

## VITRUM 2025: THE NEW CONCEPT ENHANCES THE FLAT GLASS SECTOR AND STRENGTHENS INDUSTRY- WIDE DIALOGUE

Milan, June 26, 2025 – The renewal path undertaken by **Vitrum**, the international exhibition dedicated to glass technologies and manufacturing, marks an important step in consolidating the representation of the **flat glass sector** and in proposing a trade fair model that meets the evolving needs of the industry.

**Vitrum's new concept** aims to go beyond the traditional exhibition format, positioning itself as an **integrated platform** for dialogue, updates, and development. The event aspires to become a true **showcase of glass manufacturing**, effectively fostering connections among technology producers, industrial enterprises, processing companies, and institutions. It will serve as a meeting point for the entire supply chain to build new opportunities, tackle the challenges of ecological transition, and promote innovation.

This vision is already being validated by the confirmed participation of major players in the flat glass industry: **Saint-Gobain, Pilkington, Glass Group** – the leading Italian glass processing group – and the **Stazione Sperimentale del Vetro**. Collaboration with **Assovetro** further strengthens the institutional representation of the event.

These presences go well beyond a simple exhibition role, representing a concrete commitment to supporting the sector's growth. Among the upcoming initiatives, the **Stazione Sperimentale del Vetro** will offer introductory courses on flat glass technologies, aimed at both professionals and emerging talents, to foster skill development and the spread of technical and industrial knowledge.

"Vitrum's new concept was born from listening to the industry and from the desire to offer a practical tool to support the supply chain," said **Lucia Masutti**, General Director of Vitrum. "The participation of major players such as **Saint-Gobain, Pilkington, Glass Group**, the **Stazione Sperimentale del Vetro**, and the collaboration with **Assovetro** confirm that we are moving in the right direction: toward an event capable of showcasing glass manufacturing and promoting innovation, sustainability, and industrial growth."



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**Vitrum** is also continuing with determination to promote the participation and involvement of the **hollow glass sector**, with the goal of representing the entire industry and its various specializations in a more comprehensive and inclusive way.

GIMAV is the Association representing Italian manufacturers and suppliers of machinery, accessories, equipment, and special products for glass processing. Founded in 1980, it is now a fundamental point of reference for the entire sector in Italy and abroad. A member of Confindustria and Federmacchine, it represents a significant portion of the glass processing industry. Companies belonging to GIMAV account for about 75–80% of the sector's total turnover and 65–70% of total exports by Italian manufacturers of machinery, accessories, and special products for glass processing.

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