

21  
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Fieramilano Italy

5  
2024

Unique /  
/ Dynamic  
Digital /



*Come join us!*

**X**ylexpo | 2024

28<sup>TH</sup> BIENNIAL WORLD EXHIBITION  
FOR WOODWORKING TECHNOLOGY  
AND COMPONENTS FOR THE FURNITURE INDUSTRY

# “All-digital” exhibition

## Digital /

Again this year, Xylexpo will have a solid digital dimension, with the **Xylexpo Arena** as its beating heart, hosting meetings, presentations, roundtable discussions and seminars, that will be broadcast in different areas inside the expo center, as well as streamed live via the **Xylexpo Digital** platform.

In this way, also the operators who cannot attend the exhibition will have the opportunity to experience the Xylexpo 2024 atmosphere.

Xylexpo will offer its online visitors a **one-of-a-kind** opportunity to walk through the booths, joining issue-specific “**techtours**”, listening to **interviews** and following the **itineraries** organized by our shooting crews and broadcast live.

All these contents will be available and accessible later on via the Xylexpo digital platform.



Not only: Xylexpo – in collaboration with Fieramilano-Rho – offers **innovative tools and services** for promotion inside and outside the fairgrounds: from “**digital signage**” (a new video promotion system installed all over the expo center) to the constantly updated exhibition **app**, up to the interactive digital platform **Expo Plaza**, where exhibitors can present their offer, collect contacts and arrange meetings and video chats.

### Xylexpo social

Contacts from October 1, 2022 to June 1, 2023

	LinkedIn	158,000
	Twitter	180,000
	Facebook	222,000
	YouTube	92,000
	Instagram	145,000

### Xylexpo digital

From October 1, 2022, to June 1, 2023

8,295 views  
(318 hours of video)

Xylexpo  
DIGITAL



JULY  
**1**



OCTOBER  
**31**

# Firstcomers: all the benefits

## early bird

**10%**  
DISCOUNT

### Join us and decide to exhibit at Xylexpo 2024

### **WITHIN NEXT OCTOBER 31**

You will benefit from a **10 percent price reduction on your exhibition area.**

This is our way to say thank you to the first who will submit their registration to the next Xylexpo.

If you register now, you can identify a new or different location for your booth together with our technical staff, as well as increase your visibility among the companies that Xylexpo will promote in its information and communication campaign.

# Xylexpo, spring in Milan!

# / Dynamic

The Biennial International Exhibition of Woodworking Technology and Components for the Furniture Industry is **back in May**. After the pandemic emergency, the exhibition is restoring its traditional schedule in the spring season, **from 21 to 24 May 2024**.

Since **1968**, this event - promoted by **Acimall**, the association of Italian woodworking machinery and tools - has always been included in the agendas of all industry operators, as it offers a complete overview of the woodworking business, illustrating the evolution of the market towards **sustainability** and **digital** transformation.

Recognized as **the international exhibition of high technology for woodworking operations**, Xylexpo will be the starting point for the innovation cycle of the 2024-2026 period, reaffirming its purpose of previewing the new solutions that the companies will present to a highly qualified audience.



An international  
review

Xylexpo is a showcase that illustrates the **excellence of "made in Italy"** "made in Italy", while being open to solutions, technologies, tools and equipment from **international exhibitors** who know that, in Milan, they can find opportunities for new contacts and business with the **Italian market**, one of the most important (apparent consumption: 1.124 billion euro in 2022) and developed on a global scale, combined with strong projection on the **European markets**. The exhibition also boasts a 25% share of **international visitors** on total attendance.

## XYLEXPO 2022 in figures

275

EXHIBITORS  
(54 international)

18,500

NET SQUARE METERS  
OF EXHIBITION AREA

16,356

UNIQUE VISITORS,  
24.5 percent from abroad

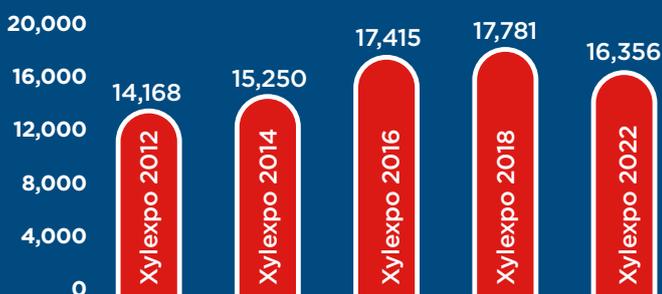


XIA-Xylexpo  
Innovation  
Awards

A new date with the innovation awards, the "Oscars" of the wood-furniture technology industry, this year focused on the topics of **sustainability** and **digital transformation**. The award will feature four categories:

- **solid wood processing**
- **panel processing**
- **finishing**
- **tools and equipment**

## HISTORICAL TREND OF UNIQUE VISITORS



## INTERNATIONAL VISITORS BY REGION



**In Milan,  
the design capital  
and home of...**

**... wood and  
furniture technologies!!**



# Unique /

## THE OFFER

According to tradition, Xylexpo will feature **machinery and technology** for the processing of wood, wood-based materials and innovative materials; **automation and robotic solutions; software** and digital solutions; **tools, equipment and services** for the wood and furniture industry.

These are the core categories of an offer that, once again, will be focused on **innovation, digital transformation** and **sustainability** related to technologies for the manufacturing industry.

## “XYLEXPO DAYS”

Each of the four exhibition days will be dedicated to a specific segment, with meetings, events, in-depth discussions and testimonials.

## A “CONSISTENT” EXHIBITION

Xylexpo 2024 will be a truthful witness of the evolution of the furniture business, a sector that largely relies on the machinery and technology industry.

This partnership is one of the keys for the success of leading companies that have always considered Xylexpo as a reference event.



At Xylexpo

all the solutions for:

Panel processing

Solid wood processing

Primary operation

Innovative material processing

Surface finishing, sanding and coating

digital transformation

sustainability





# Global Promotion

Xylexpo can leverage **an extensive promotion campaign** that, besides press briefings and events for industry operators covering the most important countries, includes extensive **advertising** in the media, including press, radio and web.

Besides all the leading international industry **magazines** and a few major general information newspapers, the Xylexpo promotion includes an extensive **online activity**, with regular newsletters addressed to the industry operators of industrialized countries, web advertising and social media marketing, to consolidate the image of the exhibition in the target audience and reach new contacts.

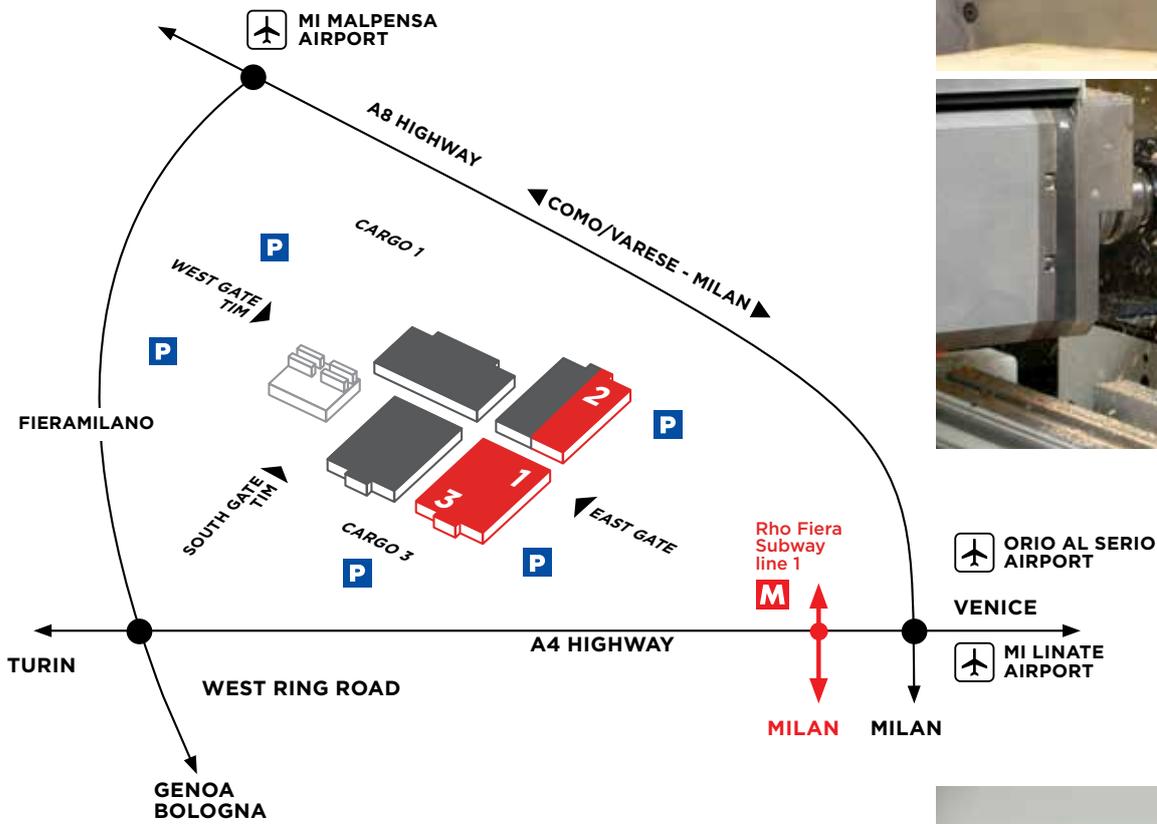


# The future: education and training

Another focus topic at Xylexpo 2024 will be education and **vocational training** at all levels, from secondary schools to university masters. We are defining partnerships, collaboration and specific initiatives to involve future **purchasing decision-makers!**



# Xylexpo | 2024

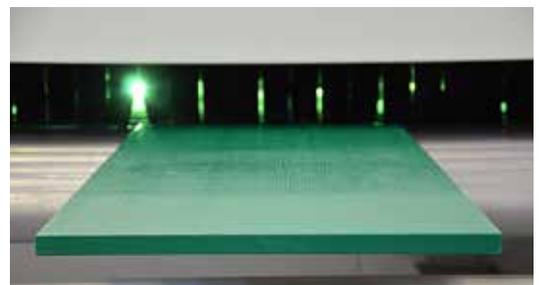


## FOR INFORMATION

### Organizers

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28<sup>TH</sup> BIENNIAL WORLD EXHIBITION  
 FOR WOODWORKING TECHNOLOGY  
 AND COMPONENTS FOR THE FURNITURE INDUSTRY



**fieramilano**  
 from MAY 21 to 24, 2024  
 h. 9am to 6pm  
 HALL 1,2,3

