

## Press Release

9<sup>th</sup> February 2021

### MEET VITRUM 2021: WHERE THE GLASS INDUSTRY COMES ALIVE – THE NEXT EDITION OF VITRUM REVEALED: “READY FOR THE CHALLENGES OF THE PRESENT AND FOCUSED ON THE FUTURE OF THE SHOW”

***Presentation of the XXII edition of VITRUM “MEET VITRUM 2021: WHERE THE GLASS INDUSTRY COMES ALIVE”, took place Tuesday February 2, 2021 via webinar with approximately 70 remote participants including journalists, trade associations and Italian and international exhibitors.***

The event outlined the features and innovations to be showcased at the XXII edition of VITRUM – the international trade show specialized in machinery, equipment and systems for flat and hollow glass and in glass and processed products for industry – to take place October 5-8 at the Fiera Milano Rho exhibition district.

Event host was VITRUM President, Dino Zandonella Necca, assisted by Director, Fabrizio Cattaneo.

The latest news and announcements included:

- the new pricing system based on stand size that encourages exhibitors to display their **technologies** at the show.
- the “**GLASS IS**” project, the themed pathway that runs parallel to and integrates the already well-established **Specialized**, to highlight the qualities end users can expect in glass products, while also promoting the technologies that made them possible,
- the new **VITRUM Life** editorial portal, that hosts constantly updated news from exhibitors and the world of glass, and
- **Glass Week**, complementary to the show, it places glass at the center of attention in Milan, engaging trade professionals, citizens and tourists through exhibits and themed events.

Offering **exhibitor testimonials** during the webinar were Raphaël Prati, Group Marketing & Communications Director for Biesse SpA and Barbara Antonini, entrepreneur and Board Member of Antonini Srl who, drawing on first-hand experience, shared their perspectives on the outlook for the show and for the industry, in light of the current situation.

*Also participating was Caterina Consales, Wealth Advisor at Banca Mediolanum, the bank that has developed a profitable partnership with GIMAV and that sees VITRUM as a key opportunity to add value and expand the **existing partnership**.*

Sufficient space was left for questions from the exhibitors and Italian and international journalists who, on one hand, voiced their concerns over the impact of the COVID-19 pandemic on the event and, on the other, once again expressed their support of and loyalty to the VITRUM and Glass Week projects.

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*"We are invested in offering our exhibitors and visitors an **in-person trade fair filled with new events and activities**; we feel certain that in October the conditions will be right for it to happen and we will do everything we can to make VITRUM 2021 the best edition possible" – stated VITRUM Director, Fabrizio Cattaneo – "We are well aware that a show cannot be changed in a single edition, much less when the surrounding culture is still deeply scarred; however, our goal is to take as many steps as possible in the right direction **to make the new path clear, right from the start.**"*

*"We must accept that this type of platform is necessary" – remarked **President Zandonella Necca** with reference to the innovative format in which the VITRUM 2021 presentation took place – "In such uncommon times, it allowed us to do away with the space barriers and travel limitations, while still feeling united, though at a distance; we are a diverse group but one with a shared passion for our sector, to which we have the duty, as well as the desire to hold its name high and promote its worth. This platform is a tool with immense potential that will not replace, but certainly should incorporate the events that, in the future – which we all hope is near – we will return to attending in person. VITRUM too, is no exception, which is why we are working on a **digital twin of the next edition.**"*

The video of the live-streamed event is available on the VITRUM YouTube channel: <https://bit.ly/3aE7Hqa>