



The evolution
of technology

Milan • May 26-29, 2020 • fieramilano Rho, Italy

**Xylexpo**

27th Biennial world exhibition for woodworking technology
and components for the furniture industry

www.xylexpo.com





A MUST-SEE!

Xylexpo is a well-structured exhibition, home of the most advanced technologies for the furniture and wood industries. In recent years the Milanese show has changed its formula, focusing on the most advanced processes. It proved to be successful, with over **37 thousand entrances** at the last edition and **450 exhibitors** who chose to present their latest products at Xylexpo.

In a space of over **35 thousand net square meters**, this trade show now takes place over **4 days instead of 5** (from Tuesday the 26th to Friday 29th of May). It has an agile, fast-paced schedule, in step with the demands of exhibitors and visitors.

Xylexpo is a "business event", enriched by producers of **semi-finished products and components** for the furniture industry that contribute to making **Xylexpo** a real platform for the **"4.0" production** of furniture and furnishings. A show for the industry but one that also offers an **opportunity for in-depth study and research** for architects, planners and designers.

VISIBILITY!

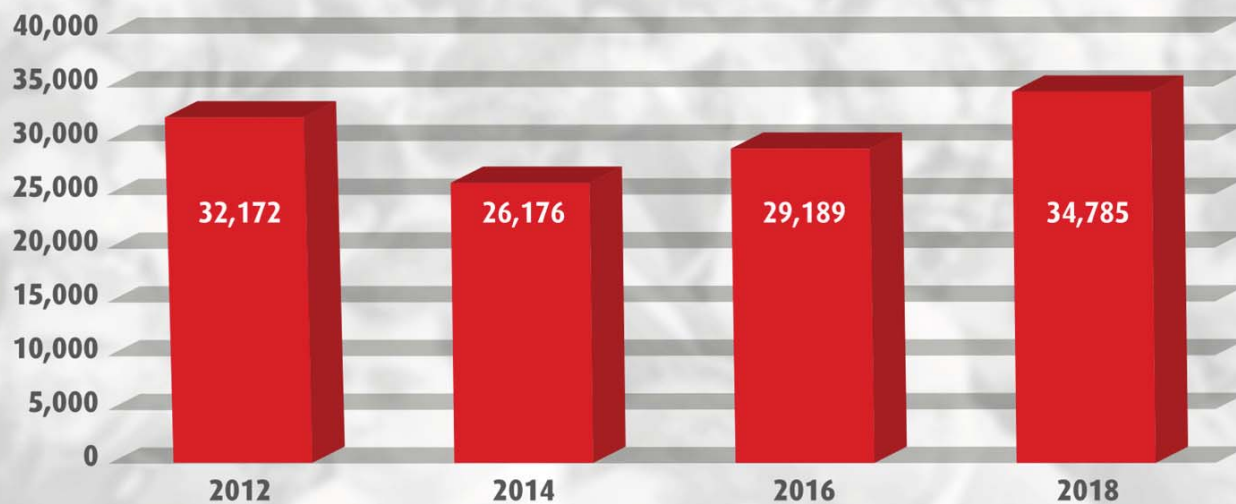
Xylexpo offers a series of stimulating side events where exhibitors are the main stars: from opportunities to present products and technologies to the **Xylexpo Arena** to the **"XIA-Xylexpo Innovation Award"** for innovation.

We have always been convinced that the success of a show begins with developing intelligent opportunities for visibility, for companies that are innovative and attentive to a "quality relationship" with the visitor.

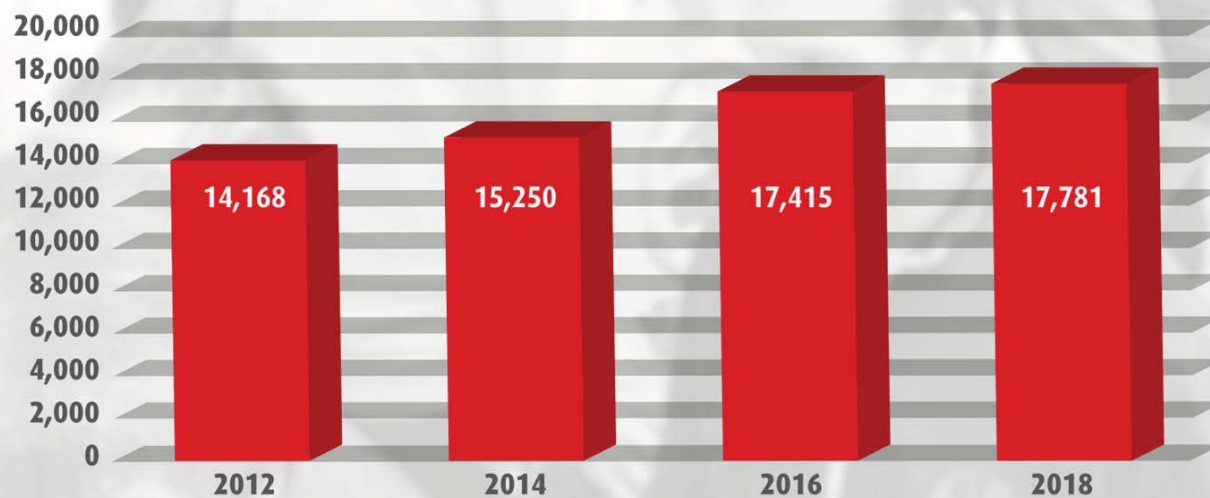


The Xylexpo Arena to the
"XIA-Xylexpo Innovation Award"
for innovation

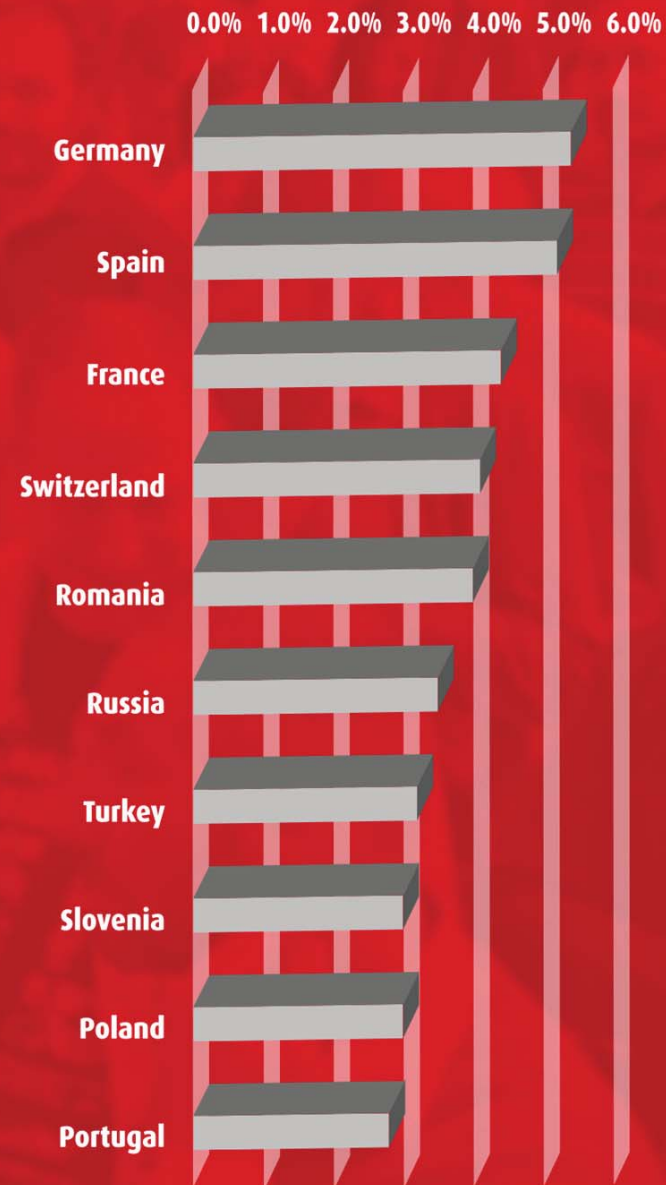
Historical data of net exhibiting area (sqm.)



Historical data of unique visits



Xylexpo 2018 Top 10 foreign countries' visitors



“TRADE FAIR SIZE” SPACES!

Each exhibitor has **an extremely functional exhibition structure**, a modern exhibition centre, where access to any type of service is very simple, and with convenient times and methods for set up and disassembly. Competence and collaboration achieve a common goal: a trade show that is available to international visitors as well as one that is convenient, effective, and useful.

Xylexpo 2020 will occupy halls 1, 2, 3 and 4 in the fieramilano Rho fairgrounds, a location of excellence in the middle of the **centre of gravity of one of the largest markets in the world**, easily accessible by Metro and seamlessly connected to the motorway, railway and airport networks. In each hall **one or more sector leaders will be present**, so as to create routes and methods that guarantee maximum visibility to all the companies at the trade show.

THE EVOLUTION OF TECHNOLOGY

Never before have **technologies become so increasingly integrated, connected, and "close"**; while exhibitors offer an **increasingly complete range** of solutions. These two elements convinced us long ago to adopt a layout that puts the needs, interests, and "research" of visitors at the forefront.

The sectors that are represented at Xylexpo - machines, accessories and tools for panel and solid wood processing, woodworking machines, surface finishing and composite material processing; consumables such as paints and adhesives, hardware, semi-finished and complementary woodworking accessories; machinery and equipment for forestry work, accessories and tools for first processing and treatment of wood, for structural wood - will live side by side, without interruption, in a continuum of offers, innovation, and stimuli.



**An extremely functional
exhibition structure**

FROM WOOD TO ADVANCED MATERIALS

This project is even more interesting because of the large-scale **evolution of woodworking technologies**, which for years now has become increasingly involved in the transformation processes of **plastics, light alloys, composite materials, glass** and **stone**.

This scenario has in fact changed what exhibitors offer, because they know that at **Xylexpo** they will be able to meet new "families" of visitors.





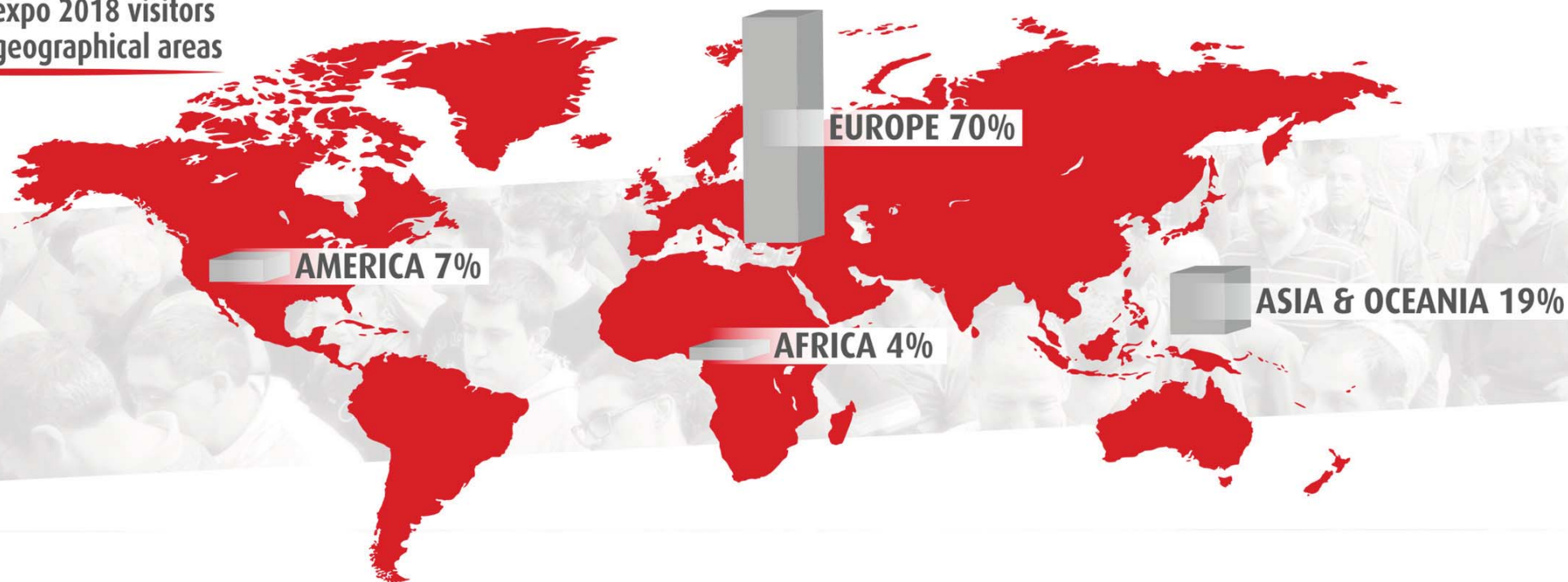
THE WORLD!

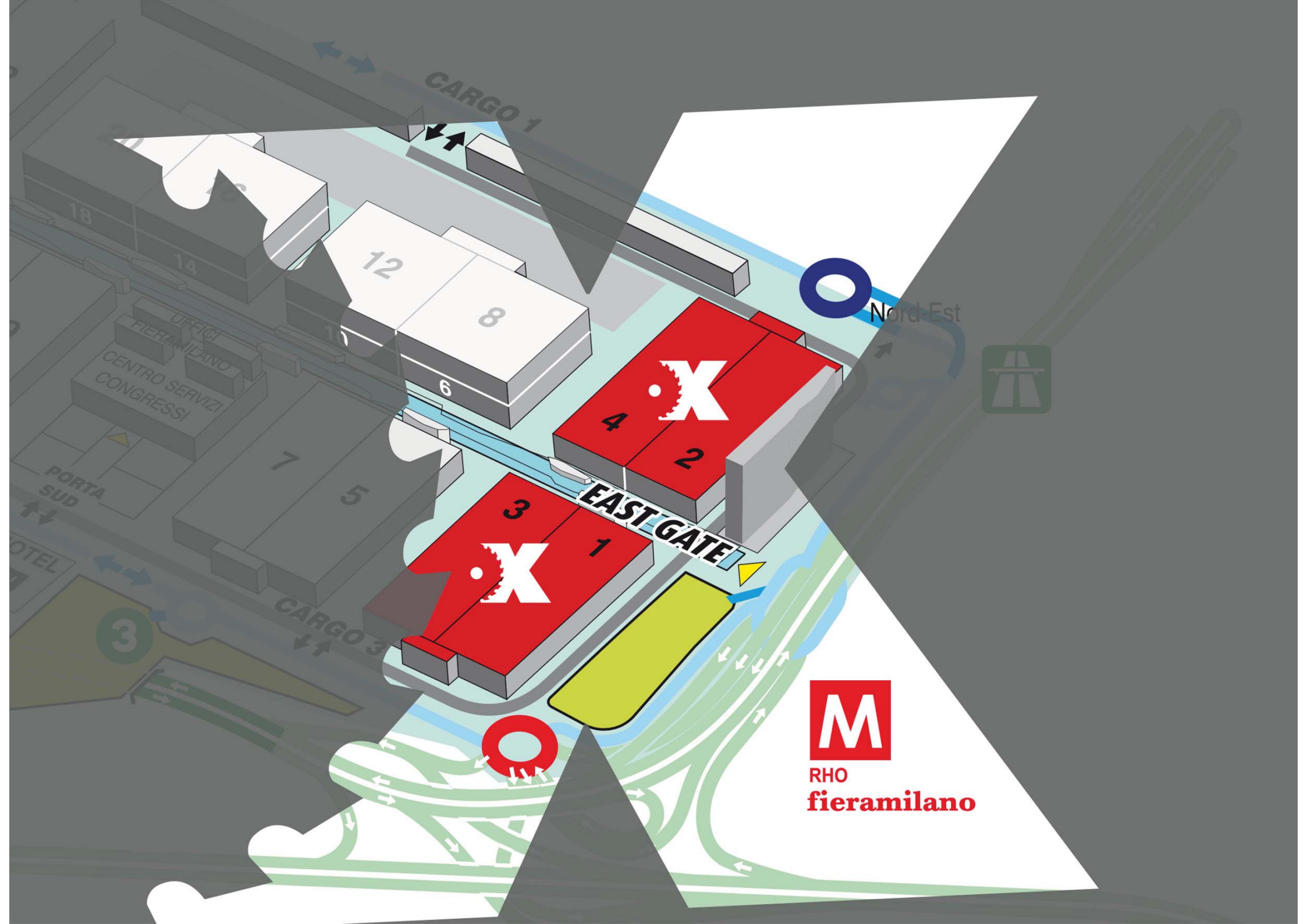
Xylexpo is one of the events with the **highest internationality with 30% of visitors coming from abroad**, due to **intense and widespread marketing**, which avails itself of the collaboration of over **fifty offices** and a time-tested **network of agents all over the world**. It is a wonderful point of reference for all companies interested in exhibiting at Xylexpo and for visitors as well; our commitment is to have all the protagonists of the wood and furniture industry in Milan so that visitors can have an exchange with an adequate public.

For our next edition, **“dedicated” press conferences and meetings** will take place in Canada, China, Germany, Poland, Romania, Russia, the United States and Turkey, accompanied by a strong **campaign in the sector’s press** and in the most important communications outlets in many countries, with particular attention paid to **web and social media**.

Xylexpo 2020 will be discussed with all the most important international journalists in the sector in the now traditional **XIPC-Xylexpo International Press Conference**, scheduled for January 2020 in Milan.

Xylexpo 2018 visitors by geographical areas





M
RHO
fieramilano

Xylexpo

is worth it!

**IF YOU COMPLETE YOUR REGISTRATION BY SEPTEMBER 30, 2019,
YOU'LL BE ABLE TO TAKE ADVANTAGE OF A DISCOUNT ON THE BASIC RATE PER SQUARE METER.
FOR MORE INFORMATION CONTACT THE SECRETARIAT (TEL. +39 02 89210200 - info@xylexpo.com)**

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