

#12 Press release

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International trade fair for machinery, equipment and systems for the processing of flat and hollow glass; glass and finished products for the industry

VITRUM 2017 OPENS ITS DOORS

Vitrum -- Italy's international trade fair for the glass processing industry – opens today, Tuesday, October 3rd.

Visitor pre-registrations grew four-fold compared to two years ago. The number of visitors grew by more than 20% compared to 2015 at 12.30 PM.

The overall value of machinery on display is in excess of €2 million. The net exhibition area of more than 13,000 sq. m accommodates 237 exhibitors from all over the world. This is Vitrum 2017, inaugurated at Fiera Milano Rho (Milan) today, October 3rd.

“This is year zero for us – stated Dino Zandonella Necca, President of Vitrum – we expended all of our efforts in this year's edition in terms of synergistic activities, involvement and promotional initiatives that already paid off in Murano, in June, with the organization of the first International Convention of Glass Associations. Today Vitrum is officially embarking on a new path marked by global activities to put our industry on the world map and strengthen its strategic, all-round importance”.

“Vitrum 2017 is traditionally an eagerly-anticipated event - remarks Laura Biason, Vitrum Director – and ranks among the leading international glass shows. The value of the machinery on display this year is in excess of €12 million, tangible proof of the importance attached by both Italian and overseas companies to our exhibition”.

The first Vitrum 2017 day was inaugurated with the opening press conference, attended by Giorgio Giovagnoli, Head of the Ministry for Economic Development; Licia Mattioli, Confindustria's Vice President for Internationalization; Michele Scannavini, President of ITA - Italian Trade Agency. The press conference was opened by Dino Zandonella Necca, President of Vitrum.

Eagerly anticipated was also the inauguration of the **“Unique Interpretations - Glass experiences”** exhibit organized by Vitrum inside the Technology and Innovation Area. A distillation of art, history and technology, the exhibit offers cultural insights that complement the spirit of a trade show that epitomizes the excellence in glass processing machinery.

The exhibit is open from October 3 through 6 and is located in Pavilion 7, stand A21-B30.

Last but not least for the first Vitrum day, the seminar focusing on Industry Plan 4.0 incentives in Room Scorpio. The event is mainly addressed at Italian market professionals.