

Vitrum 2019 ^[1]

Event date:

01 - 04 octobre 2019

Foire Commerciale:

VITRUM 2019

Emplacement:

Fieramilano - Quartiere RHO

Région:

Lombardia

S.S. del Sempione n. 28

Rho, MI 20017

Italy

^[2]

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Le gouvernement local:

Italian Trade Agency Milan, Italy

Office

Organizer:

VITRUM S.R.L.

Organizer Region:

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Courriel:

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Vitrum 2017 Post-Show Report

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Association:

- GIMAV

secteurs:

[Glass](#) ^[5]

Étiquettes:

Vitrum 2019

Vitrum 2019 is all about innovation — where the most cutting edge applications of flat and hollow glass will be on display for industry professionals from around the world. Technologies, machinery, and special products are at the very core of this year's leading European glass industry event. Several special projects will enliven the four days of the fair.

“Vitrum specialized” is the name given to the 12 descriptive themed pathways that will provide greater visibility to exhibitors as well as improved access to the show for all trade professionals. The Vitrum 2019 organizational staff is already hard at work. The aim: to produce a 21st edition that leaves its mark.

“Throughout the 2017 edition - explains president Dino Zandonella Necca - we paid attention to the needs expressed by the participants - exhibitors, trade professionals, visitors, associations and institutions - and we carefully analyzed the feedback that came in after the event. Driven by the findings in this review, we agreed it was time to focus on some specific themes: themes that we can transform into exciting opportunities for greater visibility for all exhibitors”.

Vitrum 2019 will have an innovative look, one that turns the exhibitors' need for visibility into descriptive themed pathways, each with its own immediately recognizable logo:

- Vitrum Flat Glass
- Vitrum Hollow Glass
- Vitrum Fenestration
- Vitrum Solar
- Vitrum Automotive
- Vitrum Printing & Coating
- Vitrum Environment
- Vitrum Testing
- Vitrum Research
- Vitrum Software & Control
- Vitrum Associations
- Vitrum International Press

These are the 12 Vitrum Specialized logos. In other words, representations of the macro-categories in which the exhibitors

VITRUM [6], GIMAV [7], milano [8],
2019 [9]

Social links:

 [10]

 [11]

 [12]

operate, which they can use to clearly identify their own specialization or specializations. Each exhibitor can choose to use one or more logos.

The Vitrum Specialized logos will be affixed in clear view at the exhibitors' stands during the four days of the show, and will also be printed in the Vitrum 2019 catalog, alongside the company name, and on the show maps (given to visitors) that provide stand locations.

Source URL: <https://www.machinesitalia.org/fr/event/vitrum-2019>

Links

[1] <https://www.machinesitalia.org/fr/event/vitrum-2019>

[2] <https://maps.google.com/?q=S.S. del Sempione n. 28, Rho, MI 20017, Italy>

[3] <http://www.vitrum-milano.com/en/>

[4] https://www.machinesitalia.org/sites/default/files/event_pdf/final-report-vitrum-2017-en_0.pdf

[5] <https://www.machinesitalia.org/fr/sectors/glass>

[6] <https://www.machinesitalia.org/fr/tags/vitrum>

[7] <https://www.machinesitalia.org/fr/tags/gimav>

[8] <https://www.machinesitalia.org/fr/tags/milano>

[9] <https://www.machinesitalia.org/fr/tags/2019>

[10] <http://twitter.com/vitrummilano>

[11] <http://facebook.com/VitrumMilano>

[12] <http://linkedin.com/company/vitrum-srl>