



And finally, here comes Xylexpo, after four years. We have almost forgotten what it was like, it's been such a long time, and we are very curious to find out what will be presented, because there will be much news.

The first new element of Xylexpo 2022 is the dates in October. The reasons are known to everyone, and if the biennial international exhibition of wood-working and furniture technology had remained in May, reaffirming the 60-year-long alternation with Ligna in Hannover, it would probably have paid a high price. And instead, here we are, and the 27<sup>th</sup> edition of Xylexpo is ready to open the gates from **October 12 to 15**, in the Halls 22 and 24 of Fiera Milano-Rho, a total exhibition area of **36 thousand square meters** and **280 exhibitors**, one third coming from abroad to present an end-to-end lineup of advanced technology, from primary operation to surface finishing.

The sales of exhibition space closed several weeks ago: *"This year, we preferred to avoid dispersion, doing our best to place all exhibitors in two halls, avoiding 'appendixes' that are less appealing to visitors,"* said **Dario Corbetta**, exhibition manager. *We considered that this Xylexpo would be different from the past, for the reasons we all know, and we made decisions to support the quality of the event rather than the sales of exhibition area. As a result, we have a long waiting list of companies that – having delayed their decision to participate for too long – will not be able to join us in October."*



Let's immediately get rid of tricky topics of discussion: a few industry leaders decided not to participate. It's a pity for the show, but probably also for Biesse, Cella and Homag, in alphabetical order. Of course, you are free to define your own strategies, but the early signs – preregistrations first – seem to indicate that this long-awaited Xylexpo might bring some cheerful surprise for those who chose to attend.

And not only for the "twinning" with **33.BI-MU**, the international exhibition of machine tools organized by **Ucomu** although this is certainly an added value for this edition. Also in this case, the preregistration figures of both events indicate that more than sixty percent of Xylexpo visitors will also pop in and take a look at metalworking machinery, and vice versa. So, the organizers' decision to join forces and imagine a new, bigger container for technologies to process wood, metal and composites has created a pole with a strong attraction force.

More recently, the family has also been joined by **Viscom Italia**, the visual communication show that will dedicate a large section to digital communications, one of the "strong" topics of this period in the finishing business ...

### XYLEXPO TV

Another debut this year is **"Xylexpo Digital"**, a channel (actually two, one in Italian and one in English) that will broadcast meetings, conversations, roundtable discussions, demos, and booth visits from Wednesday 12 to Friday 14. It will be, most and foremost, a way for those who will not be in Milan to visit the exhibition, thanks to the crews that will walk along the aisles of the halls, following routes focused on specific technologies or topics. It will not be the same as being physically there, but for the first time, everyone will have the opportunity to move around, walk through the halls, take a closer look at a new product, listen to the opinion of an exhibitor or visitor ...

*"We know that, just like any other exhibition in this period, we will have to face different numbers and new needs, starting from our digital exhibition initiative. 'Xylexpo Digital' is a tangible proposal and will remain accessible also after the exhibition: our TV channel – Corbetta added – will not only allow to attend the 'Xylexpo Arena' events and visit the stands of the exhibitors who joined the initiative, but it will also be accessible in the timeframe until the next edition, bridging the gap until Xylexpo 2024, with the possibility to upload additional contents and capture the attention of operators all over the world."*

The pillar of the **"Xylexpo television"** will be the Xylexpo Arena, the area that traditionally offers events and presentations.

### ABOUT VISITORS

Quite clearly, after the recent lockdowns, visitors are looking forward to a "physical" experience: early data from the preregistration service – easily accessible from the exhibition website ([www.xylexpo.com](http://www.xylexpo.com)) to register and enter the fair premises with no delays – indicate that the event in Milan is eagerly awaited by a high-quality audience, aware that, once again, Xylexpo will be a showcase of the best technology for wood and wood-based materials.

A new initiative for visitors is the launch of the **"Educational project"**, originally designed to be

introduced at Xylexpo 2020, then postponed from May to November, and finally delayed to 2022.

This year, approximately twenty schools will be invited to Xylexpo, institutes dedicated to the education of young people searching for job opportunities in our industry; at Xylexpo, they will certainly find many hints...

The long-proven partnership with **Ice-Agenzia** has yielded great results also this year, with several international delegations coming from all over the world, with more than 300 top buyers.

### XYLEXPO INNOVATION AWARDS

The **"XIA-Xylexpo Innovation Awards"** will come back again this year, divided into five categories: solid wood, panels, finishing, digitalization and sustainability. The selection of solutions has been en-

trusted to a jury of university professors, technologist, subject matter experts, i.e. a group of independent people who will make their choice with no bias.

### XYLEXPO AGENDA

The **agenda of events** at the **Xylexpo Arena** is quite intensive. For the first time, all events, live streaming and other initiatives covered by the area cameras and the crews moving around the fair will be available also in English, so accessible for the countless fans of made-in-Italy technology around the world.

The full program is available at <https://bit.ly/3BN6iWT>.

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