

3/6
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2021

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WOOD EXPERIENCE
IL LEGNO E LE SUE TECNOLOGIE



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Co-located event

Samulegno

Comunicato stampa - Giugno 2020

From 3 to 6 March 2021 at Veronafiere

Piemmeti and Pordenone Fiere
together for the woodworking machinery sector
Samulegno returns to the new Wood-Experience event in Verona
dedicated to wood and its technologies

Wood Experience is the new trade exhibition organised by **Piemmeti** spa, the Veronafiere company specialised in b2b exhibitions. The event will be dedicated to the wood supply chain and will take place from March 3 to 6, 2021, in the Verona Exhibition Center. Wood Experience represents the evolution and development of Legno & Edilizia, a trade exhibition organised by Piemmeti, which has represented the reference point for the wooden construction sector for 20 years.

Wood Experience will expand the exhibition and conference themes already covered in previous experiences, thanks to the collaboration with **Pordenone Fiere**, with a new edition of **Samulegno** in this venue, the most important open-house for the sector of furniture machines and technologies.

"The synergy between Fiera di Pordenone and Piemmeti - declares Renato Pujatti, President of Pordenone Fiere - is a great chance for the relaunch of the sector of machines and technologies for woodworking, both for construction and for furniture. Pordenone Fiere with Samulegno has always represented an important technological reference point for a key sector of our economy, in Italy and in Eastern European Countries. Furthermore Samulegno has been an unmissable business opportunity for quality, innovation, and completeness of the offer. This collaboration -adds Pujatti - between Piemmeti, of the Veronafiere Group, and Fiera di Pordenone is a good sign for the whole exhibition industry, which too often has lost opportunities for strong cooperation and which must come out of a heavy crisis caused by the pandemic restrictions."

The wood-furniture sector constitutes one of the most relevant sectors of the Italian economy (around 18,600 companies, a total of over 130,000 employees and almost 23 billion euros in turnover). The Northeast of Italy is the area in which the largest concentration of manufacturers of furniture and furnishing accessories is located, with some very important industrial districts such as: Mobile di Livenza and Quartiere del Piave (Treviso, Pordenone) - the largest in Italy in terms of employees and businesses, Manzano (Udine) chairs and tables, Mobile of Bassanese art (Vicenza) and Bovolone style furniture (Verona).

"The wood supply chain - declares the President of Piemmeti, Ado Rebuli - is a key and primary element for the economic recovery after the health emergency and will find in Wood Experience and Samulegno the ideal path to restore and increase its business volume, thanks also to recently introduced incentives and ecobonuses".

Wood Experience will be organised over an exhibition area of 25,000 square meters and expects the presence of over 30,000 visitors from all Italian regions and from abroad, mainly from European Alpine and Eastern areas.

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