



FieraMilano Rho Fairgrounds **May 13-17, 2014**

Biennial world exhibition for woodworking technology and furniture supplies

press office

THE ADDED VALUES OF XYLEXPO

THE HOUSE OF INNOVATION

Xylexpo is working to keep up its excellent tradition, namely be an international exhibition where the **best technology** offer meets the **most qualified demand**. A reference event in even-numbered years for the entire wood industry, where **innovation** is at home, thanks to research and experimentation processes that, also in this sector, are critical for business success. There has never been a historical and economic situation like the current one, where performing, automated and flexible machinery and technology enable business owners to decide whether the delocalization of manufacturing operations is actually an opportunity. The “one man factory” is becoming a reality and Xylexpo 2014 will provide plenty of evidence. It's an exhibition where small-to-medium business and big international groups show their **new products** and latest technology solutions.

COMPLETE OFFER: TECHNOLOGY AND MATERIALS

It is the only exhibition in even-numbered years presenting the **entire woodworking supply chain**, from forestry equipment to furniture industry supplies. Xylexpo will be an “**exhibition serving operators**”, a big event that can collect and represent all forms of woodworking and wood processing.

VARIEGATED AUDIENCE

Xylexpo puts industry operators at the focus of attention. Fieramilano-Rho will open up its doors to international **distributors** of semifinished materials, supplies and instrumental goods and their selected customers, the **big manufacturing industry** and **small handicraft enterprises**, the **design** and **engineering** companies, the industry **press**.

VISIBILITY AND INFORMATION

In the 2014 edition, Xylexpo will pay specific attention to **trade press**, with a number of initiatives aimed at further improving the quality of this relationship, which is essential for the success of a review. Organizers are offering **several partnership options** (from a press corner to barter deals for booths) in order to support the involvement of media and their direct and effective interaction with visitors and exhibitors.

“HIGH TECH ARENA”

It's a real “arena” – located inside the halls – where companies, professional studios, research and standardization institutes will find **an area to address the big audience of Xylexpo 2014 directly**, with an intensive agenda of meetings, seminars and events.

PRESS OFFICE

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