

VITRUM CONSOLIDATES ITS POSITION AS A PLATFORM FOR THE GLASS INDUSTRY AND LOOKS AHEAD TO THE 2027 EDITION

After closing the 2025 edition with over 6,800 visitors and widespread approval for its new supply chain approach, the event is already looking ahead, aiming to reinforce its role as a driver of growth for the industry and its businesses.

Milan, 29 October 2025 – With **more than 6,800 professional visitors - 55% of them from abroad** - and **nearly 200 exhibitors**, 30% of whom were international, the 2025 edition of **Vitrum** closed last September at Fiera Milano. Promoted by GIMAV and dedicated to machinery, equipment, and technologies for glass processing, the event reaffirmed its central role in the industry and its international reach, thanks to the participation of key players across the supply chain and globally active manufacturers. This marks an important new starting point for Vitrum's positioning within the glass industry's exhibition landscape, ahead of its next edition, scheduled to take place at **Fiera Milano from November 16 to 19, 2027**.

*"The 2025 edition marked a new chapter for Vitrum, driven by innovation, collaboration, and a renewed commitment to the global glass industry. - said **Lucia Masutti**, General Manager of Vitrum - Last September at Fiera Milano, we brought together machinery manufacturers, glass processors, and academic institutions, welcoming professionals and buyers from around the world. This confirmed Vitrum's role as a key point of reference for the industry, also thanks to our expanded focus on technical training and market analysis. Building on the strong response to this new approach, and already looking toward the next edition, we aim to consolidate Vitrum's identity as a true platform, expanding opportunities for companies and professionals through new strategic partnerships that will place Vitrum at the heart of an increasingly open, dynamic, and connected ecosystem".*

Reflecting its goal of combining a strong technological offering with a broader, more informed vision of the industry, **Vitrum 2025** was structured around four key themes — **innovation, internationalization, sustainability, and training** — which also shaped its comprehensive educational program. A total of **42 events** took place over the four days of the exhibition, offering valuable and well-received opportunities for professionals to share knowledge, explore emerging trends, and engage younger generations in discovering career prospects within a dynamic, opportunity-rich industry.

A defining feature of this edition — which made dialogue and exchange its core added value — was the collaboration with **leading industry associations** (GIMAV, Assovetro, ATIV–Associazione Tecnici Italiani del Vetro, Confindustria, Federmacchine, Stazione Sperimentale del Vetro, NGA–National Glass Association), **institutional organizations** (ITA Agency, Italian Ministry of Foreign Affairs, SACE, and Simest), and **major Italian universities and research centers** (Fondazione Bruno Kessler, IUAV and Ca' Foscari University of Venice, MADE Competence Center 4.0, Politecnico di Torino, University of Modena and Reggio Emilia, University of Padua, and University of Trento).

Vitrum 2025 also stood out for its **stronger international dimension**. Alongside the significant presence of **foreign exhibitors (30% of the total)** and **international visitors (55% of the total)**, and thanks to the support of the **ITA Agency**, Vitrum hosted **40 top international buyers from 20 countries**, giving them the opportunity to discover not only the industry's innovative strength but also the manufacturing excellence of **Made in Italy**.

Vitrum 2025 also sparked key reflections in support of Made in Italy exports, identifying strategic development perspectives that GIMAV will continue to explore in the coming months. The event provided an opportunity to examine trade dynamics with the **United States** - which, despite the uncertainty caused by tariffs, remains the top destination for Italian glass exports - as well as to assess opportunities in emerging markets such as **Saudi Arabia**, where the booming construction sector demands vast quantities of glass, and **Morocco**, which is notable for its strong presence in automotive glass processing.

Just over a month after the close of the 2025 edition, and with the full support of the entire supply chain, GIMAV is already working to lay the foundations for the next edition. The goal is to strengthen the collaborations that proved successful this year while pursuing new synergies, with a view to further integrating the glass industry into high-potential markets.

The next appointment with **Vitrum** is set for **November 16–19, 2027**, at **Fiera Milano**.

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