

# #01 Press release

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## **VITRUM 2023: exhibitors give thumbs up to innovations, already 8,000 m<sup>2</sup> reserved and more than 100 businesses registered in the first month of sales.**

The enthusiasm of **GIMAV President Dino Zandonella Necca** over **early sales of exhibit space for VITRUM 2023** is more than well-founded. In less than a month, more than 100 companies have registered for the show to reserve the best options in available exhibit space. The news was announced last Tuesday during the first Board meeting of 2023. It was an opportunity to take stock of accomplishments in 2022 and, at the same time, give members a preview of what's new this year and of forthcoming events. *"My thanks to all the exhibitors – stated **President Zandonella Necca** – for their renewed enthusiasm and confidence in our recent initiatives. We continue to invest our energies in delivering high-level opportunities and content to our exhibitors – proof of this lies in the initial positive response to show registrations. Indeed, **more than 100 companies have confirmed their participation, reserving nearly 70% of the net exhibit area occupied at the last edition and, even though in 2021 we were in the middle of the pandemic, it is a brilliant achievement. Also noteworthy, 46% of those registered are international and 10% are new exhibitors.**"*

**Many innovations are in the works for VITRUM 2023**, starting with the **new layout of the pavilions**, and invitation procedures for trade professionals in the hosted buyers program, in partnership with **ITA (Italian Trade Agency)**, plus the eye-catching **graphic interface** that, along with a modern, more functional layout, **adds value to the exhibitor catalog**.

**VITRUM Life**, the glass industry platform, more integrated than ever, includes a **magazine with show news and news from exhibitors**, the **product marketplace**, **web-tv** and **VITRUM International**, the **dedicated showcase for the leading international markets**.

No longer "new", but now a recurring event, the **third edition of Milan Glass Week will take place September 4-10 and will complement the VITRUM lineup** with a program of events and initiatives for locals, tourists and end users of glass products in general, featuring the excellence of Italian-made glass – from artistic to artisanal, industrial to technological.

Below is a link to the **VITRUM 2023 portal** with the dedicated section where exhibitors can complete the VITRUM space reservation form, and the section where visitors will soon be able to request an entrance pass to the show:  
<https://vitrumlife.it/en/vitrum/>

