in magazines, portals, newsletters and press conferences

Informative booths at the major trade fairs

Telemarketing



Visitors promotion 2014

Creation of a **foreign network** composed of 50 offices around the world that directly promote the exhibition of 100,000 potential visitors

Mass marketing on 40,000 Italian operators and **direct marketing** on 15,000 selected companies

Advertising campaign in magazines and trade portals

Advertising campaign on the major Italian media (newspapers, radio and billboards)

Invitation of importers-dealers-agents from around the world



Why Xylexpo 2014?

Xylexpo with 46 years of history and a consolidated brand, is the **largest exhibition in the world in even years**

It's a **complete show**: all the woodworking technology, from forestry machinery to finishing processing are present in the fair with new solutions

Maintains an international status

for decades both in terms of exhibitors and visitors

Xylexpo is organized by Acimall

and the only Italian exhibition sponsored by Eumabois

