Down To Work For Xylexpo 2016!

Posted by ITAMachines | 18 Sep 2015

After the summer break, activity is back in full swing for the next edition of Xylexpo, the biennial international exhibition of woodworking technology and furniture industry supplies to be held at Fieramilano-Rho from Tuesday, May 24, to Saturday, May 28, 2016.

Well, actually, some activities have never stopped! These include the meetings and events of the Xylexpo 2016 roadmap, organized at the major industry events to present the historical exhibition to media, buyers, importers and distributors. This exhibition is still a key reference in even-numbered years, the most important international event that attracts exhibitors and visitors from all over the world. A reference for the Italian industry of woodworking technology as well as for international manufacturers, who know the features, qualities and potential of the Italian market, in spite of a season that is not easy in terms of economic trends.

So far, registrations indicate that it is going to be a successful Xylexpo, rewarding the organizer's decision to offer favorable conditions to companies that submit their registration within specific deadlines. Though largely incomplete, the list of exhibitors is already well populated.

The “comeback” of big groups in the previous edition, their participation again in 2016, the applications coming from the world's technology leaders (including famous brands like Barberan and Felder Group, to mention two recent registrations) are a promise that the next “Milan May” is not to be missed!

“Although the situation is less attractive than before the crisis” – said Dario Corbetta, exhibition manager and director of Acimall, the association of Italian suppliers of technology, tools and equipment for wood and furniture, which organizes the exhibition – the Italian market remains a key area for
technology consumption on a global level. Signs of possible stronger recovery are starting to show, and Xylexpo 2016 promises to be the liveliest edition in this decade. This exhibition is and will be a major event in the history of our industry, a biennial exhibition that will celebrate its 25th edition in 2016: fifty years side-by-side with the industry community. It’s a key date that we want to leverage to spur, relaunch and support the woodworking and wood-based materials industry, a great excellence in our country, a yardstick on a global level, a review that is always closely monitored by companies from all over world, from small handicraft workshops to big industrial groups”.

The good trends of registrations is also supported by the promotion campaign addressed to exhibitors, launched a few weeks ago to reach 80 countries, and by the action of the sales network that is presenting the Milan exhibition in all countries with a woodworking technology industry, to be followed soon by a similar action to “bring” Milan to industry operators and users.


Links
[2] https://www.datamove.psycray.com/%5Bfield_source_url%5D