

#01

# Press Release

## THE GLASS INDUSTRY MEETS AT VITRUM25. EXCELLENT PROSPECTS FOR THE SECTOR, WITH PRODUCTION EXPECTED TO DOUBLE BY 2050 THANKS TO THE GREEN EUROPEAN DIRECTIVE

- *The Italian sector is second in Europe with a turnover of 125 billion and almost 40,000 employees;*
  - *To date, more than 5,000 sqm of exhibition space has already been confirmed for VITRUM: the event will be the focal point of innovation for the sector;*
- *Building as Green as Glass: sustainability takes centre stage with a dedicated educational initiative for producers.*

Milan, 17 September 2024 – At the heart of the glass industry, a flagship sector of the Italian and global industry: **today, the 24th edition of VITRUM**, the international exhibition dedicated to the glass industry, promoted by GIMAV – an association affiliated with CONFINDUSTRIA that brings together Italian suppliers of machines, accessories, equipment, and special products for glass processing – **was presented**. The event **will be held from 16 to 19 September 2025 at Fiera Milano (Rho)**, reaffirming its role as a leading platform for the development of the industry through international events.

With the claim **At the Heart of Glass**, VITRUM25 positions itself as the beating heart of the sector, offering a unique opportunity for companies and industry operators to gather in a context rich in innovation, synergies, and growth opportunities.

New features in the layout and content will characterise the event, favouring business opportunities for all stakeholders.

### THE OUTLOOK: A HIGHLY DYNAMIC SECTOR

As highlighted by data from Assovetro and GIMAV, the sector is extremely dynamic in Italy, positioning itself as the second largest manufacturer in Europe with a turnover of 96 billion euros, to which an additional 3 billion from the machinery and technology industry for glass production is added.

The sector employs 28,800 highly specialised workers, with an additional 9,000 in the technology segment: **a supply chain that, overall, generates over 12.5 billion euros in revenue and employs nearly 40,000 highly specialised workers, with a strong retention rate.**

**Among the main areas of application for the sector is construction, which generates over 1 billion euros in revenue across the entire supply chain and is expected to see significant growth in the near future.** With the goal of reaching zero emissions by 2050 set by the Energy Performance of Building Directive, construction faces a crucial challenge that will impact the glass market, **requiring a doubling**

**of glass production for construction and an increase in resources** estimated at 7,000 additional employees. **Glass will therefore play a key role in the ecological transition of construction and contribute to creating new job opportunities.**

The **industrial sector of machinery and technologies** for glass production and processing **consolidated its growth in 2023, with a turnover approaching 3 billion euros**, confirming its role as a symbol of excellence in Made in Italy, demonstrated by its international market penetration, with exports accounting for two-thirds of total turnover.

### **OVER 50 COMPANIES READY TO PARTICIPATE IN THE EVENT**

Sales, which opened on 1 September, **have exceeded 5,000 sqm**, confirming that companies choosing to exhibit at VITRUM25 understand its importance as an essential event for those working in the glass industry, painting a clear picture of a market with excellent development prospects.

**With the claim *At the Heart of Glass*, the 2025 edition aims to embrace the entire glass supply chain while not forgetting the essential role of technologies.**

VITRUM25 will strengthen existing synergies within the sector and create new ones, with the aim of elevating the role of glass in the global industry. The importance of the event will also be underscored by the support of key national associations such as Assovetro, GIMAV, and Glass Group, as well as international associations like Glass for Europe, Abravidro, and Glaas Inc.

Additionally, a series of dedicated areas within the pavilions will highlight new collaborations and synergies hosted by VITRUM25. There will also be collaborations with synergistic events, such as NetZero Milan (an expo-summit on industrial decarbonisation), aimed at deepening themes related to the ecological transition and the crucial role of glass in sustainability.

**Also confirmed alongside the event is Glass Week 2025**, a rich calendar of events involving the entire city, including the exhibition ***Glass: An Endless History of Materials, People, and Products***, organised in collaboration with the Italian committee of AIHV (International Association for the History of Glass), which will offer a fascinating retrospective on the history of glassmaking.

### **UNPRECEDENTED SUPPORT FOR COMPANIES**

VITRUM25 will also stand out for its particular attention to the companies participating in the event: through a **series of carefully designed facilities**, businesses will be able to maximise and enhance their presence at the fair and enjoy a comprehensive and advantageous exhibition experience.

This includes access to advanced digital platforms that will enable optimal management of client relationships, with dedicated tools and the possibility to connect in real-time with potential partners and clients. This will allow stakeholders to maximise business objectives, presenting their innovations and discussing the most relevant trends in the sector.

In summary, **VITRUM25 will not just be a technological showcase but a true business hub where every company will have the opportunity to expand its network and strengthen its brand identity.**

### **BUILDING AS GREEN AS GLASS**

An integral part of the presentation of the 2025 edition of VITRUM was the conference titled ***Building as Green as Glass – Exploring how glass is building greener cities and shaping a more sustainable future***, and dedicated to the challenges and opportunities related to sustainability and decarbonisation in the construction field. **It highlighted the crucial role of glass and its innovative**



**technologies in promoting green building and the circular economy in a constantly evolving context.**

Institutions, associations, companies, and professionals provided an overview of the public action plans and private initiatives that are translating the Green Deal into concrete decarbonisation projects in the real estate sector, from possible procedures for adapting or maintaining existing buildings to the design of new constructions. Starting from the latest revision of CAM (Minimum Environmental Criteria), new best practices were illustrated, ensuring a product that is not only functional and durable (guaranteed by UNI certification and the quality installation mark) but also sustainable, thanks to the development by specialised companies of low-carbon products through the use of recycled glass and renewable energy sources. This is all combined with an unstoppable quest for aesthetics and supported by the most advanced technologies, both those already developed and those whose full potential has yet to be explored, such as artificial intelligence, which also presents itself as a powerful ally in this field.

These are the pillars that will accompany us to the next edition of VITRUM: a unique event where companies, professionals, and stakeholders will literally find themselves At the Heart of Glass, an unmissable opportunity to discover the innovations shaping the future of glass.

---

**Ufficio Stampa Fiera Milano**

Rosy Mazzanti, Elisa Panico Cristofoli, Simone Zavettieri

M 3356992328 – 3316716900

[elisa.panicocristofoli@fieramilano.it](mailto:elisa.panicocristofoli@fieramilano.it) – [simone.zavettieri@fieramilano.it](mailto:simone.zavettieri@fieramilano.it)

