



PRESS RELEASE

July 2009

## **VITRUM 2009**

**INTERNATIONAL TRADE FAIR FOR MACHINERY, EQUIPMENT AND SYSTEMS FOR THE PROCESSING OF FLAT, AND HOLLOW GLASS; GLASS AND FINISHED PRODUCTS FOR THE INDUSTRY – NEW FIERA MILANO COMPLEX IN RHO, FROM OCTOBER 28TH TO 31ST, 2009.**

**Every two years Milan becomes the international center of the latest artistic and industrial offerings with a close-up of Italy's world famous artisan tradition. The 16<sup>th</sup> exhibition has a host of news in store: the green economy, leading-edge technologies for flat and hollow glass, the Murano Masters, and creative workshops for young children.**

Glass processing machinery and special products is a niche sector but has always been an area of excellence for Italy. In the industrial and artistic field, Italy continues to hold a leading position on international markets, acting as the ambassador of Italian production around the world. This comes from high tech products, innovative companies, the expertise of a century-old tradition and, most importantly: the ability to fine-tune its production to meet specific customer needs. Exports by Italian glass companies, which have been rising steadily by an average of 6.5% over the past 5 years (2004 - 2008), also demonstrate that this industry is not feeling the pinch of the economic crisis despite the ups and downs of the international market.

This vibrant activity is also reflected in the greater numbers of visitors and exhibitors at Vitrum, the international glass industry's most important showcase based in Milan. Every two years, Vitrum attracts trade people from all corners of the world and is an undisputed appointment for the national and international press with its Italian glassmaking tradition and presentation of advanced techniques and technology.

Just as for all machine tool sectors, exhibitions are viewed as being a strategic promotional tool for the glass industry as well: more than 75% of the companies attend international events. It has been estimated that for small- and medium-sizes companies, approx. 30% of the contacts made at exhibitions become new customers.

Given its very structure – mainly small- and medium-sized companies -- this industry has driven the growth of Vitrum over the years, in terms of exhibitors and visitors. This makes the exhibition one of the most important in the world and one of the must-see international appointments.

Yet figures more than words can best describe these positive results. Vitrum started out in 1979 with 5.000 square meters of net exhibition space. In 2005, this grew to more than 28.000 square meters and more than 31.000 in 2007. The increase in the surface area also translates into a significant increase in the number of exhibitors and, as a result, in the number of visitors as well.

The figures are:

1979

- Exhibitors (Italy and other countries) 118
- Visitors (Italy and other countries) 5,012

2003

- Exhibitors (Italy and other countries) 432
- Visitors (Italy and other countries) 13,032

2007

- Exhibitors (Italy and other countries) 581 (+32.65% versus 2005)
- Visitors (Italy and other countries, from 97 nations) 17,097 (+ 6.74% versus 2005)

This year's Vitrum, despite the ups and downs in the market situation over the past 12 months, is a leading international exhibition in the glass industry. **Vitrum 2009** will be a huge success among companies worldwide: the ideal showcase for their new products.

Vitrum 2009, on 28-31 October at the Fiera Milano pavilions in Rho, will therefore offer a complete overview of the growth opportunities for the industry in 2010.

The exhibition is divided into three main areas.

The flat glass section with next generation technologies for cutting, painting, grinding, engraving and heat treatments.

Italian excellence in high caliber processing work will be showcased at Vitrum Hollow Glass, a sector of the industry with a high export content.

Vitrum Energy 2009 will unveil products for a green economy and energy saving technologies.

## **VITRUM ENERGY 2009: GLASS BECOMES A FOCAL POINT OF THE GREEN ECONOMY**

Clean energy has become the No.1 issue for the big players in the international economy. Not only because it is the ideal way of safeguarding the environment but most importantly because it is a business tool, a sector that possesses the technology to invest heavily in large-scale production.

One example is projects underway to exploit solar energy in the Sahara desert and in the Middle East by transforming a precious resource that was once associated with drought and famine.

According to the Institute for Energy, which works for the European Union, 0.3% of the sunlight falling on the Sahara and the Middle East would cover Europe's entire energy needs.

The glass industry has accepted this challenge and has been working on the development of innovative products over recent years: insulating materials have been joined by radiating panels and photovoltaic glass. Heating and photovoltaic panels, claddings for facades and windows to reduce energy loss, ceramic glass for cooker hobs that guarantee energy savings and durability, are no longer niche products. Over the coming years, these products are set to take over a large share of the international market.

These are only some of the leading-edge technologies at Vitrum Energy 2009.

## **VITRUM LAB: VITRUM 2009 INAUGURATES A NEW ACADEMY FOR GLASS**

The 16th session of the leading Italian exhibition for the glass industry will also have VITRUM LAB, an educational tool and artistic laboratory where even elementary school children can learn about glass and see its finest examples.

On 28-31 October 2009, historical pictures and live exhibitions will give children the opportunity to see the excellent workmanship of the Murano Masters, by entering into contact with a unique heritage. A total of 246 children from three schools will start learning about the history of glass, from its beginnings to the most sophisticated processing methods. The approach here is hands-on, not just textbook learning.

A laboratory inside the VITRUM LAB space will allow children to unleash their creativity in an all-new way: by creating small pictures of their favorite scenes with colored glass paste, and that will be displayed at the exhibition, offering a unique mosaic of pictures.

This is the first in a long series of surprises that have been planned for the next sessions of Vitrum, in response to the wide appeal of the initiative.

### **VITRUM**

Via Petitti, 16 – 20149 Milano – Italy

Ph. +39 02 33006099

[vitrum@vitrum-milano.it](mailto:vitrum@vitrum-milano.it) - [www.vitrum-milano.it](http://www.vitrum-milano.it)

### **Press Office**

Francesca Solera

Il Filo Rosso Solera & associati

Via Panfilo Castaldi, 33 - 20124 Milano Italy

Ph. +39 02 29523341 - Fax +39 02 29510062

Mobile 347 8932530

[francesca.solera@ifilorossoonline.it](mailto:francesca.solera@ifilorossoonline.it)

[www.ifilorossoonline.it](http://www.ifilorossoonline.it)