

#04 Press release

17th July 2017



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

VISITOR REGISTRATION NOW OPEN FOR VITRUM 2017

Visitors can now register for Vitrum 2017 by completing the short form found at: <http://ticketonline.fieramilano.it/vitrum/2017/mobile/op/index.jsp?lang=en>. Passes for free admission to the Fair will be sent immediately to registrant's in-box.

Vitrum will take place at Fiera Milano Rho from October 3rd to 6th, 2017. The four-day event will combine displays of the most innovative technologies in the glass processing machinery, special products and accessories industries with a packed calendar of side events.

The 20th edition of Vitrum has been completely revamped and, in addition to the best the industry has to offer, it also includes a vast array of never-before-seen events and parallel activities, all of which add value to participation in the Fair.

Exhibitors from 18 countries will be there, with the broadest range of products for all sectors -- building and construction, industrial glass, furniture, home furnishings, automotive and all types of hollow glass applications (pharmaceutical, containers, tableware, bottles, ...). The most innovative solutions and applications of Industry 4.0, the best of every kind of glass processing, all will be on display in the new location in pavilions 5 and 7, with the added convenience of free Wi-Fi coverage throughout, even easier access from the Metro and Railway stations and Porta Sud, as well as proximity to the Services Center, where the seminars will be held.

Visitor services

The just-released Vitrum App, for iOS and Android devices, will allow industry professionals to find their way more confidently between exhibits and events over the four days of the show. An always-available personal assistant on the visitor's cell phone, ready to help organize their stay in the best possible way.

After an extremely successful launch at the 2015 edition, the match-making platform will once again be available to visitors to optimize planning of their business meetings with the exhibitors they are most keen on meeting, allowing them to make best use of their time at the show.

An even more social-media friendly event, the dedicated #Vitrum2017 hashtag makes it easy to share the most exciting moments of the Show.

Those arriving by car at Fiera Milano Rho can reserve a spot in one of the adjacent parking lots by clicking on the link that comes up after completion of the on-line registration process.

Those planning to take advantage of their visit to Vitrum 2017 to have a true Italian experience can engage the professional services of MicoDMC for help organizing their destination travel needs (<http://www.vitrum-milano.com/en/travel-visitors/>). High Speed connections from Milan make for short hops to Italy's sensational cities: Venice (2 hrs.), Rome (3 hrs.), Florence (2 hrs.), Turin (1 hr.). There visitors can immerse themselves in art, culture and fine dining, all-Italian style.

Events

A full calendar of parallel events is scheduled to take place in the Services Center, adjacent to the Show pavilions.

They begin on the afternoon of **October 3rd with a Seminar for the Italian market on the investment incentives for updating machine inventories, in compliance with Industry 4.0.** This is an opportunity to gain an in-depth understanding of the opportunities included in the Super and IperAmmortamento programs, the Nuova Sabatini and Tax Credits for Research and Development.

October 4th, instead, is the time to dive into innovation with the **"What's hot in glass processing"** Seminar, for a full immersion in the most exciting international offerings.

On **October 5th**, thanks to the support of Assovetro, there will be a meeting dedicated to the Italian market. **"Glass products for building"** is designed for architects, engineers and designers, as well as industry professionals.

Admission to all the seminars and meetings is free and open until all available seats are filled.