

Xylexpo 2018

Milan, May 8-12, 2018
fieramilano, Rho fairground

www.xylexpo.com

26th **XYLEXPO** **2018**
50th
ANNIVERSARY

www.acimall.com



ACIMALL

Italian woodworking machinery and
tools manufacturers' association

Xylexpo is

the biennial **world** exhibition
for woodworking technology
and components for the furniture industry



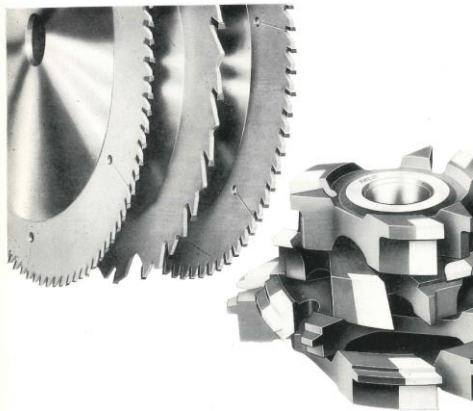
Xylexpo is

the **only**

woodworking machinery show

in **Italy** and **Europe's second largest one**

**A marketplace for woodworking
technology**

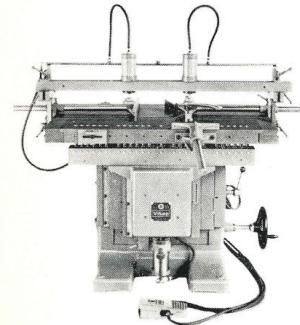


Freud - Pozzo S.n.c. - Via IV Novembre - Zona Industriale Feletto - 33100 Udine - Tel.: 58.
FREUD-POZZO Padiglione 13, Posteggio

Xylexpo has

50 years history

first edition in 1968



Fresatrice verticale tipo B.Z.
Vertikale Fraesmaschine, Modell B.Z.



Foratrice multipla tipo B.U.
Mehrschneidige Bohrmaschine, Modell B.U.

Programma di produzione:

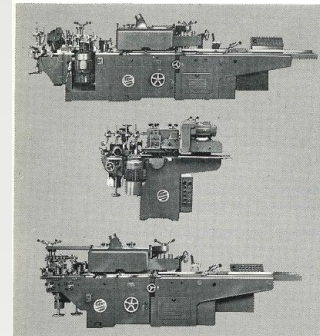
Foratrice a due teste - Foratrice automatica - Fresatrici - Avvitatrice multipla - Avvitatrice automaticia - Maschiettratrici per code di rondine - Affilatrici per lame.

Herstellungsprogramm: Zweikepfige Bohrmaschine - Automatische Bohrmaschine - Fraesmaschinen - Mehrschraubenmaschine - Automatische Schraubenmaschine - Zinkenfraesmaschinen - Schaerfmaschinen fuer Blaetter.

VITAP S.r.l. - Via Pisana - 53036 Poggibonsi (Siena) - Tel.: 96.238

Padiglione 13, Posteggio 162

VITAP



movimento con vite a mano oppure con il sistema dell'avanzamento continuo.
Supplementare: Magazzino caricatore.
Macchine ed installazione per parchetti a mosaico: installazione standard, installazione a gran rendimento, impianto di selezione, compositrice e incollatrice automatica con rete termoplastico sotto i pannelli.

Profilfräsautomaten zur Herstellung von Fenstern, Türen, Möbelprofilen, Bilderrahmen, Nut- und Federbrettern, Schubkastenseiten, Poistergestellen, Rundstäben, Leisten, Viertelstäben usw. Spindelzahlen: 2, 4, 5, 6, 7, 8, 9 und mehr, mit automatischer Abricht- und Winkeltügelmaschine. Vielfältige Spindelordnungen mit vielen Variationsmöglichkeiten: starre, neigbare und universal einsetzbare Spindel.

Arbeitsbreiten: 120, 140, 160, 170, 200, 250 mm. Modelle mit schiebendem oder durchgehendem Vorschubsystem.

Zusatzgerät: Beschickungsmagazin.
Maschinen und Anlagen zur Herstellung von Mosaikparketten: Standardanlage, Großanlage, Sortieranlage, Zusammensetz- und Verklebeanlage für unterseitige Netzverklebung.

Michael Weinig KG. - Michael-Weinig-Strasse 1 - 6972 Tauberbischofsheim (Germania) - Tel.: 651

WEINIG

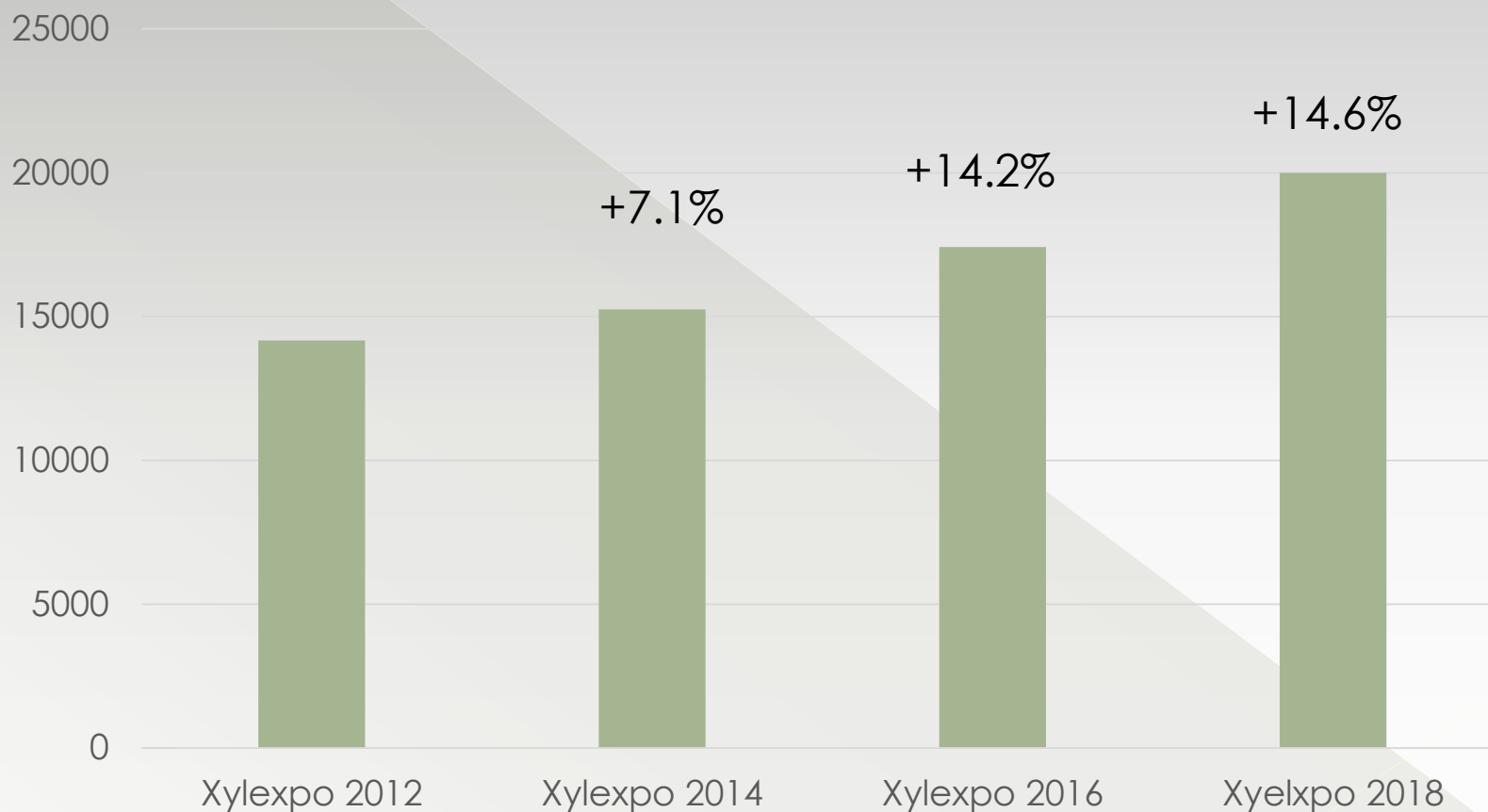
Padiglione 14/1, Posteggio 110/121



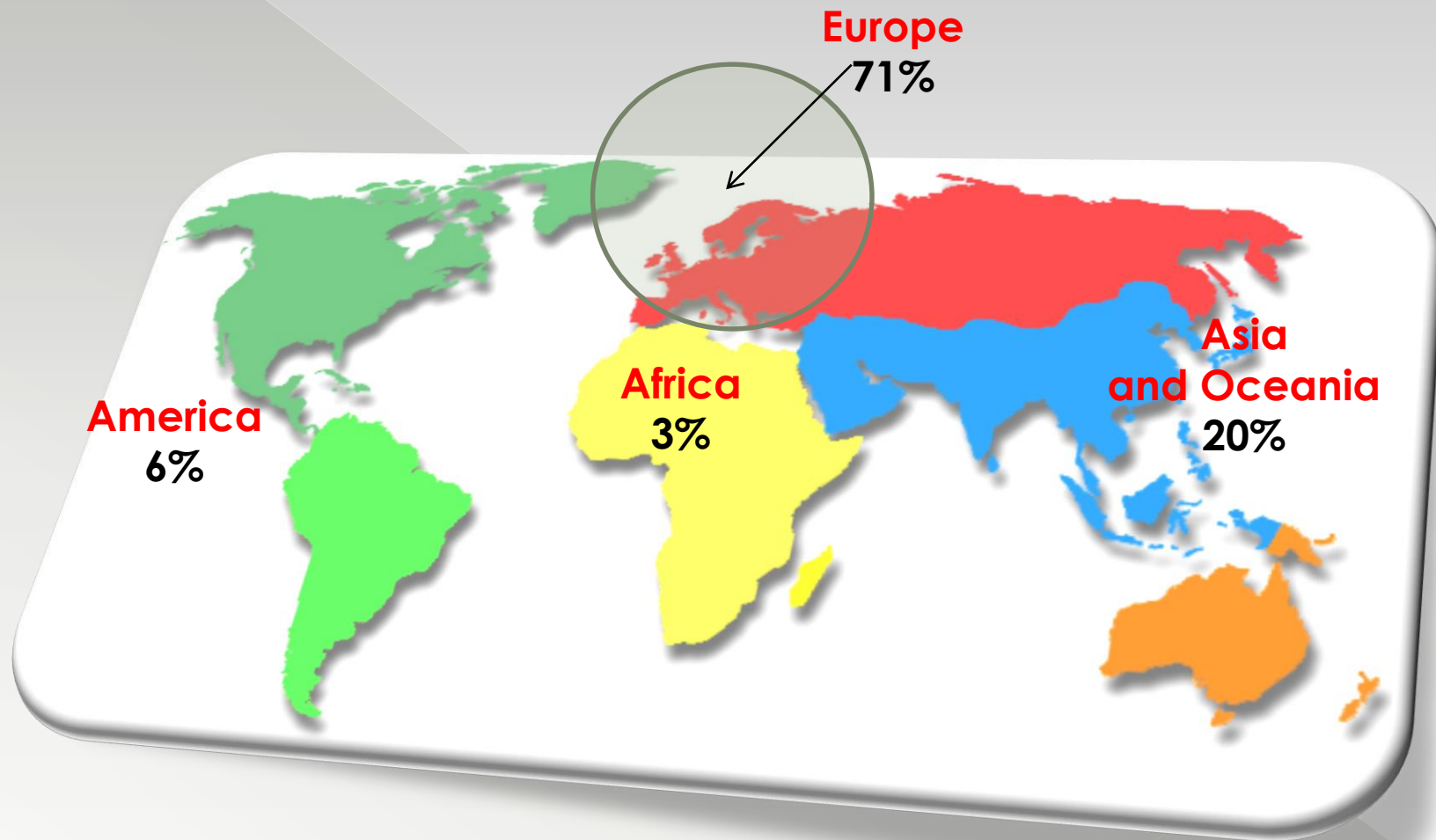
Xylexpo 2016 - figures

- ◎ **441** exhibitors, **122** from abroad
- ◎ **29,189** net square meters
- ◎ **17,415** unique visitors, **14.2%** more than in 2014
- ◎ **29.1%** share of international visitors

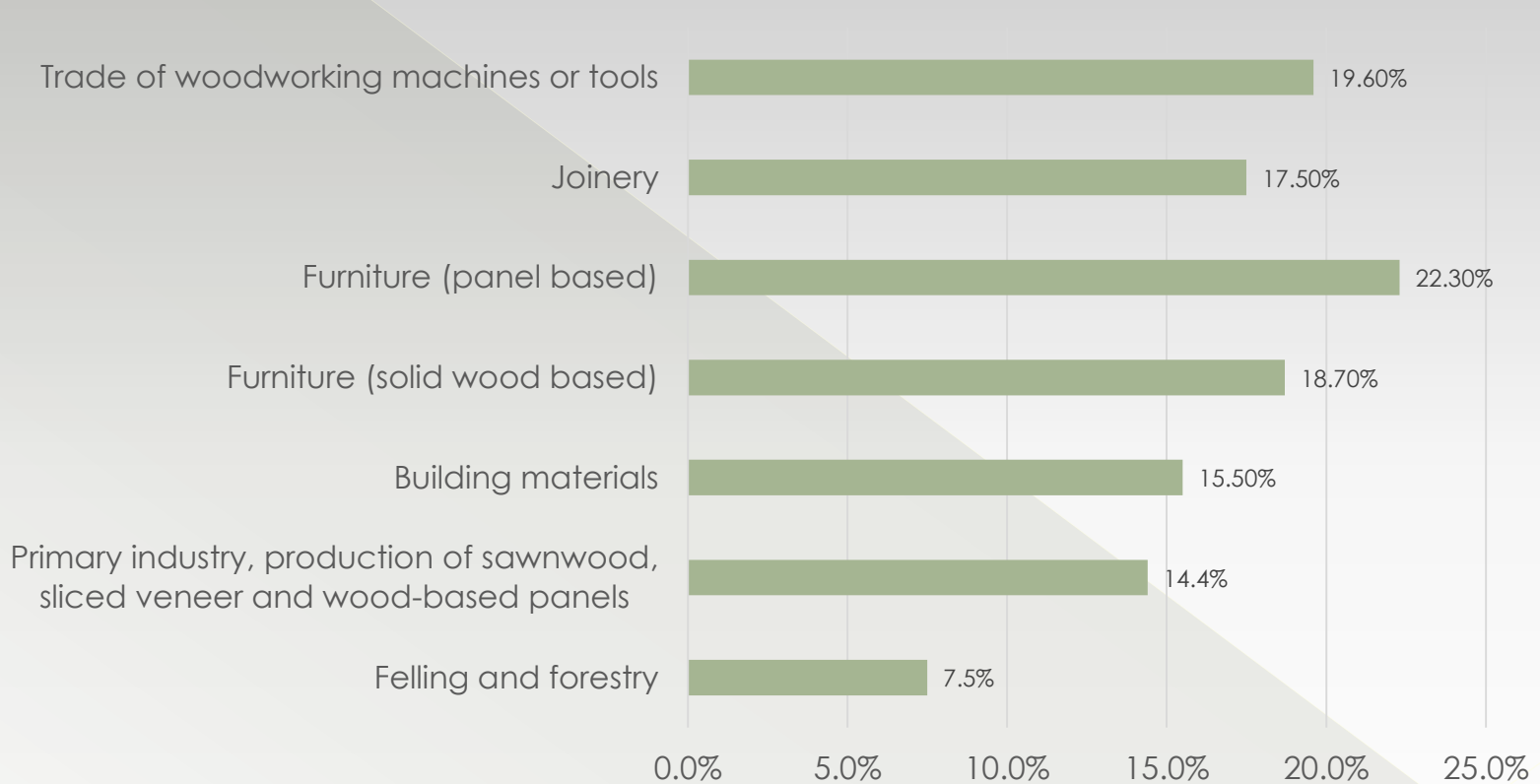
Visitors and unique visitors - trend



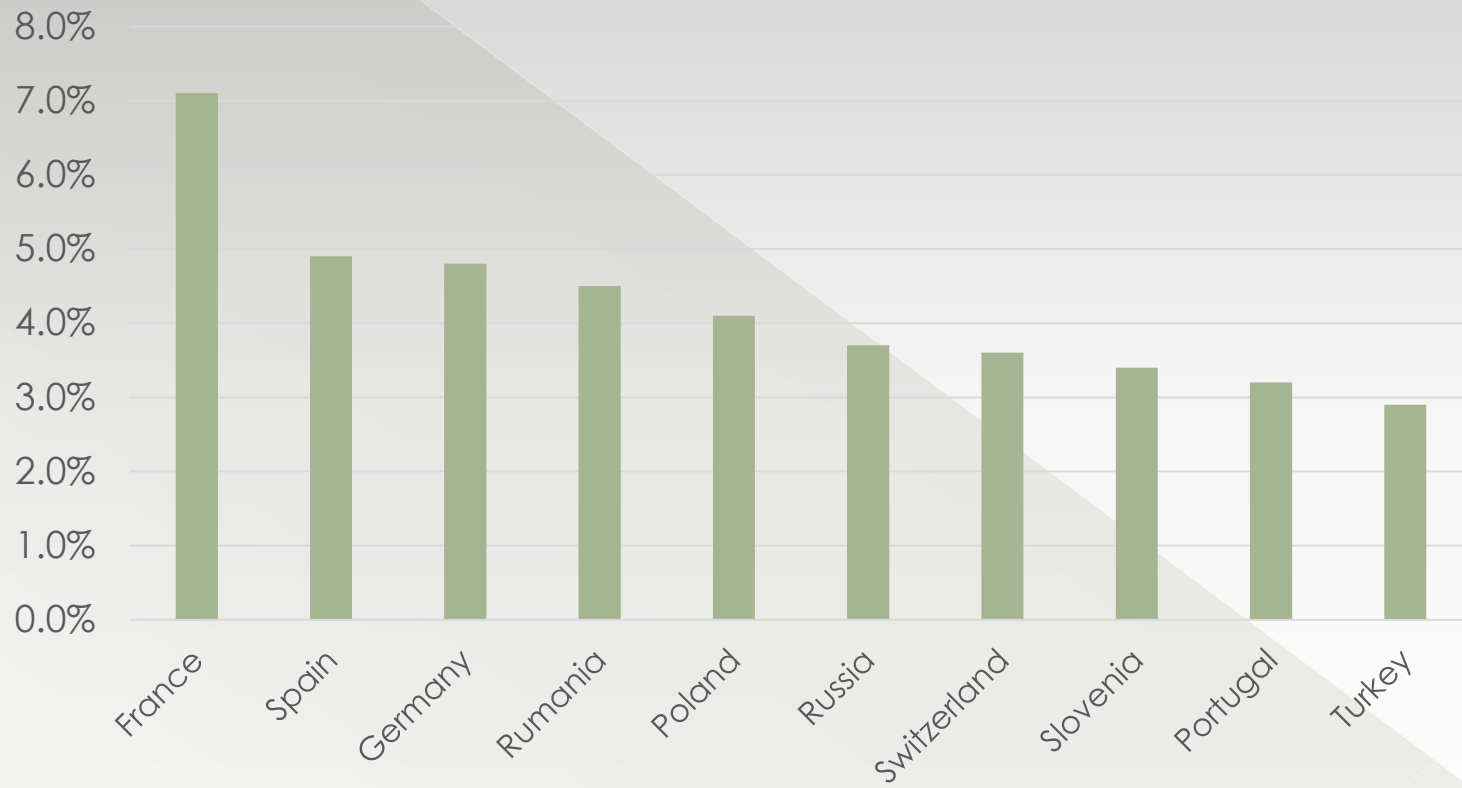
Origin of international business visitors



Industry sector of business visitors



Top 10 countries - business visitors



Fieramilano Rho fairgrounds exhibition halls



Xylexpo 2018: Halls 1 - 3

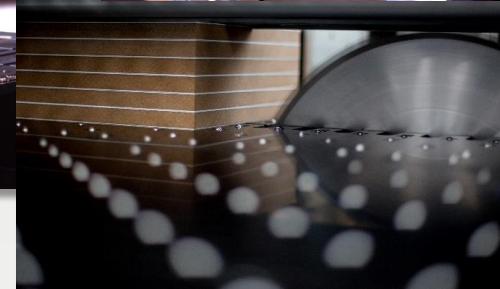
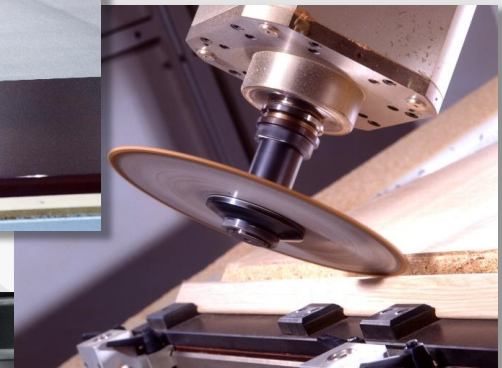
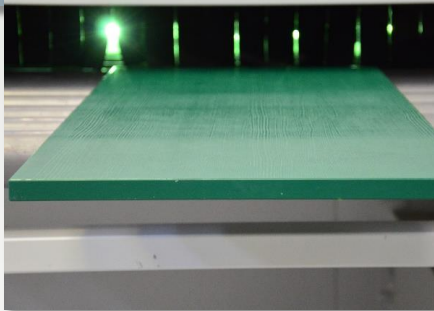
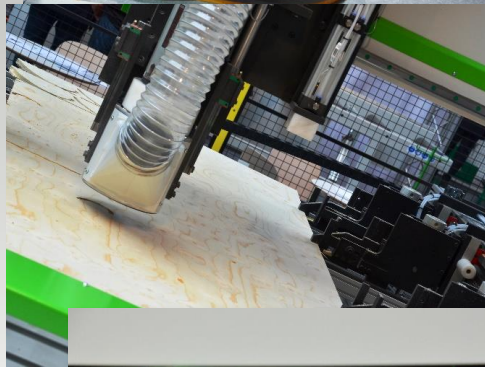


Machinery, tools for panel processing, machinery for surface finishing and related products, hardware and fittings, semi-finished materials and accessories for the furniture industry

Xylexpo 2018: Halls 1 - 3



THE MOST INNOVATIVE TECHNOLOGIES WORLDWIDE
PARTICULARLY IN **PANEL PROCESSING**
WILL BE PRESENT AT **XYLEXPO 2018**



Xylexpo 2018: Hall 2 - 4



Machinery and tools for solid wood
First wood processing machines. Semi
finished solid wood products, hardware
and fittings



Xylexpo 2018: Visitors promotion in Italy

- Multiple mailings of the **printed brochure** to **40.000 prospects**
- Entrance ticket mailed to visitors of the previous two editions
- Newsletter and direct mailing** to **30.000 prospects**
- Distribution of **media releases**

Xylexpo 2018: Visitors promotion in Italy

- xylexpo.com + social networks (Facebook, LinkedIn and Twitter)
- **Telemarketing** on a selected database of **10.000 prospects**
- Campaign on newspapers, industry media, websites
- Radio campaign
- OOH campaign

Xylexpo 2018: International visitors promotion

- Promotion through international network of partners: **50** foreign offices (Italian Trade Commission, Chambers of Commerce, local associations and business groups)
- Multiple mailings of **printed brochure** to a database of potential visitors (30.000 prospects)
- Distribution of advertising materials at major **international exhibitions**
- Distribution of **media releases**
- **Newsletter and direct mailing to 40.000 prospects**

Xylexpo 2018: International visitors promotion

- ① **xylexpo.com** and communications on social networks (Facebook, LinkedIn and Twitter)
- ① Advertising campaign on industry media and websites
- ① Press conferences roadshow
- ① International press event in Milan
- ① Visitors incoming program at the show (official delegation from 20 countries)

Why **Xylexpo** 2018

Tradition

Xylexpo is celebrating its
50 anniversary

Satisfaction

In 2016, **86% of exhibitors**
were satisfied with the
number of visitors and
quality of the event

Relevance

Xylexpo is considered a
strategic show for Italy . Italy is
one of the top producers and
exporter of woodworking
technology worldwide

Visit booth 2212-2214 and enter
to win a trip to **Xylexpo 2018**



XYLEXPO 50th ANNIVERSARY
2018

Win a trip to Italy!

TWO Canadian winners: Enter today!

Machines Italia **ACIMALL** **WOOD INDUSTRY**



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Italy

**YOUR WORLD
YOUR BUSINESS
YOUR SHOW**

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furniture industry

XYLEX  **PO** ^{50th ANNIVERSARY}
2018

www.xylexpo.com - info@xylexpo.com

Since 1968



**Thank you
for your
attention!**

**See you in
Milan!**