



**THE WAY**  
to Glass evolution



## **VITRUM 2017**

**The international trade show specialized in machinery, equipment and systems for flat and hollow glass and in glass and processed products for industry.**

**Fiera Milano, October 3<sup>rd</sup> - 6<sup>th</sup>**

## **FINAL REPORT**



## Vitrum 2017 in brief

- **Dates:** October 3 - 6, 2017
- **Pavilions:** 5 and 7 at Fiera Milano Rho
- **Exhibitors:** 245
  - **International:** 117 (47.77%)
  - **Italian:** 128 (52.23%)
- **Manufacturers:** 171
- **Distributors:** 11
- **Manufacturers and Distributors:** 15
- **Press:** 33
- **Associations:** 15
- **Net occupied surface area:** 14,564 m<sup>2</sup>
- **Corridor surface area:** 14,851 m<sup>2</sup>
- **Total area:** 29,415 m<sup>2</sup>
  
- **Area occupied by international companies:** 2,597 m<sup>2</sup>
- **Area occupied by Italian companies:** 11,967 m<sup>2</sup>

### Degree of international participation:

- **Exhibitors** came from **22 countries**
- **Visitors** came from **86 countries**

**Registered visitors:** 10,653

**Entrances over the 4 days of the Show:** 12,078

**Indicative value of the machines exhibited at the Show:** more than 13,000,000 euros

## Vitrum 2017: outstanding benefits for Exhibitors

- **very economical m<sup>2</sup> rates** compared to the other leading glass industry trade shows
- **on-line application:** Exhibitors were able to apply by completing an on-line module with the help of a wizard that walked them through the various participation options
- **free Exhibitor badges:** Exhibitors were able to download the entrance badges reserved for them, free of charge, and print them from their devices
- **unlimited customer invitations:** Exhibitors had access to an unlimited number of invitations to email to their customers and contacts
- **personalized Visitor registration link:** a new promotional tool available to Exhibitors who received the lists of Visitors that registered using the links included on their websites or in their emails
- **graphic banners to promote participation in the Show:** were made available to Exhibitors for inclusion on their websites and in their email signatures to highlight their participation
- **turnkey solutions for new Exhibitors:** new Exhibitors were able to choose from two very cost-effective turnkey solutions to test the quality of Vitrum 2017
- **discount on additional m<sup>2</sup> over those occupied in 2015:** returning Exhibitors who participated in Vitrum 2015 were given a 25% discount on the purchase of additional m<sup>2</sup>
- **Free Wi-Fi** inside the pavilions
- **1 free parking place** for each exhibiting company
- **1 free copy of the print catalog** for each Exhibitor
- **basic stand cleaning and electric supply** included
- **special hotel rates** for Exhibitors, Outfitters and Visitors (3 plans to choose from based on length of stay)
- **visa invitation letters:** interested companies were able to request invitation letters for the issuance of visas

## **What's new in the 2017 edition**

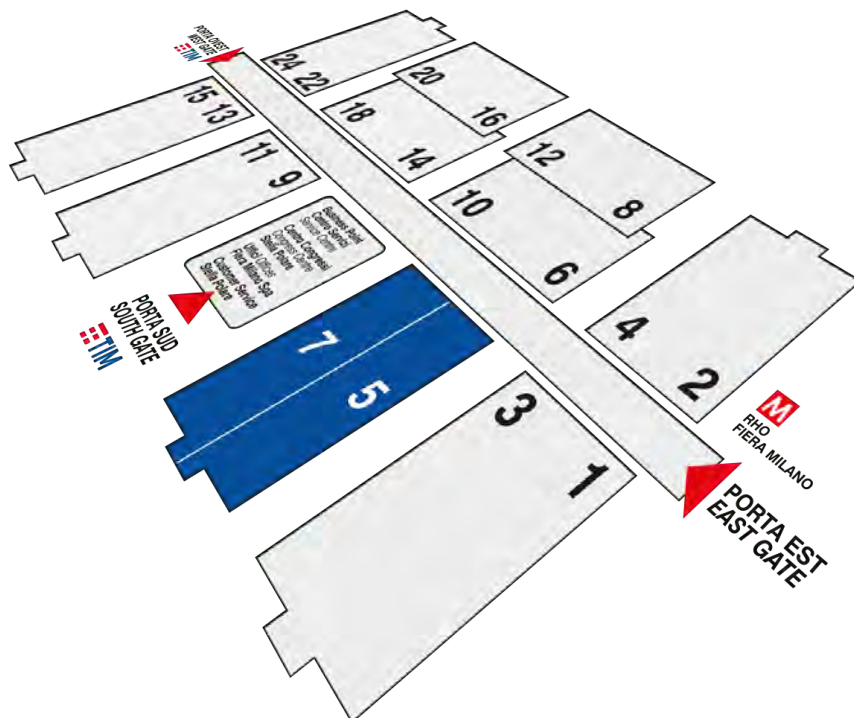
- New exhibition pavilions
- New promotional materials
- Exhibition layout software
- Parking place included in Exhibitor pricing
- Vitrum App for all trade professionals
- eContact App for Exhibitors
- Easy Service totems for Exhibitors
- Touch totems for Visitors
- The "Vitrum is social!" campaign
- Vitrum Storify
- Digital Area
- "Unique interpretations" Area
- Chill-out Area
- Press Corner
- Media Area
- "Vitrum, home of the Associations"
- Technical round tables
- Opening press conference
- Seminar series
- The new Catalog
- Delegation of students from the Brera fine arts Academy

# **Products and services**

## New exhibition pavilions

The 2017 edition of Vitrum was held in the centrally-located **pavilions 5** and **7** of Fiera Milano Rho, near Porta Sud, with much easier access to the metro station and just a few steps from the Stella Polare Convention Center, the venue where the seminars were held.

The choice of the new location was extremely popular with Exhibitors and Visitors alike. Indeed, the two new pavilions, although identical in configuration to those used in previous editions, with the same technical layout and same overall dimensions, offered major added value for Visitors, shortening the distance from the main access gates and from the Convention Center.



## New promotional materials

In order to effectively present the many opportunities available to Exhibitors, we designed a promotional brochure, with on-line access, and a print version that was used for direct marketing purposes for prospective exhibitors.

The digital version is available at [http://www.vitrum-milano.com/sito/wp-content/uploads/2017/01/PresentazioneServiziVitrum\\_GB.pdf](http://www.vitrum-milano.com/sito/wp-content/uploads/2017/01/PresentazioneServiziVitrum_GB.pdf)





# Welcome Kit

Before the Show opened, all Exhibitors were sent a copy of the **Official Catalog** along with a **map of the pavilions** and a **welcome fact sheet** containing useful information about the Show.

In addition, the Italian Exhibitors were also sent **information fact sheets** about government incentives available to companies for the purchase of new machinery under the Industry 4.0 Plan.



## WELCOME!

I am pleased and honored to extend my most sincere welcome to Vitrum 2017.

An enormous amount of time, effort and passion went into this new edition of the international trade show dedicated to machinery, systems and plants, special products and accessories for flat and hollow glass processing.

This year is Vitrum's 20th anniversary but, for us, it feels more like a rebirth. We listened carefully to feedback from our visitors and exhibitors; we actively involved the associations serving the world of glass; we reached out to international research centers and the trade press, all with the aim of creating a venue - even more than an event - that would best meet everyone's needs.

Our vision was to make Vitrum the "Home of the world of glass", the place where this material defines its future and where all of us can meet and exchange ideas for our collective advancement.

My wish is that you experience the Show to the fullest extent, making the most of the business opportunities

offered and taking advantage of the training and networking options available to you.

We revamped the Catalog to make it more practical for daily consultation; a streamlined and easy-to-read directory of the best that glass processing has to offer.

We put our tech staff to work to help make your time at Vitrum more effective by creating the new **Vitrum App** and the **match-making** system, designed for truly efficient planning of your appointments.

My staff and I are here to help you with any needs that may arise and to try to make your experience at the Fair as pleasurable as possible.

In conclusion, please allow me to again welcome you to Vitrum 2017, and to wish you the best in business.

Dino Zandonella Necca  
President of Vitrum

## SERVICES AVAILABLE

Entrances: "Porta Ovest", "Porta Est" and "Porta Sud"

Opening hours

Exhibitors:  
from 3<sup>rd</sup> to 5<sup>th</sup> October from 8,30 am to 6,30 pm  
6<sup>th</sup> October from 8,30 am to 5,30 pm

Visitors:  
from 3<sup>rd</sup> to 5<sup>th</sup> October from 9,30 am to 6,00 pm  
6<sup>th</sup> October from 9,30 am to 5,00 pm

Chairman and Show Management Offices: Building E08 (outside Halls 5 and 7)

Press Corner - Hall 5 T12

Customer Service - (ex SATE - Exhibitors Technical Assistance):

Customer Service Stella Polare - Service Center - near Halls 5-7 - Tel. +39/02.4997.7528-7882.  
E-mail: vitrum@customerservice.fieramilano.it

Business Centre:

First Aid Service	+39/02.49977210
Exhibitors' parking passes:	+39/02.36629911
Carabinieri	+39/02.36629904
Police	+39/02.36624324/24483
Finance Police	+39/02.36629922
Security	+39/02.49977210

First Aid Service:

Business Centre - Tel. +39/02.4997.7210

The free pavilion floorplan will be distributed to all Visitors.

The official Catalog will be on sale at the receptions and information desks.

## Exhibition layout software

Planning the exhibit floor layout for Vitrum 2017 was simplified through the use of new software custom-developed by Fiera Milano.

Created specifically for the Organizing Secretariats, the software makes it possible for all of the Fiera Milano offices to constantly coordinate their work.

Specifically, thanks to the use of this application, stand positioning approval times were dramatically reduced by the Fiera Space Allocation Office.

Some issues arose during use of the software and the Fiera Milano IT services were immediately informed so they could make the necessary changes to improve its performance in future updates.

## Promotional activities

In order to provide Exhibitors with detailed information about the Show's new format and the promotional options available to them, Vitrum representatives made in-person calls on key customers.

Direct promotional phone calls were also made to all of the Exhibitors who participated in the 2013 and 2015 editions.

An initial, informative email was sent out to **1,083 contacts on November 3, 2016** outlining the innovations planned for Vitrum 2017. More than **140 targeted phone calls** were made as a follow-up to the email. A second, more complete and detailed email went out on **February 13** that contained links to the marketing presentation and online application form.

As mentioned, as a follow-up to the first promotional email, targeted **marketing phone calls** were made, based on the type of prospect. Various **meetings** took place - either at the Vitrum or company offices - for direct promotion.

# New products and services for Exhibitors

Vitrum 2017 offered a vast range of innovations for Exhibitors, even in terms of services and economic incentives.

## Discount on additional square meters

Exhibitors who participated in Vitrum 2015 were given a **25% discount off the cost of additional m<sup>2</sup>** acquired for the 2017 edition.

Response to this initiative was very robust; **45 exhibiting companies** purchased an additional **1,686m<sup>2</sup>**, over the previous edition of the Show.

## “Turnkey” stands for new Exhibitors

Some **turnkey** options were offered to promote the participation of new Exhibitors. These included extremely favorable terms for the space, insurance, application fee and stand set-up.

Access to these special terms was limited to companies that had never exhibited at Vitrum, or, at least not in the last 3 editions of the Show. Two options were available: one for **12m<sup>2</sup>** and one for **24m<sup>2</sup>**.

Twelve Exhibitors chose the Turnkey option.



## Customized Visitor registration link

Thanks to the partnership with Fiera Milano, this year Exhibitors had access to a key tool for promotion and to monitor the results of their communications campaigns, like the possibility to **personalize their Visitor registration links**.

Participating companies that used the personalized URL were able to receive, before the Show opened and upon its closing, a **report** containing data about the Visitors who used the custom link to complete their registration.

Two graphic banners were also made available for promotion of participation in the Show, designed for inclusion on websites or in email signature space.



## Free parking place

Exhibiting companies were offered **a free parking place** in the parking lots adjacent to pavilions 5 and 7.

The value of the free parking for the entire duration of Vitrum was **68 euros**.

## eContact App

For the first time, all Exhibitors were given free access to the **eContact** app that allowed them to **acquire Visitor data** by scanning the QR codes on their passes.

The app could be downloaded from the Fiera Milano e-service portal in two versions:

- **eContact Mobile**: for use with smartphone
- **eContact Pocket**: requires the use of a dedicated device

The value of this service is estimated to be about **500€**.

## Vitrum 2017 App

For Vitrum 2017, a brand new Show app was made available to Visitors and Exhibitors.

The app, for Android and iOS devices, made it possible to:

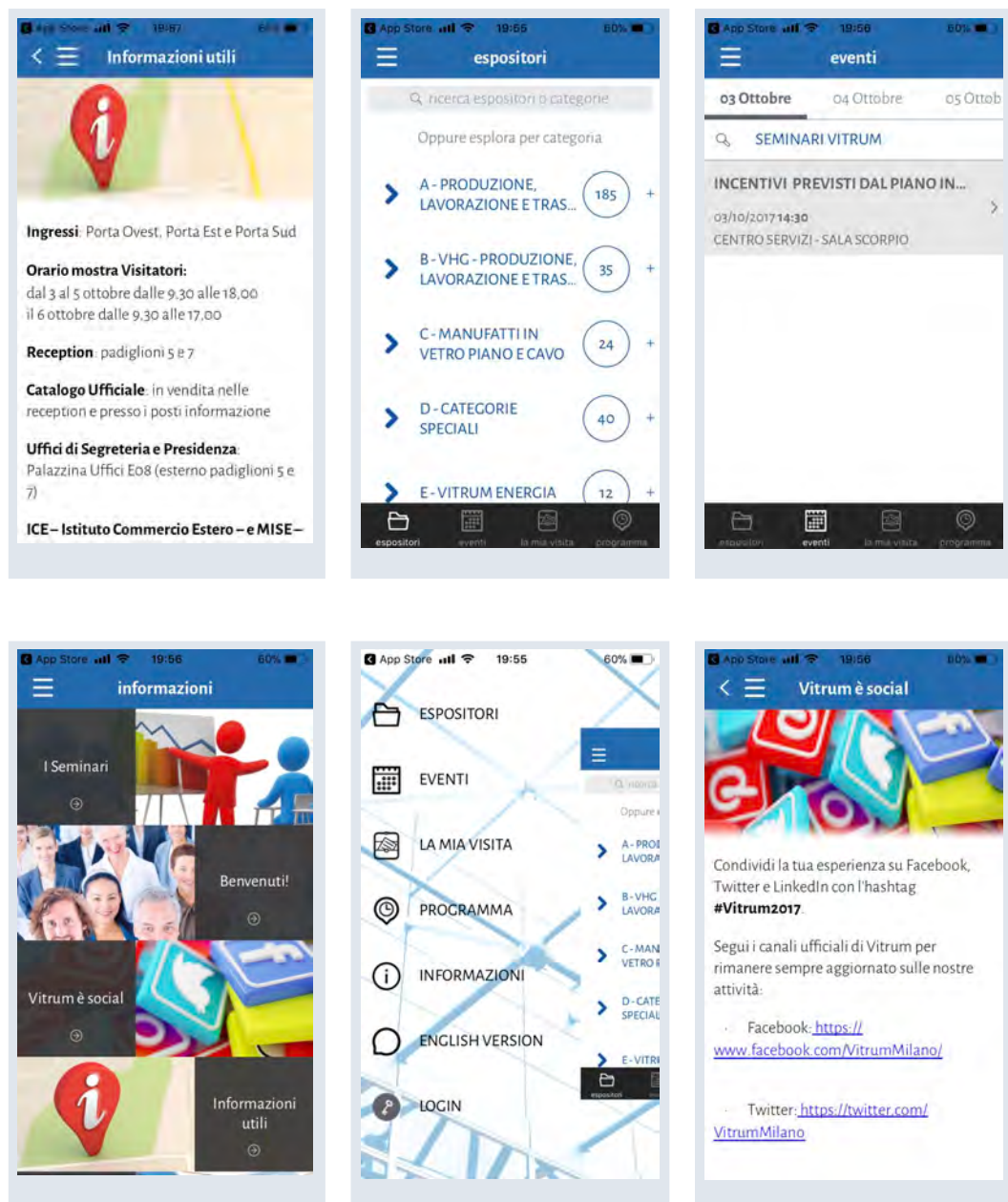
- find useful information for a visit to the Show (hours, services, directions, and much more)
- search Exhibitors by company name and by product type, and locate them in the pavilions using the interactive map
- explore all the scheduled events and add the ones of interest to your calendar



- create a personal diary of stands to be visited with photo, business card, notes, events and Exhibitors you are interested in.

The app was available for download from these links:

- **iOS:** <https://itunes.apple.com/us/app/vitrum/id1283036626?l=it&ls=1&mt=8>
- **Android:** <https://play.google.com/store/apps/details?id=it.crisma.mobile.vitrum>



News about the availability of the app was announced in the **9/2017 press release**.



29<sup>th</sup> September 2017

International trade fair for machinery, equipment and systems for the processing of flat and hollow glass: glass and finished products for the industry

### THE BRAND NEW VITRUM 2017 OFFICIAL APP IS NOW READY FOR THE DOWNLOAD

The official Vitrum 2017 app is ready to be downloaded. With this easy and useful tool you may:

- find all the information for you visit: times, prices, exhibition contacts, how to reach the Fair, ...
- look for all the Exhibitors participating in VITRUM by company name or product categories and find the location on the map
- find out all the scheduled events and save them on your agenda.
- create your visit diary with cards, notes, photos and Exhibitors' details

The official VITRUM 2017 application is available for iOS and Android:

- iOS: <https://itunes.apple.com/us/app/vitrum/id1283036626?l=it&ls=1&mt=8>
- Android <https://play.google.com/store/apps/details?id=it.crisma.mobile.vitrum>

Vitrum 2017 has a **Digital Area** (at the entrance to Pavilion 7, stand A11 B20) where you can recharge your smartphone and find a quiet place to use your digital devices. The **Wi-Fi connection** is free and available in both exhibit halls.

## Digital Area

A **Digital Area** was created for Vitrum 2017 (located at the entrance to Pavilion 7, stand A11 B20) and equipped with charging stations for mobile devices and furnished with comfortable seating.

A popular conversation piece was the *selfie* background bearing the Show's official **#Vitrum2017** hashtag.



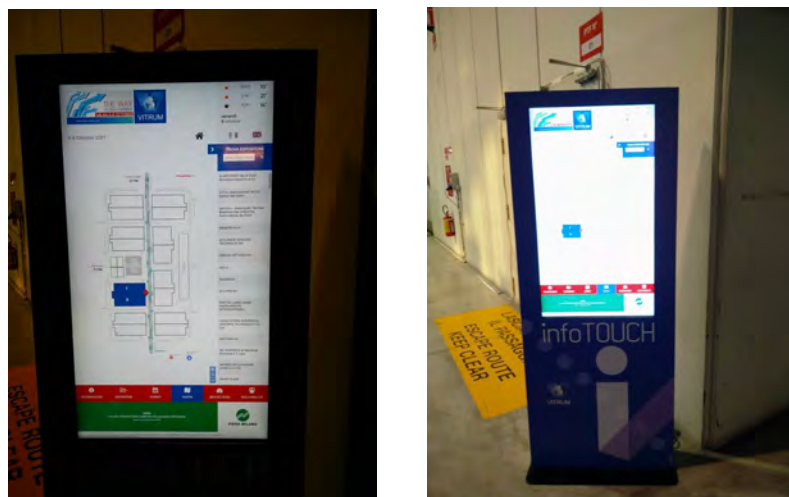
## Touch Totems

Two Touch Totems were placed at the entrances to Pavilions 5 and 7, one for each pavilion, allowing visitors to search for information that was also available on the Vitrum app.

Using the Totems, Visitors could quickly find the location of the Exhibitors they wanted to visit, without having to download the Show app.

## Easy Service Totems

There were two **service totems** for use by Exhibitors; one at the entrance to the exhibition pavilions and the other outside Customer Service.



The totems made it easy for companies to deal with administrative paperwork, check on payment status and make payments with credit cards through optical recognition of their badge.

The totems were especially popular with the Exhibitors because users of this service did not have to go to the Fiera Milano Administration Offices (located in the Services Center, and therefore leave the exhibition pavilions) to pay their bills and could therefore independently monitor their administrative and account status.

Given the novelty of the service, Fiera Milano placed specially-trained staff nearby to assist Exhibitors using the Easy Service Totems.



## The new print catalog

The design of the print catalog was completely revamped for the 2017 edition.

The decision was made to invest in a full-color catalog to improve legibility and ease of use, with a large part of the introductory material dedicated to institutional and informative content aimed at promoting the opportunities open to Show attendees.



The catalog was highly praised by exhibitors and trade professionals, and the number of copies sold during the course of the Show went up dramatically compared to previous editions.

Exhibitors were able to purchase **advertising space** in the catalog and, for the first time, also on the **bookmark** distributed along with every copy of the catalog.

## The on-line catalog

This year we felt it was particularly important to bring special visibility to the on-line version of the catalog as well, which will remain available on-line until the next edition of Vitrum at [http://en.expopage.net/portal/tradeshow.do?TS\\_ID=89&](http://en.expopage.net/portal/tradeshow.do?TS_ID=89&)

From September 1<sup>st</sup> to the closure of the Show, more than **30,000 accesses** to the on-line catalog were reported, an outstanding number, given the size of the Show.

All Exhibitors were provided with a **standard listing**, which included the company name and contact information, products, a brief company bio, stand location and two photos.

Companies also had the option of purchasing the **Premium Package** that upgraded the standard listing with the addition of the company logo and three more photos.

To call attention to this visibility tool highlighting industry excellence, **press release 05** was sent out on **August 28th**.



#05

28<sup>th</sup> August 2017



International trade fair for machinery, equipment and systems for the processing of flat and hollow glass: glass and finished products for the industry

**THE VITRUM 2017 DIGITAL CATALOG IS NOW AVAILABLE ON LINE**

As of today, it is possible to access the on-line catalog for the 20<sup>th</sup> edition of **Vitrum**, the biennial international trade show that will take place in **Pavilions 5 and 7 of Fiera Milano Rho** from **October 3<sup>rd</sup> to 6<sup>th</sup>, 2017**.

The catalog can be found at [http://en.expopage.net/portal/tradeshow.do?TS\\_ID=89&](http://en.expopage.net/portal/tradeshow.do?TS_ID=89&) and can be searched by key word and company name. It also contains alphabetical lists of exhibitors and product categories.

By using the **"Add to your Notebook"** function that appears in the exhibitor profiles, you can earmark the company names of interest for easier consultation and for more efficient organization of your progress through the Fair aisles.

The just-published print catalog, in an entirely revamped format, is available for purchase at the ticket stands and information kiosks. It is a directory of the best that glass processing has to offer.

Given its success at the 2015 edition, the **pavilion map** was also provided for Vitrum 2017 and distributed free to all Visitors to the Show.



19

## Visas

As with past editions, the organizing Secretariat provided its invitation letter service, sending out Visa requests for Vitrum 2017.

## Vitrum is social!

For the 2017 edition, much attention was focused on engaging industry professionals through Vitrum's various social media channels by launching the message "**Vitrum is social!**" and the official **#Vitrum2017** hashtag.

Following are the URLs for the various Vitrum social profiles:

- **Facebook:** <https://www.facebook.com/VitrumMilano/>
- **Twitter:** <https://twitter.com/VitrumMilano>
- **G o o g l e + :** <https://plus.google.com/u/0/b/113767009095295349094/113767009095295349094>
- **LinkedIn:** <https://it.linkedin.com/company/vitrum-srl>

The results of this promotion were outstanding. There were lots of shares on the various channels - including **Instagram** and **YouTube** - using both the official hashtag, and the derived **#Vitrum**, before, during and after the Show.

In order to fully maximize the shared entries created by the participants, at the conclusion of the Show, a collection of the Twitter and Instagram posts was **Storified**, deepening the experience by including links to the pages custom-created by the exhibitors on their websites.

The **Storify** narrative can be found at <https://storify.com/Vitrum/vitrum-2017>

## Vitrum Newsletter

For the recently-concluded edition of Vitrum a decision was made to radically change the substance of the Newsletter, focusing on **content that was strictly related to participation in the Show**.

Timing of publication was also optimized, in order to promote contents of interest and to deliver practical information based on proximity to the Show's opening.

The response, in terms of views and clicks on the links, was extremely gratifying for all the issues published.

- **First Newsletter (late March 2017)**

- **Italian edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-1-2017-ITA.html>
- **English Edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-1-2017-ENG.html>

- **Second Newsletter (July 2017)**

- **Italian edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-2-2017-ITA.html>
- **English Edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-2-2017-ENG.html>

- **Third Newsletter (mid-September 2017)**

- **Italian edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-3-2017-ITA.html>
- **English Edition** <http://www.vitrum-milano.com/newsletter/newsletter-vitrum-3-2017-ENG.html>

## Facebook Ad Campaign

Facebook ad campaigns were conducted for the first time ever in 2017. The results were excellent in terms of number of views.

As a positive side effect, the ad campaign produced a massive **increase in followers** of the various Vitrum profiles, thanks to strategic cross-linking on the various platforms.

- **Facebook:** +28.78%
- **Twitter:** +10.63%
- **LinkedIn:** +93.55%

## Promotional posts by Exhibitors on Vitrum social media

Given its success at the last edition, we also rolled out the opportunity for Exhibitors to promote their presence at Vitrum 2017 on the Show's official Facebook and Twitter profiles.

The results, in terms of views, were extremely gratifying.

Participating Exhibitors were able to benefit indirectly from the increased visibility given to the Vitrum pages thanks to the paid ad campaigns described earlier.

## Vitrum Channel

Given the resounding success it enjoyed at the 2015 edition, and thanks to the support of ITA (Italian Trade Agency), in 2017 we opted to again broadcast the "**Vitrum Channel**" – a kind of Vitrum daily newscast – at the close of each day of the Show.

Feedback was quite positive, in terms of number of views and shares for each of the episodes:

- **Day 1:** <https://www.youtube.com/watch?v=be1iJzM7BJs>
- **Day 2:** <https://www.youtube.com/watch?v=WojXMwGskUs>
- **Day 3:** <https://www.youtube.com/watch?v=NpCSVQ3NDjg>
- **Day 4:** <https://www.youtube.com/watch?v=9-PYQq47UxU>

## Technology and Innovation Area - “Unique interpretations” Exhibit

In the **Technology & Innovation Area**, our idea was to open a window on the high content of **design**, introducing the public to a selection of the most fascinating **glass creations** and a representative selection of the **new materials** that can be processed with glass machinery.



On display were exclusive glass objects – a sophisticated and unique distillation of the kind of creativity Italy is known for around the world. From ancient glassmaking traditions to the most contemporary design concepts - glass and design have revealed some of their many faces and, through the lens of technological experience, express the vast potential of innovation.

In order to promote the exhibit to the fullest extent, even in the pre-Show phase, **Press Release no. 11** was published on **September 29<sup>th</sup>**.



## On display

### GHOST

- Fiam
- Design: Cini Boeri
- Created in 1987. An incomparable 30<sup>th</sup> anniversary. A "daydream", a challenge that marked a new milestone at the intersection between technology and art. This is Ghost, the iconic curved glass armchair by the brilliant designer, Cini Boeri, who managed - a global first - prototype after prototype, to make a chair that is still setting trends 30 years later.

### MINI GHOST

- Fiam
- Design by Cini Boeri
- The idea of immortalizing history-making design artifacts as priceless miniatures was floated in 2000. So, after a successful showing at the Salone del Mobile in Milan, the door opened to bring the Mini Ghosts to Vitrum 2017. The unique



nature of curved glass expressed in a new look and a new size – just 5 mm thick – the Mini Ghost is fragile only in appearance, confirmation that glass is an expressive element of the highest level.

## 90° MINUTO

- Giorgetti
- Design by Adriano Design and Centro Ricerche Giorgetti
- It is an icon whose origins, in Italy, date back to the 1930s and '40s. Since then, distribution has been non-stop, because "football" (or "table football") is one of the most fun and popular games ever invented. The daring all-Italian design by Adriano Design and the Centro Ricerche Giorgetti was unveiled in 2016 and given the name 90° Minuto. Bed and curved walls in extra-clear glass. Legs and frame in wood, covered in leather. Handles in pau ferro. Players in pau ferro and bleached ash. Rods and bearings in bronzed aluminum.

## RAGNO

- Fiam
- Design by Vittorio Livi
- A watershed moment when Italian design intersects glass. Ragno is the first monolithic curved glass table in the history of interior design. In either transparent or extralight glass, 15 mm thick, from the creative vision of Vittorio Livi. Manufactured by Fiam, in 1987 it was selected for the ADI (Association for Industrial Design) award at the 14th edition of the Compasso d'Oro, the industry's most-coveted awards program. Its intrigue lies in its airy lightness – the perfect blend of transparency and stability. Thirty years old and feeling perfect in every way.

## TOUCHSCREEN GLASS

- Zytronic
- Touchscreens and glass are the perfect match – gaming, retail, self-service applications, POS systems, digital signage, touch screens for retail sales, industrial applications. The **Zytronic** product range includes: projected capacitive touch (PCT™ and MPCT™), winners of several international awards.

## SLIMMKER & ITOPKER

- Inalco
- Collections in which design draws inspiration from natural stone, from the dense heft of cement and of wood surfaces marked by the passage of time. The result is an array of products that stand out in the world of construction and home furnishings. Products where cutting edge processing technologies made it possible for Inalco to craft oversized porcelain stoneware pieces, like Slimmker and iTopker, where extreme durability and unique performance benefits become one. The piece selected for Vitrum 2017 was designed to express precisely these two qualities. The secret: innovative ceramics, full digital technology and 100% eco-friendly raw materials used in the digital printing.

## DESIGN & GLASS COLLECTION

- Siru
- Design by Kanz Architeti
- Four lamps, four 2017 interpretations of light according to Siru, with a single common thread: Murano blown glass. **Chapeau**, a suspension lamp (design by Kanz Architeti), finds the perfect balance between metal and glass, where the cage is no longer a container but, instead, a collection of horizontal lines. The Cubo table lamp is another win, with its multi-faceted glass angles softened by a satin finish; or the dramatic effect of the milk-white Baloton finish. Sleek lines and the sophisticated sheen of satin glass set **Philadelphia** apart. But, it is with **Nuage** (design by Kanz Architeti) that one last, luminous image is made: the rings of the metal cage slip, fall, and the blown glass catches them in mid-air.

## LUNGOLINEA

- Impatia
- Design by Adriano Design
- When transparency is synonymous with luxury and the quality is unmistakably Italian, the stakes are no longer the same. Lungolinea is the polished dream of a glass ping pong table upon which even the most competitive professionals can play. A dream that Impatia brought into physical form in 2014, launching the Calma and Gesso collection. This collection grew out of a partnership between Adriano Design of Turin and American architect and businessman, Gregg Brodarick. Lungolinea describes the voluntary intersection between artisan

craftsmanship and modern style - the design, construction and workmanship of this ingenious object are all-Italian.

## **SELECTIVE LINE**

- Verallia
- Selective Line, a premium offering, and four exclusive collections prove that art is also this: the crossroads between the power of industrialization and the value of great customization. Here are the bottles that Verallia chose for Vitrum 2017, all developed through the exploration of future trends from the 2018 style sketchbook. **Arty Zen**, a journey into a dreamlike dimension, the perfect balance between the patience of a connoisseur and the need for new horizons. **Exploration 2.0**, where light and shadow explore the mysterious and sophisticated atmosphere of the present moment. **Carpe Diem**, to rediscover the pleasure of Mother Nature and the great outdoors transcending, even for just a moment, the hectic pace of everyday life. And finally, the collection in partnership with the French stylist **Chantal Thomass**, pure charm for 'bottled' luxury.

The brochure presenting the exhibit, distributed in print form during the Show, can be viewed on-line at <http://www.vitrum-milano.com/sito/wp-content/uploads/2017/09/Exhibition-Glass-Experience.pdf>

The video of the making can be viewed at this link: <http://www.vitrum-milano.com/en/interpretazioni-dautore-the-video/>

## Chill-out Area

Based on requests from some Exhibitors, for the first time this year, a “**Chill-out**” area was created, located along the far wall of pavilion 7.

The area operated as a traditional cafe-snack bar until 5 pm and then it was converted into a “**lounge bar**” from 5 to 7 pm. During the evening hours, **Italian aperitifs** were served, along with snacks, upon presentation of a **voucher**.

Thanks to the generosity of an Exhibitor sponsor, during the open hours of the Chill-out area a well-known pianist, **Pablo Roitberg**, performed. On the fourth day of the Show, he was joined by jazz artist **Claudio Pascoli**.



This initiative was intended to offer trade professionals a place in which they could continue to do business in a more relaxed setting while listening to live music. Exhibitors saw the option of purchasing **vouchers** to distribute free of charge to Visitors to their stands as an additional promotional tool.

Even though promotion of the initiative was delayed a bit in relation to the opening date of the Show, Exhibitors responded quickly, purchasing vouchers and distributing them to their Visitors.

## Media Area and Press Corner

In an effort to optimize the exchange of information and the efficacy of the presence of the trade press, all trade press stands except one (by specific request) were positioned near the **Institutional Lounge** and the **Press Corner**.

The latter, organized for the first time ever at Vitrum 2017, was the official hub for all the journalists from the Italian and international publications represented at the Show.

Located at the **Press Corner**, staffed by a person responsible for press relations, were the **pigeon-holes** of **5 Exhibitors** who had purchased the service dedicated to distribution of promotional materials.

The Press Corner was also a meeting place for the photographers and the videographers working at the Show.

The intensified relations with the trade journalists resulted in greater visibility for Vitrum as testified by the widespread, information-rich pre-Vitrum 2017 press clippings; they can be found on line at <http://www.vitrum-milano.com/en/press-releases/>

## International Hosted Buyers

Thanks to the extraordinary support of ITA and the involvement of Gimav, invitations were extended to a group of **78 hosted buyers** from **11 countries**.

The countries involved in this endeavor were:

- **Argentina:** 5
- **Egypt:** 7
- **United Arab Emirates:** 9
- **India:** 7
- **Iran:** 14
- **Morocco:** 6

- **Mexico:** 7
- **Pakistan:** 1
- **Russia:** 8
- **United States:** 8
- **Tunisia:** 6

The delegation from the **United States** grew in number in the days right before the show, as a means of easing the way after the effects of Hurricane Irma on GlassBuild America 2017.



The delegates were hosted **from October 2-4** if they came from countries within **short-medium range** by air, and **Oct. 2-5** if they were from **countries further afield**.

Thanks to an appointment management software used by ITA, it was possible to plan the delegates' meetings with Italian Exhibitors.

A total of **1,008 appointments** were scheduled between the **33 Italian Exhibitors** who participated in the initiative and the **78 invited professionals**, for an average of **30 appointments per company**.

The delegates had access to the **Institutional Lounge**, located in pavilion 5, with an **open buffet**, an **area for relaxation** and an **internet point** with **two connected PCs** and **charging stations** for their personal devices.

## Brera fine arts Academy

Thanks to the cooperation of **Fondazione Fiera Milano**, on **October 3<sup>rd</sup>**, Vitrum hosted a delegation of students from the **Brera Academy**, accompanied by one of their professors and welcomed by Vitrum President Zandonella Necca.

In their visit to Vitrum 2017, the students had a chance to breathe the air of creative insight and offer an artistic reading of the Show, with particular emphasis on the "Unique interpretations" exhibit.

The students also had a first-hand opportunity to put the principles of design into practice, drawing inspiration from the exhibition itself.

## Official Vitrum Video

Thanks to support from ITA, an official video was filmed again this year. Shots were taken throughout the Show and the video will be used to promote Vitrum at the leading international glass industry events.

For the first time, it will also be produced in a format suitable for publication on social media, with an eye to further expanding sharing of the Show experience by the participants.

## Free Wi-Fi

Again this year, Vitrum also made **free Wi-Fi** available to everyone throughout the exhibition area.

To gain immediate access to the service, it was necessary to choose **click'n'surf authentication**, which allowed mobile devices and PCs instant access to the internet.

This was greatly appreciated by Show participants, who made ample use of the service.





# **Meetings and seminars**

## Opening press conference

Thanks to the support of ITA, an **Opening press conference** for Vitrum 2017 was held the morning of October 3<sup>rd</sup>.



Participants were:

- **Dino Zandonella Necca**, President of Vitrum
- **Licia Mattioli**, Vice President of Internationalization for Confindustria
- **Marinella Loddo**, Director of ITA, Milan
- **Maurizio Cotrona**, Ministry of Economic Development



The press conference was attended by an impressive number of institutional representatives, delegates from the international glass industry Associations, the trade press and the upper management of Vitrum.

On the first day of the show, **Press Release no. 12** was issued.

# #12

3<sup>rd</sup> October 2017



International trade fair for machinery, equipment and systems for the processing of flat and hollow glass: glass and finished products for the industry

## VITRUM 2017 OPENS ITS DOORS

**Vitrum – Italy's international trade fair for the glass processing industry – opens today, Tuesday, October 3<sup>rd</sup>.**

Visitor pre-registrations grew four-fold compared to two years ago. The number of visitors grew by more than 20% compared to 2015 at 12.30 PM.  
The overall value of machinery on display is in excess of €2 million. The net exhibition area of more than 13,000 sq. m accommodates 237 exhibitors from all over the world. This is Vitrum 2017, inaugurated at Fiera Milano Rho (Milan) today, October 3<sup>rd</sup>.

*"This is year zero for us – stated Dino Zandonella Necca, President of Vitrum – we expended all of our efforts in this year's edition in terms of synergistic activities, involvement and promotional initiatives that already paid off in Murano, in June, with the organization of the first International Convention of Glass Associations. Today Vitrum is officially embarking on a new path marked by global activities to put our industry on the world map and strengthen its strategic, all-round importance".*

*"Vitrum 2017 is traditionally an eagerly-anticipated event - remarks Laura Blason, Vitrum Director – and ranks among the leading international glass shows. The value of the machinery on display this year is in excess of €12 million, tangible proof of the importance attached by both Italian and overseas companies to our exhibition".*

The first Vitrum 2017 day was inaugurated with the opening press conference, attended by Giorgio Giovagnoli, Head of the Ministry for Economic Development; Licia Mattioli, Confindustria's Vice President for Internationalization; Michele Scannavini, President of ITA - Italian Trade Agency. The press conference was opened by Dino Zandonella Necca, President of Vitrum.

Eagerly anticipated was also the inauguration of the **"Unique Interpretations - Glass experiences"** exhibit organized by Vitrum inside the Technology and Innovation Area. A distillation of art, history and technology, the exhibit offers cultural insights that complement the spirit of a trade show that epitomizes the excellence in glass processing machinery.  
**The exhibit is open from October 3 through 6 and is located in Pavilion 7, stand A21-B30.**

Last but not least for the first Vitrum day, the seminar focusing on Industry Plan 4.0 incentives in Room Scorpio. The event is mainly addressed at Italian market professionals.

[www.vitrum-milano.com](http://www.vitrum-milano.com)  
[www.facebook.com/VitrumMilano](https://www.facebook.com/VitrumMilano)  
[twitter.com/vitrummilano](https://twitter.com/vitrummilano)

Scorpio Hall  
Via Belfiori 16 - 20149 Milano, Italy  
Tel. +39 0233 006266  
Fax +39 0233 006030  
[vitrum@vitrum-milano.it](mailto:vitrum@vitrum-milano.it)

## Seminars

During Vitrum 2017, industry professionals had the option of choosing from among a vast array of seminars intended for both the international and domestic visitors and some specifically focused on the Italian market.

- **"Incentives for updating machine inventories"** Seminar - October 3 - Scorpio Room
- **"What's hot in glass processing"** Seminar - October 4 - Aquarius Room
- **"The new call for proposals for the Development of the Private Sector in Partner Countries"** Seminar - October 5 - Room 1 Secretariat Building
- **"New laws and standards for glass products for construction"** Seminar - October 5 - Gemini Room

### **"Incentives for updating machine inventories" Seminar - October 3 - Scorpio Room**

During the seminar, the Director of Gimav, Laura Biason, outlined the incentives available to Italian companies under the Industry 4.0 Plan, the changes to it during 2017, and possible developments in 2018, as well as the contents of the plan (recently-renamed Enterprise 4.0).

The director's presentation can be found at <https://www.slideshare.net/secret/9XdnpjzSQtP5ou>



## **“What’s hot in glass processing” Seminar - October 4 - Aquarius Room**

This seminar was organized in response to requests from some Exhibitors, with the intention of **introducing some particularly innovative technologies and solutions** to a broader audience of industry professionals.

Even though this was the first time this type of event had been offered to Vitrum participants, the feedback and interest it received led to the idea of including it as a regular part of the program at future editions of the Show.



Presentations that followed were:

- David Craig Osborne (ADI srl): **“High performance tools to reduce the Total Cost of Ownership”**
- Roberta Cometti (RCN Solutions) and Alessandro Rivaroli: **“Chemical tempering: improve the ideas and give way to new opportunities”**
- Cody Thomas (ADI srl): **“Technological advances in glass surface restoration”**
- Miika Appelqvist (Glaston Finland Oy): **“Automating flat glass tempering process with Industry 4.0”**

## **“The new call for proposals for the Development of the Private Sector in Partner Countries” Seminar - October 5 - Room 1 Secretariat Building**

At the request of some Gimav members, on very short notice, we were able to organize an informative Seminar on the just-announced call for proposals for the Development of the Private Sector in Partner Countries, which was held on October 5<sup>th</sup>.

Of considerable interest, the call for proposals is quite complex and that, along with the last-minute nature of the call, required a timely analytical description of its contents.

The job fell to the Secretary General of Confindustria Assafrica & Mediterraneo, **Pierluigi D’Agata**.



The Gimav member companies that took part in the meeting received highly-tailored information about the specific requirements.



## **"New laws and standards for glass products for construction" Seminar - October 5 - Gemini Room**

Thanks to the cooperation of **Assovetro, CSI SpA, Gimav, ITA, the Order of Engineers**, and the **Stazione Sperimentale del Vetro**, on October 5 a Seminar was held on the subject of Italian and international laws and standards for the use of glass in construction.

The Seminar offered **3 education credits** to members of the Order of Engineers.

Presentations were made by:

- Mario Boschi (Assovetro): **"Italian laws and standards"**
- Ennio Mognato (Stazione Sperimentale del Vetro): **"International regulations and standards"**
- Marco Scanagatta (CSI SpA): **"Benefits of self-certification of product conformity"**



# **Vitrum 2017 - Home of the Associations**



## Activities with the International Glass Industry Associations

An absolute first for the 2017 edition of Vitrum was the ongoing dialog with the international glass industry Associations throughout all the organizational phases of the show.

### Vitrum Gala Dinner

The **Vitrum Gala Dinner** held in Düsseldorf, during Glasstec, on **September 22<sup>nd</sup>, 2016**, was the kick-off event for this robust new partnership.

During the event, held on board the Canoo floating restaurant, the President of Vitrum, with the participation of the Board, presented its goals for growth and greater sharing to the Associations and the trade journalists – a project that would lead Vitrum to define itself as the “**home of the Associations**”.



Attending the event were **44 people**, **15** representatives of **10 Associations**, **19 journalists** representing **14 trade journals** and **9** Vitrum **board members**.

## First International Convention of Glass Industry Associations (Murano, June 21 - 22, 2017)

Thanks to the support of ITA, the first operations meeting was held in Murano on June 21<sup>st</sup> and 22<sup>nd</sup>, 2017.

At this time, each Association was given **10 minutes** to present itself to the others and to outline their **"wish-list"** for future meetings and at Vitrum 2017.



The **"closed-door"** meetings fostered an atmosphere of sharing and open dialog among all the participants, in a climate of mutual receptivity and proactive intent.

The robust involvement of the trade press ensured a great deal of visibility in the glass industry trade journals in the following months, serving as a powerful driver of communications and increased visibility for Vitrum 2017.

Participants in the Murano Convention:

- **19 representatives** from **15 Associations**
- **17 technical journalists** from **15 trade journals**



One of the most-appreciated aspects of the Convention was the opportunity to gain a deeper understanding of the other Associations working in the glass sector.

The decision to also include the non-manufacturing Associations was particularly appreciated, as it expanded the scope to include historic and cultural topics of great interest.

One of the ideas that arose from the meetings was the need to consolidate the activities; a suggestion was made to create a **website**, available only to the participants, to promote ongoing information-sharing.

The challenge was immediately taken up by Gimav, and the **Community** website was launched on **August 24th** <https://www.communityofglassassociations.org/>

Thanks to the media coverage and word-of-mouth dissemination by the Association representatives, in the months following the Convention, various requests for inclusion and access to the site were received.

Specifically, as of **October 31<sup>st</sup>**, the number of authorized users had increased, proof of the massive interest that has grown up around this initiative. Currently part of the Community are:

- **25 representatives** of **22 Associations**
- **18 technical journalists** from **16 trade journals**

A **logo** was created for the Community that identifies its activities



## Vitrum 2017 - Home of the Associations

Right from its launch in Düsseldorf, the concept of making Vitrum the “Home of the Associations” was a winner, and the opportunity given to the international Associations to participate at no cost, thanks to the support of ITA, was certainly appreciated. Many Community participants leaped at the chance.

Specifically, **16 Associations** from **11 countries** participated in the initiative, which covered the cost of travel and lodging by ITA, and a stand outfitted at the expense of Vitrum. One Association accepted the invitation to participate in Vitrum but without asking for a stand.

The Associations present at Vitrum 2017:

- Abividro
- Abravidro
- AGGA
- AIHV
- Assovetro
- ATIV
- Chinese Ceramic Society
- Finnish Association of Flat Glass
- FunGlass
- Gimav
- Glass Glazing Federation
- ICOM - Glass
- International Commission on Glass
- NGA
- Slovak Glass Society
- Steklosouz - National United Council of Glass Industry
- VDMA Glass Forum



## Technical round tables during Vitrum 2017

In an effort to expand upon the topics of interest brought up at the Murano Convention, **4 technical round tables** were organized for the morning of **October 4th**, featuring the topics of most interest:

- Manufacturing and Technical standardization
- Education - Training
- Historical and Cultural Topics
- Energy/Environmental protection

**14 delegates** from **14 Associations** participated in the meetings.



During the Technical round table meetings, a future meeting was scheduled for the Spring of 2018, to be held in Murano.

# Data analysis

## Methodology

Unlike the editions held in 2015 and 2013, Vitrum 2017 took place in the absence of concurrent, complementary trade shows.

In fact, in 2015 during the same days as Vitrum, Emo, the leading international trade show for machine tools, was also staged and its entrance ticket also included access to Vitrum.

The situation was the same in 2013, when Mecha-Tronika -- Mechatronics, Controls, Automation, Embedded Electronics -- was also held at the same time as Vitrum and, also in this case, the same entrance ticket allowed the holder to visit both Shows.

Thus, this was the **first totally-independent Edition of Vitrum since 2011**, which does not allow for coherent comparisons of data with those from the last two editions, during which a part of the attendance was not entirely on target with the industry.



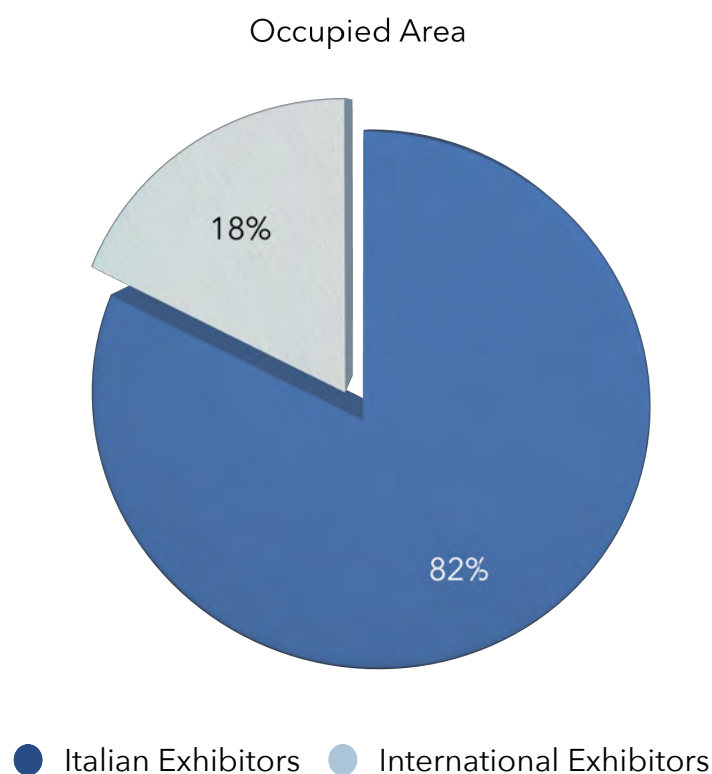
## Surface area

Again this year, as in 2015, Vitrum occupied two Fiera Milano pavilions (of exactly the same size as those occupied in 2015).

The **net occupied surface area** was **14,564m<sup>2</sup>**, virtually unchanged compared to 2015 (14,628m<sup>2</sup>, -0.4%). of which:

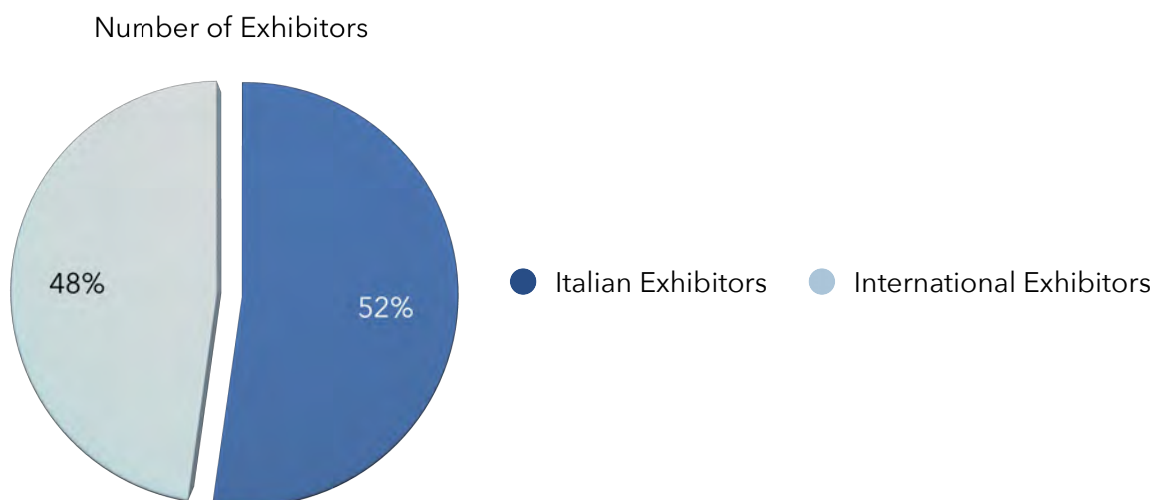
- **11,967m<sup>2</sup>** was occupied by **Italian Exhibitors** (82.17%)
- **2,597m<sup>2</sup>** was occupied by **international Exhibitors** (17.83%)

The **total area** occupied was **29,415m<sup>2</sup>**.



## Exhibitors

The **total number of Exhibitors** at the Show was **245**, of these, **117 international (47.77%)**, from **21 countries**, and **128 Italian (52.23%)**.

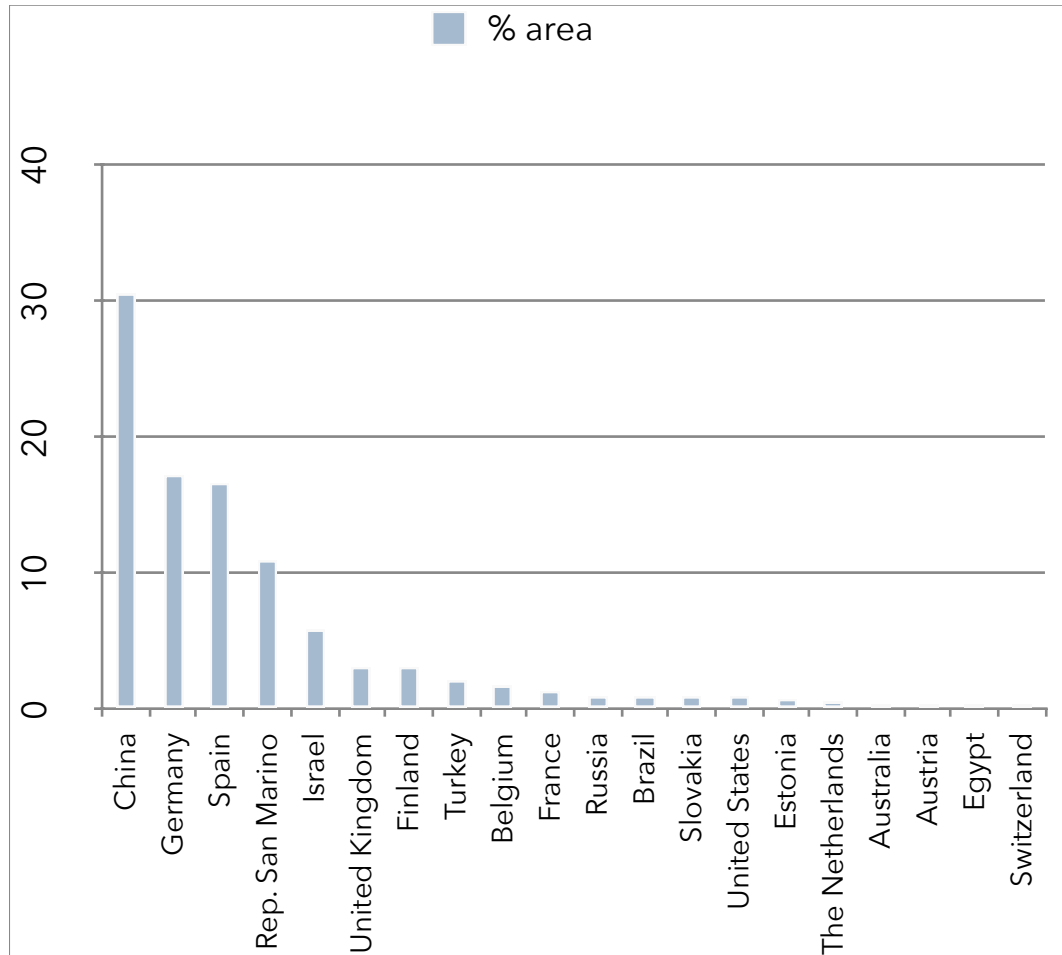


**22 countries of origin for the Exhibitors:** Australia, Austria, Belgium, Brazil, China, the Czech Republic, Egypt, Estonia, Finland, France, Germany, Italy, Israel, the Netherlands, the Republic of San Marino, Russia, Slovakia, Spain, Switzerland, Turkey, the United Kingdom and the United States.



## Area occupied by country

	International percentage of area
<b>China</b>	30.62%
<b>Germany</b>	17.25%
<b>Spain</b>	16.63%
<b>Rep. San Marino</b>	11.04%
<b>Israel</b>	5.90%
<b>United Kingdom</b>	3.22%
<b>Finland</b>	3.10%
<b>Turkey</b>	2.22%
<b>Belgium</b>	1.69%
<b>France</b>	1.38%
<b>Russia</b>	1.07%
<b>Brazil</b>	0.92%
<b>Slovakia</b>	0.92%
<b>United States</b>	0.92%
<b>Estonia</b>	0.69%
<b>The Netherlands</b>	0.57%
<b>Australia</b>	0.46%
<b>Austria</b>	0.46%
<b>Egypt</b>	0.46%
<b>Switzerland</b>	0.46%

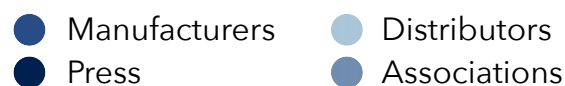
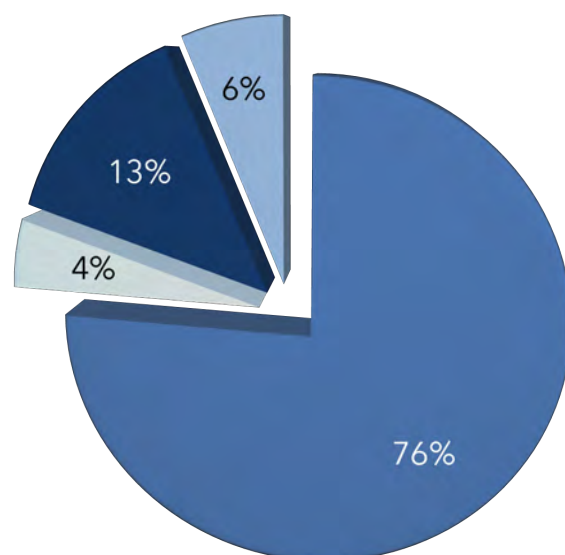


## Exhibitors distribution

Manufacturers made up the largest share of Exhibitors, a feature of Vitrum that makes it especially popular with glass industry professionals from around the world.

Out of 245 Exhibitors, breakdown was as follows:

- **Manufacturers:** 186 (75.92%)
- **Distributors:** 11 (4.49%)
- **Press:** 33 (13.47%)
- **Associations:** 15 (6.12%)



## Visitors

From the moment Visitor **registration** for Vitrum 2017 **opened** on **July 12<sup>th</sup>**, massive interest by industry professionals was evident, with growth in on-line preregistrations more than 4 times higher than on the opening day of Vitrum 2015.

Overall, the number of **preregistered Visitors** was **10,653**, of which:

- **3,919 international (36.80%)**
- **6,734 Italian (63.20%).**

Through the **turnstiles** there were **12,078**, of whom:

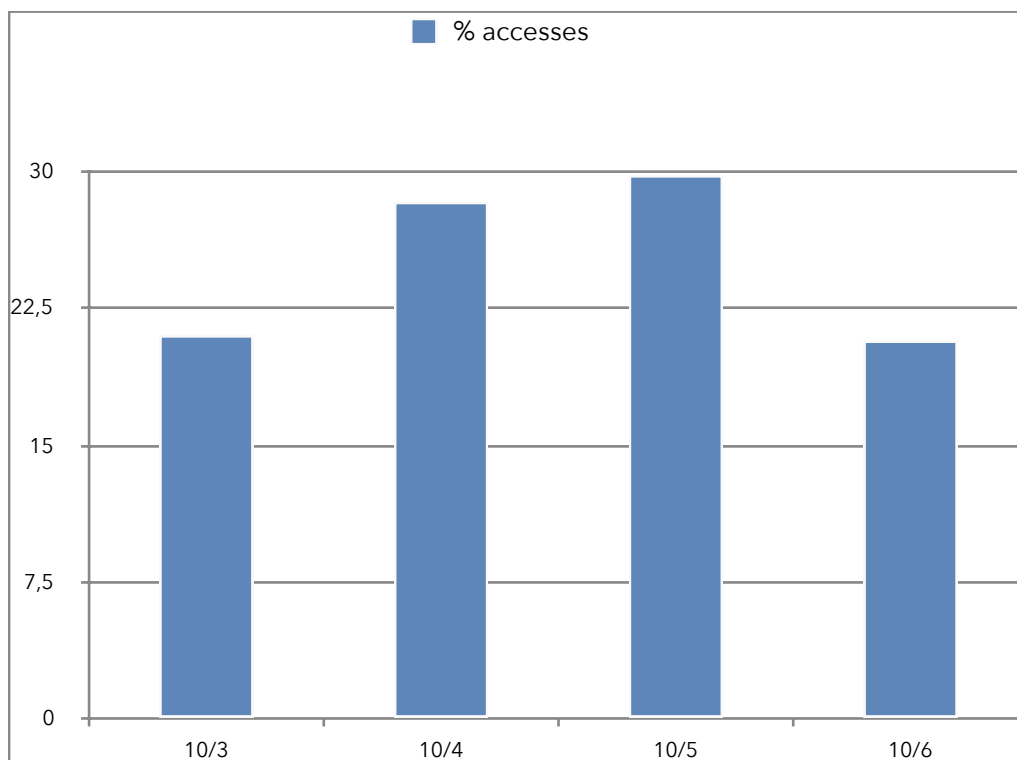
- **48.11%** international professionals
- **51.82%** Italian professionals.

## Access numbers - by hour and day

Thanks to the access registration system made available by Fiera Milano, it was possible to analyze the distribution of the visiting public over the 4 days and in different time periods.

Specifically, here is the daily percentage distribution of visits:

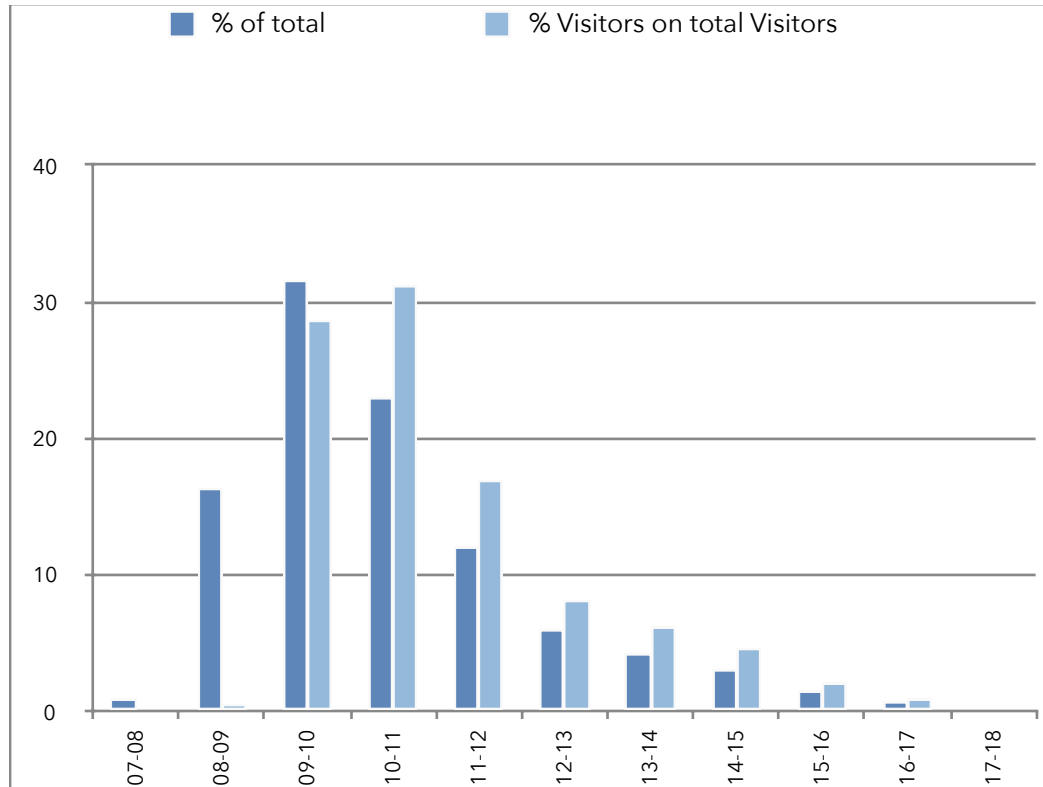
- **3 October:** 21.08%
- **4 October:** 28.31%
- **5 October:** 29.83%
- **6 October:** 20.78%



Of interest, the continuous increase in the number of accesses up to October 5<sup>th</sup>. There was a strike of the local public transportation employees on October 6<sup>th</sup> that undoubtedly impacted the number of accesses.

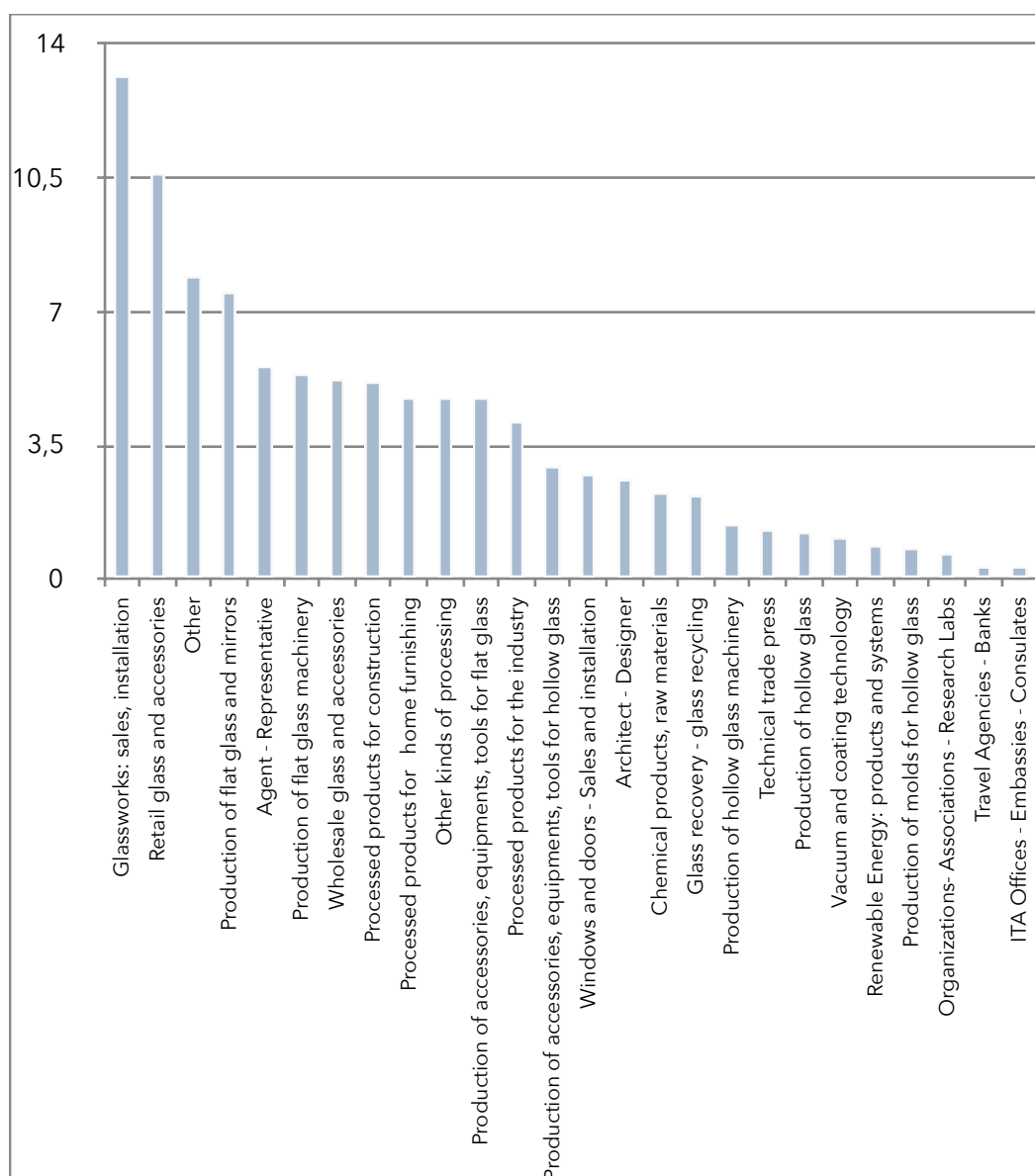


## Hourly entries through the turnstiles



## Visitor profile by type of business

Analysis of the Visitor profiles based on the type of business indicated on their registration applications (which allowed multiple responses) shows a very high **share of professionals** and points to the expedience of expanding the scope of the exhibition to sectors that, until now, have been under-represented.



Type of business	%
Glassworks: sales, installation	13.18
Retail glass and accessories	10.60
Other	7.90
Production of flat glass and mirrors	7.52
Agent - Representative	5.61
Production of flat glass machinery	5.35
Wholesale glass and accessories	5.26
Processed products for construction	5.16
Processed products for home furnishing	4.77
Other	4.77
Production of accessories, equipments, tools for flat glass	4.77
Processed products for the industry	4.11
Production of accessories, equipments, tools for hollow glass	2.94
Windows and doors - sales and installation	2.76
Architect - Designer	2.61
Chemical products, raw materials	2.27
Glass recovery - Glass recycling	2.20
Production of hollow glass machinery	1.43
Technical trade press	1.31
Production of hollow glass	1.27
Vacuum and coating technology	1.07
Renewable energy: products and systems	0.92
Production of molds for hollow glass	0.83
Organizations - Associations - Research labs	0.69
Travel agencies - Banks	0.36
ITA Offices - Embassies - Consulates	0.35

## Analysis of country of origin of international Visitors

Once again, Vitrum has the data to prove its qualification as an **international Show**.

Of the total number of attendees, **48.11%** were **international professionals** and **51.88% Italian**.

**86 Visitor countries of origin:** Albania, Algeria, Argentina, Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Bolivia, Bosnia-Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Finland, France, Germany, Greece, Haiti, Hong Kong, Hungary, India, Iran, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kenya, Kuwait, Latvia, Lebanon, Libya, Lithuania, Luxembourg, Macedonia, Malaysia, Malta, Mexico, Moldova, Montenegro, Morocco, the Netherlands, New Zealand, Norway, Pakistan, Palestine, Panama, Paraguay, Poland, Portugal, Romania, Russia, San Marino, Saudi Arabia, Senegal, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Vietnam.



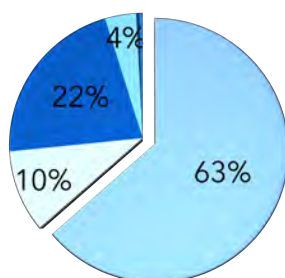
## Visitors by Continent

Visitors at the 2017 edition of Vitrum were again predominantly from the **European continent**, with 63.47% of the total (not counting Italy). **Asia** follows (with 21.82%) and **America** (9.92%). Participation from **Africa** (3.97%) also increased and the logistic difficulties did not keep some professionals from **Australia** and **New Zealand** from visiting the Show (0.40%).

The top six countries in terms of attendance were **Russia** (7% share of total Visitors), **France** (6.52%), **Spain** (6.25%), **Germany** (5.90%), **Turkey** (4.29%), and **Poland** (3.84%).

Interesting data also for the **United States**, with a share of 2.63% and **Mexico** (1.88%).

● Europe ● America ● Asia ● Africa ● Oceania ● Not spec



	Percentage
<b>Europe</b>	63.47
<b>America</b>	9.92
<b>Asia</b>	21.82
<b>Africa</b>	3.97
<b>Oceania</b>	0.40
<b>Not specified</b>	0.43

## Detail by Continent

### Europe

	Percentage Europe	Percentage World
<b>France</b>	10.27	6.52
<b>Spain</b>	9.85	6.25
<b>Germany</b>	9.30	5.90
<b>Poland</b>	6.04	3.84
<b>Romania</b>	5.71	3.62
<b>United Kingdom</b>	5.54	3.51
<b>Portugal</b>	5.20	3.30
<b>Bulgaria</b>	4.40	2.79
<b>Switzerland</b>	4.02	2.55
<b>Croatia</b>	3.59	2.28
<b>Ukraine</b>	3.17	2.01
<b>Slovenia</b>	3.00	1.90
<b>Austria</b>	2.70	1.72
<b>Greece</b>	2.24	1.42
<b>Belgium</b>	2.20	1.39
<b>Serbia</b>	2.11	1.34
<b>Holland</b>	2.07	1.31
<b>Lithuania</b>	2.03	1.29
<b>Finland</b>	1.65	1.05
<b>Albania</b>	1.61	1.02
<b>Denmark</b>	1.61	1.02
<b>Slovakia</b>	1.56	0.99
<b>Czech Republic</b>	1.52	0.97
<b>Latvia</b>	1.14	0.72
<b>Hungary</b>	0.93	0.59

	Percentage Europe	Percentage World
<b>Bosnia Herzegovina</b>	0.89	0.56
<b>Cyprus</b>	0.72	0.46
<b>Belarus</b>	0.68	0.43
<b>Macedonia</b>	0.68	0.43
<b>Ireland</b>	0.63	0.40
<b>Moldavia</b>	0.63	0.40
<b>Sweden</b>	0.55	0.35
<b>Estonia</b>	0.46	0.30
<b>Malta</b>	0.46	0.30
<b>Luxembourg</b>	0.38	0.24
<b>Norway</b>	0.30	0.19
<b>Montenegro</b>	0.17	0.11

## America

	Percentage America	Percentage World
<b>United States</b>	26.49	2.63
<b>Mexico</b>	18.92	1.88
<b>Argentina</b>	13.78	1.37
<b>Canada</b>	13.78	1.37
<b>Brazil</b>	12.43	1.23
<b>Colombia</b>	5.41	0.54
<b>Ecuador</b>	2.70	0.27
<b>Bolivia</b>	1.62	0.16
<b>Chile</b>	1.62	0.16
<b>Haiti</b>	1.08	0.11
<b>Paraguay</b>	1.08	0.11
<b>Panama</b>	0.81	0.08
<b>Uruguay</b>	0.27	0.03



## Asia

	Percentage Asia	Percentage World
<b>Russia</b>	32.10	7.00
<b>Turkey</b>	19.68	4.29
<b>Iran</b>	8.36	1.82
<b>Japan</b>	6.03	1.31
<b>Lebanon</b>	5.41	1.18
<b>China</b>	5.29	1.15
<b>United Arab Emirates</b>	4.80	1.05
<b>India</b>	3.69	0.80
<b>Israel</b>	2.95	0.64
<b>Saudi Arabia</b>	2.21	0.48
<b>Palestine</b>	1.85	0.40
<b>Armenia</b>	1.35	0.30
<b>Kazakhstan</b>	1.11	0.24
<b>South Korea</b>	0.98	0.21
<b>Azerbaijan</b>	0.86	0.19
<b>Hong Kong</b>	0.74	0.16
<b>Taiwan</b>	0.74	0.16
<b>Jordan</b>	0.62	0.13
<b>Pakistan</b>	0.37	0.08
<b>Singapore</b>	0.25	0.05
<b>Thailand</b>	0.25	0.05
<b>Kuwait</b>	0.12	0.03
<b>Malaysia</b>	0.12	0.03
<b>Vietnam</b>	0.12	0.03

## Africa

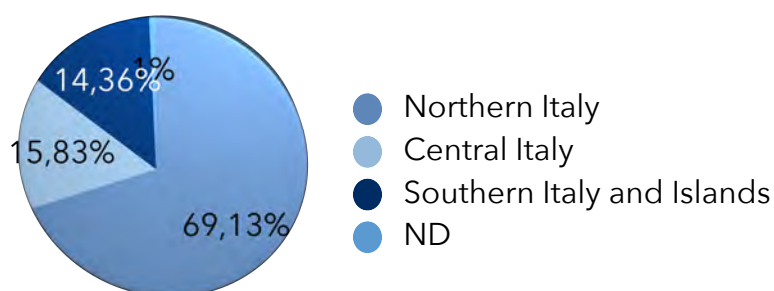
	Percentage Africa	Percentage World
<b>Algeria</b>	27.03	1.07
<b>Morocco</b>	27.03	1.07
<b>Egypt</b>	18.92	0.75
<b>Tunisia</b>	15.54	0.62
<b>South Africa</b>	6.08	0.24
<b>Kenya</b>	3.38	0.13
<b>Libya</b>	1.35	0.05
<b>Senegal</b>	0.68	0.03

## Oceania

	Percentage Oceania	Percentage World
<b>Australia</b>	80.00	0.32
<b>New Zealand</b>	20.00	0.08

## Visitors from Italy

As at previous Vitrum shows - among Italian Visitors - the largest share was from **Northern Italy** (69.13% share of total entrances). Followed by **Central Italy** (15.83%) and **Southern Italy and the Islands** (14.36%).



## Detail by Region

In further detail, 39.39% of Italian Visitors were from **Lombardy**, followed by **Emilia Romagna** (8.71%), **Veneto** (8.58%), **Piedmont** (8.37%), **Tuscany** (6.04%), **Campania** (4.37%), **Marche** (4.05%), **Sicily** (3.35%), **Puglia** (2.90%), **Lazio** (2.35%) and **Abruzzo** (2.12%).

## North

	Percentage Italy
<b>Lombardy</b>	39.39
<b>Emilia Romagna</b>	8.71
<b>Veneto</b>	8.58
<b>Piedmont</b>	8.37
<b>Friuli Venezia Giulia</b>	1.62
<b>Trentino Alto Adige</b>	1.23
<b>Liguria</b>	1.18
<b>Valle d'Aosta</b>	0.05

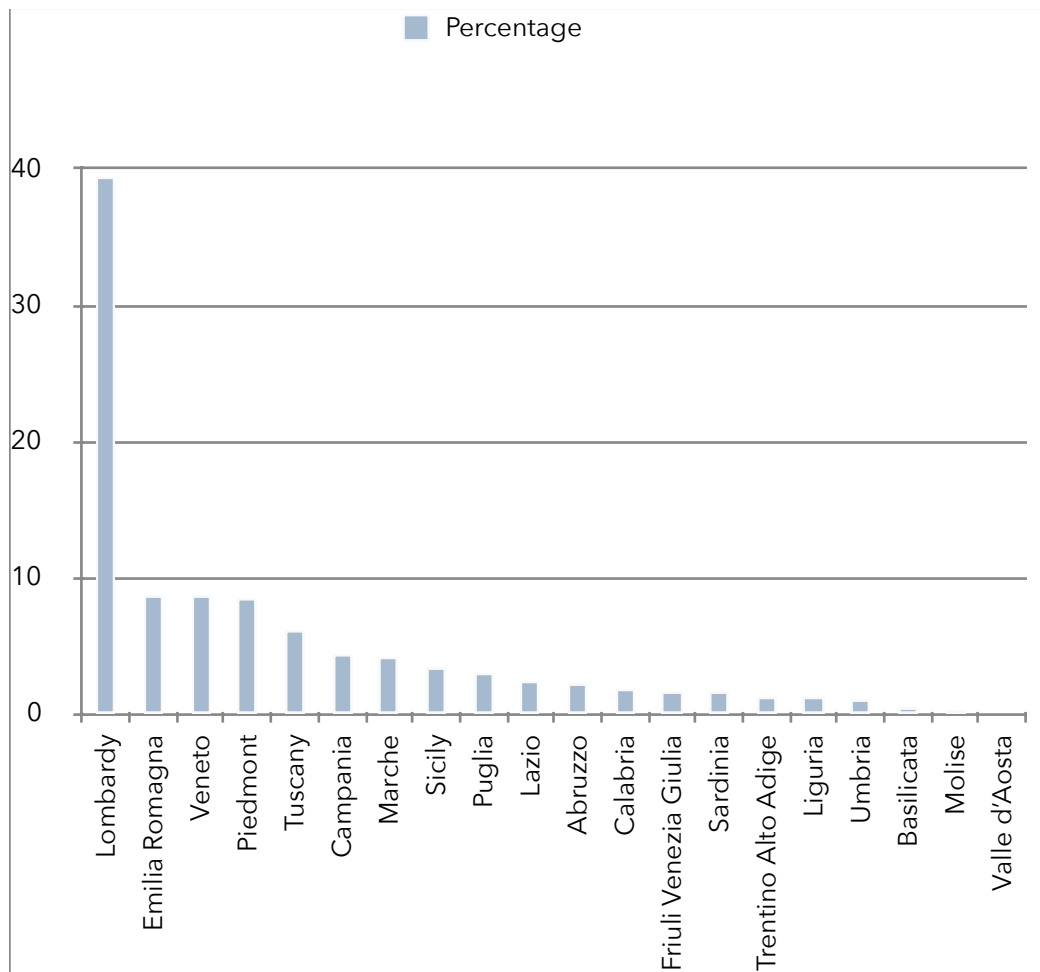
## Central

	Percentage Italy
<b>Tuscany</b>	6.04
<b>Marche</b>	4.05
<b>Lazio</b>	2.35
<b>Abruzzo</b>	2.12
<b>Umbria</b>	0.99
<b>Molise</b>	0.26

## South and Islands

	Percentage Italy
<b>Campania</b>	4.37
<b>Sicily</b>	3.35
<b>Puglia</b>	2.90
<b>Calabria</b>	1.70
<b>Sardinia</b>	1.57
<b>Basilicata</b>	0.47

A small percentage of Italian Visitors (0.68%) did not indicate their Region of origin.



# Takeaways

**245 Exhibitors**, from **22 countries** around the world, more than **12 thousand entrances** in total, in the four days of the Show **10,653 individual registrations**, and a 'cream of the crop' display of technologies and systems over a **net occupied surface area** of **14,564 square meters**. These are the numbers that encapsulate the 2017 edition of Vitrum - the international trade show of machinery, equipment and special products for flat and hollow glass processing - held October 3-6 at Fiera Milano Rho.

This year, the international nature of the show held in Milan was validated above all by the high **percentage of international Exhibitors** (nearly **48%**; while **52%** were from **Italy**), from Australia, Austria, Belgium, Brazil, China, Egypt, Estonia, Finland, France, Germany, Israel, the Netherlands, the United Kingdom, the Czech Republic, the Republic of San Marino, Russia, Slovakia, Spain, the United States, Switzerland and Turkey.

**86** instead, the **countries** of origin of **Visitors**, distributed across Europe, North, Central and South America, the Middle and Far East, Asia and Oceania.

*"Thanks to the proactive support of ITA (Italian Trade Agency), in this 'year zero', Vitrum expanded its international reach, confirming that it is 'everyone's house of glass' - remarks Vitrum president, Dino Zandonella Necca - From the earliest organizational phases of the event, our quest to venture further afield, beyond our borders, was empowered through massive communication and promotion programs at leading industry events and many institutional meetings we attended, over the last two years, across Europe and around the world. I am also keen to point out the (entirely spontaneous) contribution made by the international glass industry stakeholders to the success of Vitrum 2017. They brought in several delegations of industry professionals from their respective countries and, along with them, many new ideas and proposals for the future. Further proof of the efficacy of the partnerships we cultivated with the International Glass Associations".*

Another compelling fact is the **number of manufacturers on hand** at Vitrum 2017 -- **186** of them participated in this 20<sup>th</sup> edition, equal to **76%**. The exhibits

themselves were **top-performers**, featuring high-value displays of machinery, accessories and special products for Flat and Hollow Glass processing, that epitomize the extraordinary effort invested by the exhibiting companies. Actual production plants were installed for the 4 days of the fair -- perfectly functioning, complex solutions that are the utmost expression of the premises behind Industry 4.0.

The positive feedback from experts and professionals concerning the **informative seminars and educational events** featured at this edition of Vitrum further validated the urgency to continue in this direction.

The "Unique Interpretations - Glass Experiences" - exhibit offered Vitrum attendees a moment of far-reaching cultural reflection that received rave reviews from Visitors and Exhibitors.

Response to the allure of the **#Vitrum2017** hashtag was spectacular. Many, many exhibitors and industry professionals used it, not only as a communication tool from and to the Show, but also - and above all - as a channel for sharing the "Vitrum experience".

#Vitrum2017 was with us throughout the fair, intensifying (in the way only social media can do) the reverberations of the event well beyond the pavilions of the Milanese fair district. #Vitrum2017 became the keyword that coalesced interest in the event during its key moments. And continued to influence people regarding all the possible itineraries that spread out from the fair grounds toward Milan and, from Milan, to the most beautiful landmarks our country has to offer.

*"Qualified trade professionals, discerning business prospects: these were the must-haves of the 2017 edition - remarks president Dino Zandonella Necca - And the great feedback from visitors convinced us of a growing affection for Vitrum, and for the valuable solutions, innovations and expectations for the future it offers".*



Dear Laura,

Our team had a 11 days trip and was back at the office today morning. First of all, we appreciate so much for your kind support and hospitality to us with a 12m2 booth, a hours interpreter and lounge VIP pass.

You did a lot for the event early and last, including the open press conference, the seminars, the lounge area, WIFI service, the E-service pillar in hall.

And thank you again for all you did.

All the best,

Dear Laura, Giada and Rosella,

It is our pleasure to thank you from the bottom of our hearts for a great show at Vitrum Milan 2017!

Your professionalism was clear and visible,

The 2 halls were arranged in a beautiful manner, with the welcome area, the relaxation area,

The support you gave us before the show, and during the show,

Especially with our training event on [REDACTED] that was a great help.

The show was busy, very successful for [REDACTED] for our local market and worldwide as well.

It was very pleasant for us to work in Fiera Milano, thanks to you.

Par cette lettre j'exprime ma profonde gratitude pour l'invitation a la quel vous m'avez convié. L'organisation de la visite de travail au salon de « Vitrum2017 » a été une réussite, l'assistance de [REDACTED] a rendu le séjour agréable et fructueux, je la remercie et la félicite pour son professionnalisme et la maitrise de soi lorsqu'il a eu quelques contre temp.

Par ailleurs, j'ai eu l'opportunité et l'intérêt d'accomplir tous les contacts qui ont été organisé par ITA , plusieurs sont fructueux et seront conclue par des commandes.

Good morning to you,

First of all thank you for giving us an opportunity to participate in Vitrum Exhibition. Nice to see all the Glass suppliers which was quite interesting. Thanks you you for providing us good hospitality and also organized in well manner at [vitrum.it](http://vitrum.it) was good with all the delegates from UAE who had come for this exhibition.

Thank you once again for your support .

Già che ci sono, volevo anche farvi i complimenti per il VITRUM: ci è sembrato molto meglio organizzato e strutturato di due anni fa. Abbiamo trovato particolarmente utile l'iniziativa degli operatori esteri e la possibilità di decidere con anticipo chi incontrare. Abbiamo raccolto qualche contatto davvero interessante!

Buon lavoro per il futuro J

**Дорогой г-н Дино!**

Благодарю Вас за прекрасно организованную выставку «Vitrum-2017» и научно-производственные мероприятия.

На выставке [redacted] представила своих членов. На стенде наши эксперты рассказали посетителям, итальянским компаниям о стекольном рынке России и потребностях заводов. Руководители более 60 заводов посетили выставку и провели переговоры с представителями итальянских заводов участвующих стендами на мировом стекольном событии.

Руководители [redacted] ведущих стран мира смогли в непринуждённой обстановке на совместном семинаре обсудить важные вопросы и проблемы. Приняты решения чаще обмениваться информацией.

Всё сказанное это заслуга вашей команды, которой отдельное спасибо за слаженную работу.

Надеюсь на долговременное и плодотворное сотрудничество.

# Contents

	Page
<b>Vitrum in brief</b>	3
<b>Vitrum 2017: outstanding benefits for Exhibitors</b>	4
<b>What's new in the 2017 edition</b>	5
<b>Products and services</b>	
New exhibition pavilions	7
New promotional materials	8
Welcome Kit	9
Exhibition layout software	10
Promotional activities	10
New products and services for Exhibitors	11
Discount on additional m <sup>2</sup>	11
"Turnkey" stands for new Exhibitors	11
Customized Visitor registration link	12
Free parking place	13
eContact App	13
Vitrum 2017 App	13
Digital Area	15
Touch Totems	16
Easy Service Totems	16
New print catalog	17
On-line catalog	18
Pavilion map	19
Visas	20
Vitrum is social!	20
Vitrum Newsletter	21
Facebook Ad Campaign	21
Promotional posts by Exhibitors on Vitrum Social Media	22
Vitrum Channel	22
Technology and Innovation Area - "Unique interpretations" Exhibit	23
Chill-out Area	28
Media Area and Press Corner	29

International Hosted Buyers	29
Brera fine arts Academy	31
Official Vitrum Video	31
Free Wi-Fi	31
<b>Meetings and seminar series</b>	
Opening press conference	34
"Incentives for Updating Machine Inventories" Seminar	36
"What's hot in Glass Processing" Seminar	37
"The new call for proposals for the Development in Partner Countries" Seminar	38
"New laws and standards for glass products for construction" Seminar	39
<b>Vitrum 2017 - Home of the Associations</b>	
Activities with the International Glass Industry Associations	41
Vitrum Gala Dinner	41
First International Convention of Glass Industry Associations	42
Vitrum 2017 - Home of the Associations	45
Technical round tables during Vitrum 2017	46
<b>Data analysis</b>	
Methodology	48
Surface area	49
Exhibitors	50
Area occupied by country	51
Exhibitors Distribution	53
Visitors	54
Access numbers - by hour and day	55
Hourly entries through the turnstiles	56
Visitor profile by type of business	57
Analysis of country of origin of international Visitors	59
Visitors by Continent	60
Detail by Continent	61
Visitors from Italy	65
Detail by Region	65
<b>Takeaways</b>	68