

HOMAG Group opts for Xylexpo in 2010

The decision by SCM, Biesse and Cefla to pull out of the Xylexpo in Milan in 2010 and exhibit at the Technodomus in Rimini instead has left the sector in some confusion. For the HOMAG Group, there has never been a question mark over its attendance at the Xylexpo in spite of the recession.

Crucial to this decision, according to the HOMAG Group AG Sales and Servicing Director Jürgen Köppel, is the high quality of the Xylexpo, its premium location, the excellent infrastructure, long tradition, efficient organization and high degree of familiarity of this long-standing trade fair.

A comparison of the two events speaks for itself: While the Xylexpo attracted over 850 exhibitors in 2008, the Technodomus in Rimini could claim only around 140. Second only to the Ligna in Hanover, which is the clear number one among woodworking machinery fairs, Xylexpo opens its doors to around 82,000 visitors, making it the second best attended fair of international repute by a wide margin. With its 18,000 visitors, the Technodomus falls clearly into the category of the many regional trade fairs which take place around the world.

Foreign visitors account for 52% of all those attending the Xylexpo, compared to only 28% at the Technodomus, due undoubtedly in part to the attraction of Milan as a location.

The optimum transport links also speak out in favour of Milan, as Rimini can generally only be reached by air with a stopover at either Rome or Milan.

Italy is the biggest and most important furniture manufacturing country in the world, making this an extremely important and attractive market for the HOMAG Group. Internationally, in particular as regards the Mediterranean countries and South and Central America, the Italian woodworking machinery market plays a major role, which is underpinned by the leading

trade fair Xylexpo.

"It is regrettable that the decision by the biggest Italian manufacturers to pull out of the Xylexpo has caused major consternation in the Italian trade fair landscape, which is certainly not conducive for the Italian marketplace at this time. For the HOMAG Group at any rate, our attendance at the Xylexpo is not up for discussion", confirms Jürgen Köppel.

For more information, contact

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