

#15 Press release

6th October 2017



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

THE 20TH VITRUM COMES TO A CLOSE Exhibitors and visitors highly satisfied with results

The 20th Vitrum show closed its doors today, Friday, October 6th, 2017. Four days fully dedicated to the world of glass, its machinery and applications, that offered B2B meetings, cultural initiatives, as well as an exchange of ideas and opinions between industry professionals and Government representatives.

“Our satisfaction reflects that of our exhibitors and visitors. These were four very busy days and starting from today we will continue to strengthen the goals already achieved and we will open up new prospects for the future of the glass industry”, concluded **Dino Zandonella Necca, President of Vitrum**.

“Trade professionals, seminars, workshops and interesting parallel activities such as the exhibition ‘Unique Interpretations – Glass experiences’, were this year’s highlights. The show attracted considerable interest and this goes to show that Vitrum is a trade exhibition with a difference. This was further confirmed by the numerous foreign journalists that were registered throughout the four Vitrum days”, added **Laura Biazon, Director of Vitrum**.

From October 3rd to 6th 2017, Vitrum proved to be a magnet for the entire glass processing world from all continents, from the United States to Europe, from South America to the Far East and South Africa. Particularly successful proved to be the invitation of hosted **buyers** from overseas, organized with the support of the **Italian Trade Agency (ITA)**, with 109 Flat and Hollow Glass key players from 12 countries flocking to Milan.

“Despite the very international appeal of this show – concluded President Zandonella Necca – we are delighted with the large attendance by Italian visitors, tangible proof of the Italian market turnaround that was certainly fostered through the instruments made available by the Government through the national plan 4.0. We decided to make our own contribution to the program by organizing an ad hoc seminar that was very favorably received by trade professionals”.

“Our industry is in a phase of extraordinary effervescence and is keenly attuned to the new opportunities offered by next-generation, Industry 4.0 enabled machinery. We managed not only to see but also to experience first-hand the efforts and the progressive skills of companies that are leaders in the machine building industry”, concluded the Director of Vitrum.

The next Vitrum will be held in 2019. All of the information materials about this year’s show will be available shortly on the exhibition website.

www.vitrum-milano.com