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Press Release

6 December 2022

September 5-8 2023, the 23rd edition of VITRUM will highlight the entire supply chain. The show's 40th year celebrations include the new edition of Vision Milan Glass Week

Registration is open for this edition that will celebrate 40 years of VITRUM – with a new layout and new registration application, a best technologies award, an online marketplace and a design-focused pavilion that will host, among others, the Glass Group Open Days. Forty years of fair favorites continue, with updated targeted themed pathways, incentives for members of the International Community, initiatives to attract international buyers and Vision Milan Glass Week. This distinctly feature-rich edition will be launched December 14 in New York at the United Nations Headquarters in conjunction with the closing ceremony of the International Year of Glass.

Milan, 6 December 2022 - September 5-8, 2023 are the new dates for VITRUM, the international trade show specialized in glass processing machinery and technologies, **to be held in Pavilions 5 and 7 at Fiera Milano Rho**.

Speaking of the launch event, VITRUM and GIMAV President, Dino Zandonella Necca summarized the true nature of the show: "VITRUM, which is 100% owned by GIMAV, is fully committed to promoting the industry's reputation for excellence." He continued, "VITRUM 2021 marked the official opening of the International Year of Glass and **on December 14 we will participate in its closing ceremony at United Nations Headquarters in New York. At that time, we will come full circle with the launch of VITRUM 2023.**"

Exhibitor registration is already open for an edition filled with innovations. Top of the list is **the introduction of a re-designed show layout. Two new corridors, a full 12-meters wide, will run the entire length (224 m) of the pavilion** and, to facilitate traffic among the stands, **three additional (8-m wide) corridors will run perpendicular to them.** The new exhibition layout offers exhibitors greater visibility and additional ways to optimize their stands in a context that will be aesthetically more attractive overall.

The space-reservation process has been significantly streamlined: "We have created a pre-order form that is already available on the VITRUM Life website. **This form,**" explained VITRUM CEO, Fabrizio Cattaneo, **"allows exhibitors to provide as detailed an indication as possible of their specific requirements** regarding stand positioning, size and features by selecting these elements on the form itself. Based on this information and the order in which the pre-order forms were submitted, we will do our utmost to satisfy everyone's requirements, subject to any technical limitations."

VITRUM 2023 is not just innovation, it also brings back the most successful features from previous editions. Fee incentives will again be extended to GIMAV members and to exhibiting companies that are members of the associations affiliated with the Community of Glass Association. Also returning are the "Specialized" and "Qualities" themed pathways for visitors – the former an aid to industry professionals, the latter for visitors whose focus is less specialized. The pathways will be highlighted on the printed show maps and on all digital tools.

VITRUM 2023 promises to be a unique event for the companies in the entire supply chain – a complete showcase where exhibitors can preview their latest technologies. In this regard, **businesses will be further encouraged to display their very best products, thanks to the VITRUM BEST TECH AWARDS competition** that will present a €10,000 voucher to the best technologies exhibited in five different categories (Flat Glass; Hollow Glass; Other Glass; Robots and Automation; Software, Virtual Reality and Artificial Intelligence): in other words, 50,000 more good reasons to bring their best to VITRUM.

“The fair ‘works’ when there are visitors,” emphasized President Dino Zandonella Necca, **“which is why we are committed, as always, to attracting top buyers to VITRUM** from the markets of greatest interest to our exhibitors, **thanks in part to the customary hosted buyers program in partnership with ITA (Italian Trade Agency).** We are also continuing the customized invitation program for exhibitors, which can be used to personally invite their clients and VIP guests to attend the show.”

Alive and well, the online dimension will further strengthen our presence, thanks to a dual partnership with ITA. First, a glass industry marketplace will be added to the Italian Pavilion on the Alibaba platform, aimed at B2B e-commerce which boasts a customer base of 190 foreign markets; **second, focused more directly on visibility and the promotion of Made in Italy technologies, we have joined forces with Fiera Smart 365, ITA’s digital platform. These two innovations will further enhance vitrumlife.it, the dedicated exhibitor portal,** with the means to uplevel or expand their online business 24/7, year-round.

Taking a look outside the pavilions, it’s important to remember that with this 23rd edition, **VITRUM** (inaugurated in 1983) **will celebrate its first 40 years:** “An emotional milestone that must be acknowledged properly,” stated Zandonella Necca. “The evening before the show opens, we will celebrate with our exhibitors at an exclusive event and, on Thursday, September 7, we will replicate it with a massive public party to which all the staff, clients and aficionados will be invited to honor 40 years of success with us.”

After its special edition in conjunction with the International Year of Glass, **back again to coincide with VITRUM is Vision Milan Glass Week,** which will bring glass news to all of Milan with its roadmap of shows, special openings, workshops, seminars and locations that the public has come to know and love since the very first editions.

Entirely in sync with the plan to expand the VITRUM exhibitor base to the entire glass supply chain, VITRUM 2023 will also be the venue for the Glass Group Open Days. Located in a special exhibit area, the leading manufacturers will display their top design products and the technologies employed in their production – the best way to call attention (even for end users) to the quality of the technologies that go into making high-quality products.

An edition that will be filled with events and thus, with many new initiatives and returning favorites. The International Year of Glass comes to a close but VITRUM and Vision Milan Glass Week evolve, ready to communicate the stories of glass excellence from Italy to the entire world.

Following is the link to the pre-order registration form for VITRUM 2023: <https://vitrumlife.it/en/espore/#domanda>

