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33.BI-MU, Xylexpo, and Viscom Italia Together: Create New Business Opportunities

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Few of the biggest three exhibitions of the trade and manufacturing world, as decided by the organisers, to overlap, providing the participant companies with various prospects under one roof



33.BI-MU the machine tools exhibition, Xylexpo-a biennial exhibition of woodworking technology, and Viscom Italia-the visual communication trade fair, all to kickstart together in the 2nd week of October 2022. The overlap of these three events intends to give the participants a fair chance to grab all kinds of opportunities possible.

33.BI-MU is an international biennial exhibition of machine tools, robotics and automation systems, additive manufacturing, and digital & auxiliary technologies. Xylexpo is similarly a biennial exhibition of woodworking technology and components for the furniture industry. Along with Viscom Italia, Europe's leading visual communication trade fair, all of the above to kick off concurrently on the second week of October 2022 at the Rho-Fiera Milano expo center.

The fully integrated BI-MU and Xylexpo events start on the 12th of October, 2022 (Wednesday) and will continue till the 15th of October, 2022, Saturday. Viscom Italia will take the stage from the 13th of October, 2022 to the 15th of October, 2022, that is Thursday through Saturday in halls 8/12.

"Viscom Italia is a great opportunity for all companies wishing to keep up to date with the latest industry trends and experience innovative technological solutions in the field of digital printing, engraving/laser, screen printing, embroidery, interior decoration, and visual merchandising," commented Massimiliano Pierini, Reed Italia Exhibition's Managing Director. He further added that "BI-MU and Xylexpo exhibitors and visitors will indeed be inspired by the countless sustainable applications and materials to create new products and communication models with high visual impact."





Massimiliano Pierini

The organizers' decision to co-ordinate the overlap of their event calendars, matches perfectly to give fair participants the chance to grab all the opportunities available, giving visitors the possibility to participate simultaneously at all three events.

Riccardo Gaslini, Head of the Organizing Secretariat of BI-MU, organized by EFIM, said, "BI-MU and XYLEXPO have been working together for two years now to offer both event participants a comprehensive and rewarding visiting experience. This is why we coordinated the total permeability of the two Instrumental Mechanics exhibitions. Joined by Viscom Italia, it will certainly help attract greater visitor numbers, benefiting everybody participating at the fair. As trade fair organizers, we are highly aware that the overlapping events will help make the district more lively and vibrant, and a big plus thanks to the enhanced services provided by Rho-fieramilano to meet the needs of the larger number of operators in each of the halls."

In a scenario that has highlighted the need for greater dialogue and the desire to once again come together to discover the latest sector innovations - being fully aware that only innovation is the key to bringing the market back to life again, access to one event opens the doors to the other events. The three organizers' in their joint decision, have made it easier for participants by making it as simple as pre-registering at the reception desk.

A choice that will permit exhibitors to boost potential visitor numbers, and enable visitors to round off their fair experience, by not only visiting their exhibit of interest but also giving them the opportunity to check out the other events at the same time. Offering all participants the chance to enjoy a more lively and vibrant fair atmosphere and better overall general services, organizers are set to enhance the three-way event organization.

"We are living in a period of great transformation where it is necessary to be a bit more daring and strive to make new choices," said Dario Corbetta, Director of Xylexpo. "The upcoming exhibition highlights the will of the entire wood and derivative technology protagonists to experience a new way to come together, seizing all the opportunities of a new age where production processes are becoming increasingly transversal and the search for solutions can be extended into 'neighboring worlds'. This also applies to digital printing, currently an ever-increasing new trend in furniture and surface", he explained.



Dario Corbetta

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