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“Xylexpo 2014”

A glance to the industry.

An event for the market.

XYLEXPO EUROPEAN PRESS CONFERENCE

A glance
to the industry

XYLEXPO EUROPEAN PRESS CONFERENCE
Museo nazionale della scienza e della tecnologia

28.02.2014
“Leonardo da Vinci”



ITALIAN WOODWORKING MACHINERY INDUSTRY

2013 general figures

270 manufacturers companies in Italy;

9,000 employees in the sector;

180 companies associated Acimall;

1,481 million euro; Italian turnover 2013;

15% of the world production is located in Italy;

80% of the Italian production is exported.

Source: Acimall studies office.

ITALIAN WOODWORKING MACHINERY INDUSTRY

2013 main economic variables

	Value (millions euro)	Var. % 2013/2012
Production*	1,481	-5.7
Export	1,131	-8.1
Import	144	+10.5
Trade Balance	987	-10.3
Domestic market	350	+2.9
Apparent consumption	494	+1.3

Source: Acimall studies office, Istat.

Tools included.

* Estimated.

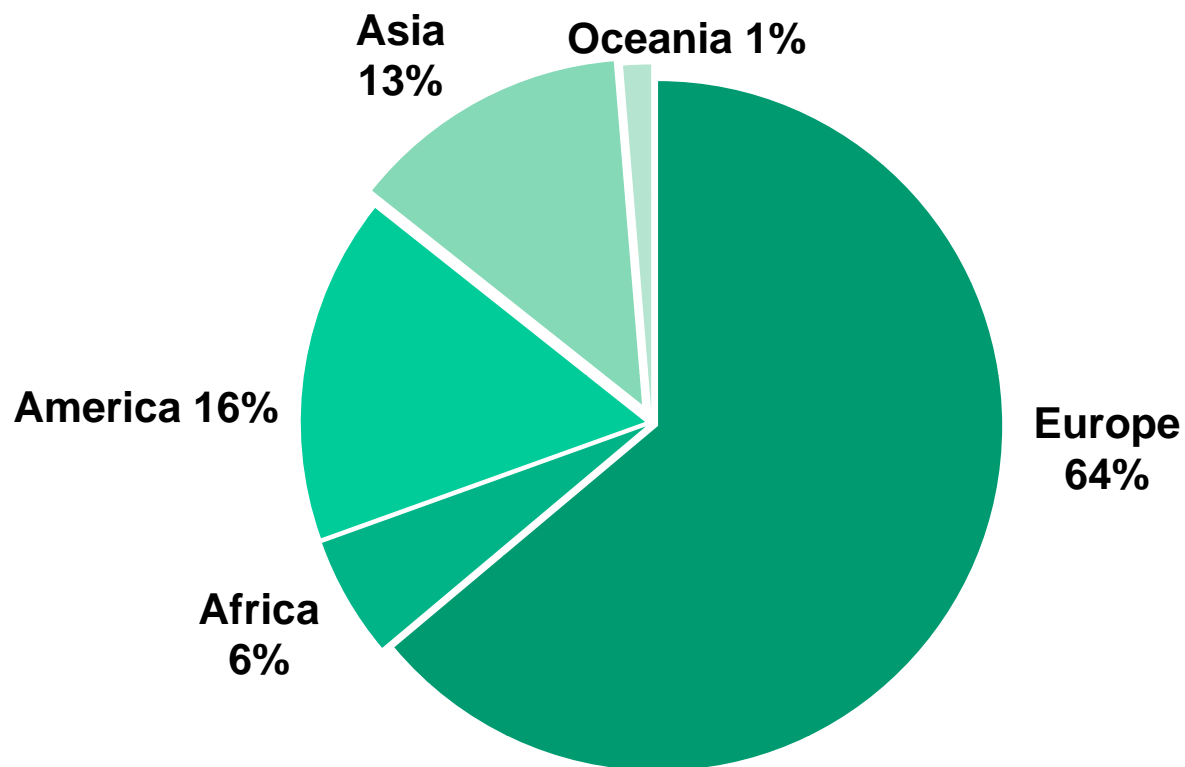
WOODWORKING MACHINERY INDUSTRY

Export 2012 of leading world manufacturer

	<i>Value (millions euro)</i>	<i>Var. % 2012/2011</i>
Italy	1,158	-3.3
Germany	1,779	-16.9
China	705	-4.6
Taiwan	462	-9.8
Austria	361	-8.5
Usa	308	+5.9

Source: Acimall studies office, International Trade Center.

ITALIAN WOODWORKING MACHINERY INDUSTRY Export 2012; share by geographical area



Source: Acimall studies office, International Trade Center.

ITALIAN WOODWORKING MACHINERY INDUSTRY

Export January-October 2013; “Top ten” countries

	Value (millions euro)	Var. % 2013/2012
Germany	71	-6.4
Usa	66	+18.3
France	60	-17.8
Russia	58	-5.4
China	44	+46.4
Poland	37	-8.6
Belgium	36	-10.3
Turkey	35	+5.5
Great Britain	32	-16.6
Brazil	32	-31.2

Source: Acimall studies office, International Trade Center.

ITALIAN WOODWORKING MACHINERY INDUSTRY

Import January-October 2013; “Top six” countries

	Values (<i>millions euro</i>)	Var. % 2013/2012
Germany	58	+39.3
China	14	-21.4
Switzerland	6	+41.0
Austria	5	-21.8
France	4	+29.2
Spain	4	+23.8

Source: Acimall studies office, International Trade Center.

ITALIAN WOODWORKING MACHINERY INDUSTRY

Orders IV-2013

	Var.% IV 2013/IV 2012
Total	+4.8
Domestic market	-5.7
Foreign markets	+7.3

Source: Acimall studies office.

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xylexpo,
an event
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XYLEXPO 2014 EDITION: THE NUMBERS

*Figures updated to February, 28: **350 exhibitors;**
24,000 square meters net exhibition space.*

450 EXHIBITORS;
30,000 SQUARE METERS NET EXHIBITION SPACE.

CONNECTIONS

3 international airport;
(Milano Malpensa, Milano Linate, Orio al Serio).

Train Station Fieramilano-Rho.

Underground station (red line) Fieramilano-Rho.

Source: Acimall studies office, Istat

XYLEXPO, A HIGH-TECH FAIR

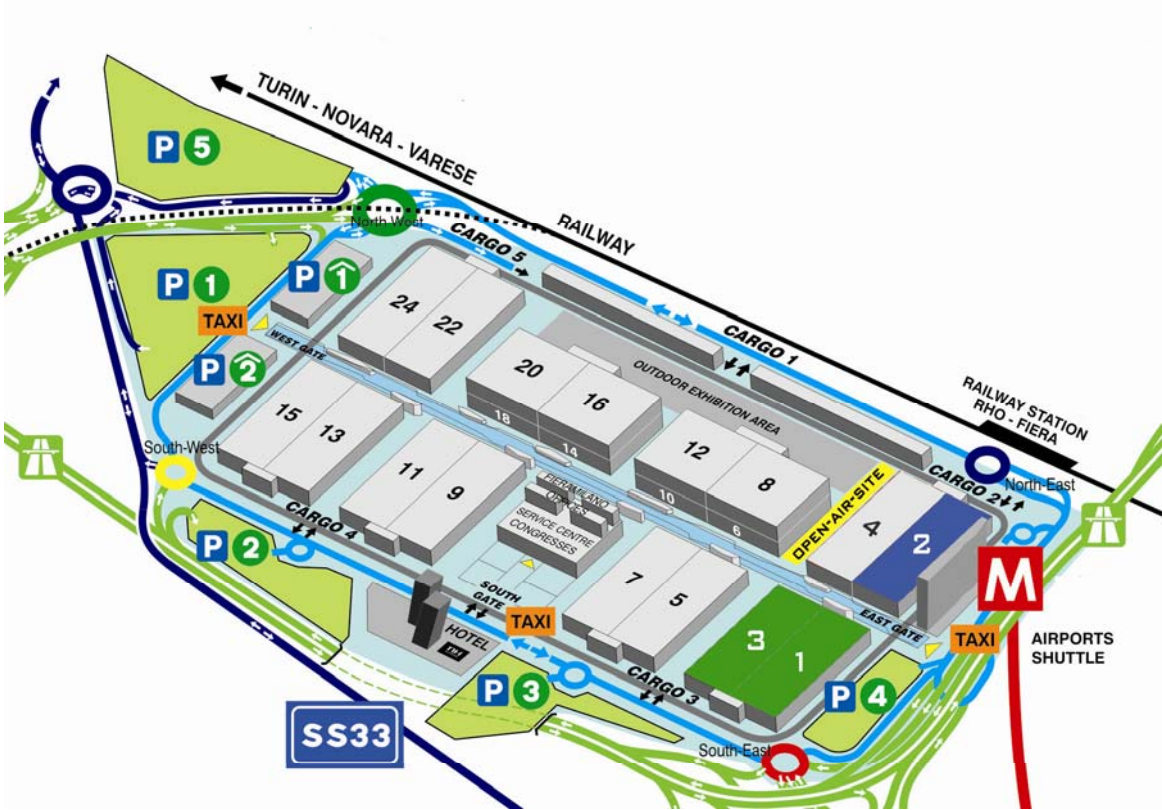


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FIERAMILANO-RHO FAIRGROUND



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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.

EVERYTHING FOR THE SUPPLY CHAIN

Hall 2

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

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.

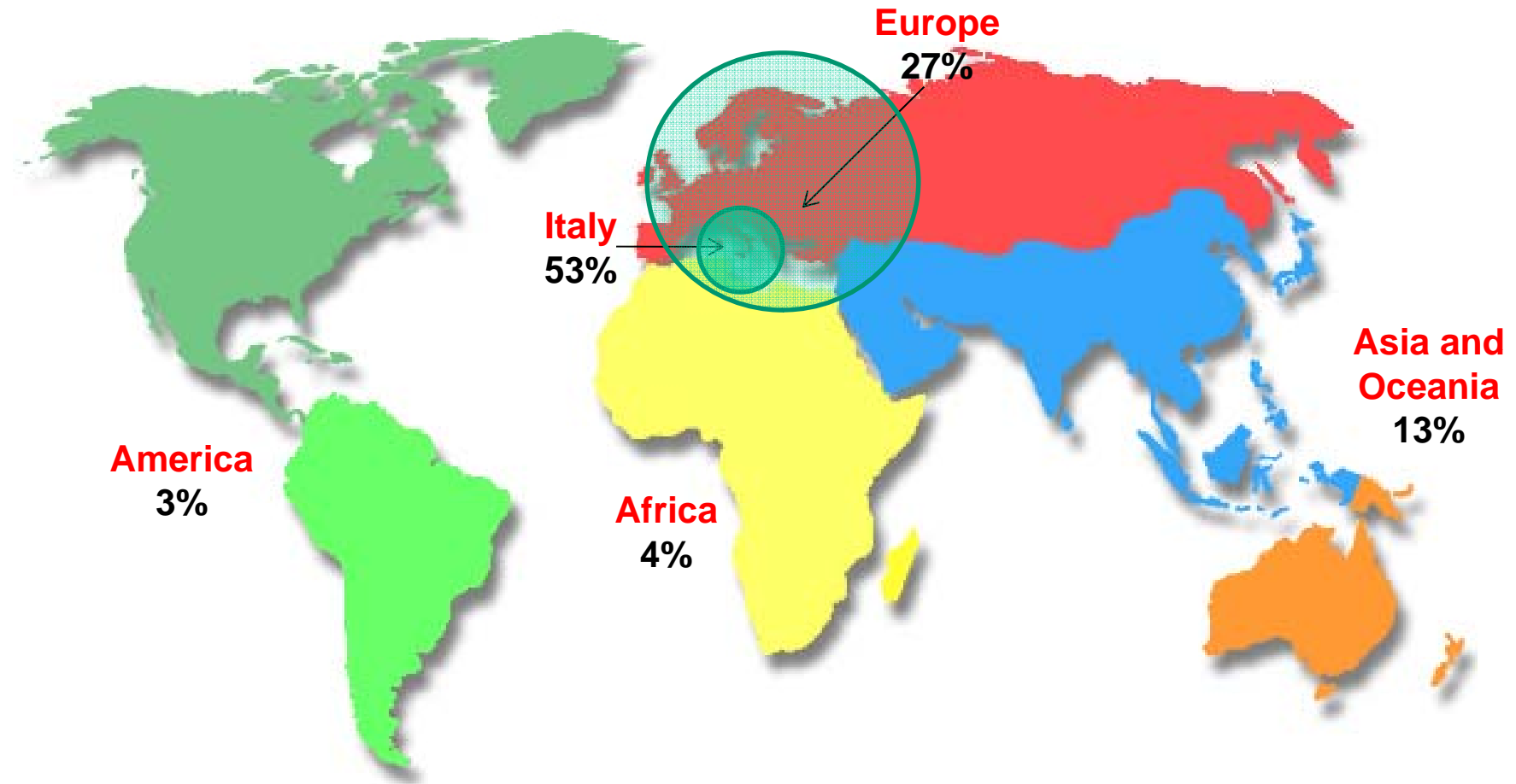
EVERYTHING FOR THE SUPPLY CHAIN

Open-air site

Machinery for forest industry, timber and semi-finished products.

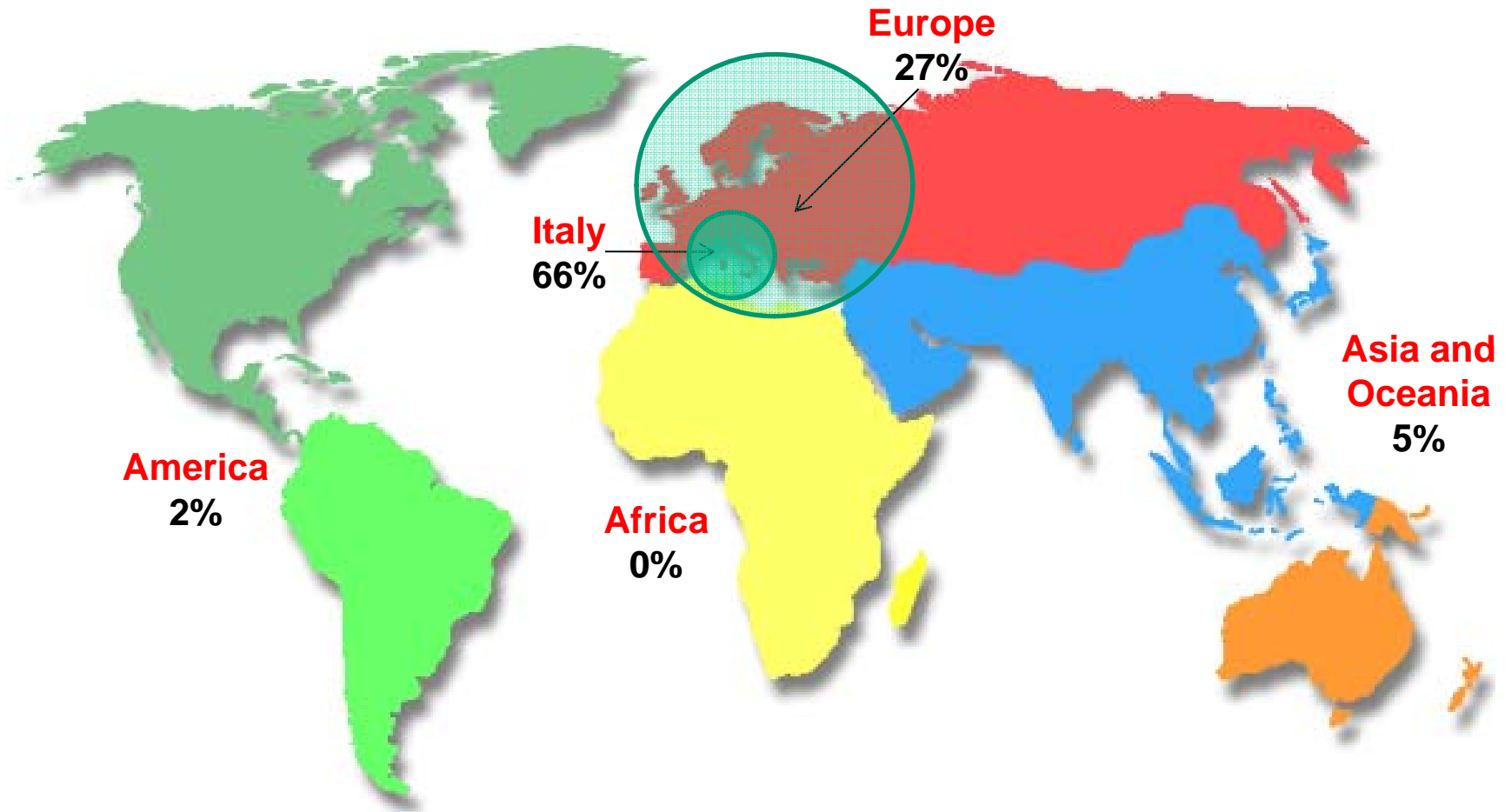
VISITORS

An event known throughout the world



EXHIBITORS

An event known throughout the world



XYLEXPO WEB AND COMMUNICATIONS

New website ***www.xylexpo.com***.

Facebook profile with more than **6,000** followers.

Twitter and YouTube channel.

EXHIBITORS PROMOTION 2013-2014

We are seeing the results of our promotional actions...

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.

VISITOR 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...

Xylexpo, with nearly 50 years of history and a consolidated brand, is the **largest international woodworking 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.

Xylexpo **maintains an international status** for decades both in terms of exhibitors and visitors.

Xylexpo is organized by Acimall
and sponsored by **Eumabois.**

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