



Associazione costruttori
italiani macchine
ed accessori
per la lavorazione del legno

*Italian woodworking
machinery and tools
manufacturers' association*

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ACIMALL: THE PROMOTION PLAN FOR 2015 IS APPROVED

Acimall has approved the promotion plan for 2015, an agenda of events to support the Italian industry of woodworking and furniture production in the markets that offer the best opportunities now or in the future.

Woodex - Teheran (Iran); 1-4 February 2015
Ice/Acimall stand and import partner search

Delhiwood - New Delhi (India); 4-7 February
Ice/Acimall collective pavilion and import partner search

Interzum Guangzhou - Guangzhou (China); 28 March-1 April
Ice/Acimall collective pavilion and import partner search

Ligna - Hannover (Germany); 11-15 May
Acimall stand

Woodworking - Minsk (Belarus); October
Acimall collective pavilion and import partner search

Woodex - Moscow (Russia); 24-27 November
Ice/Acimall collective pavilion and import partner search

According to tradition, the activity of the Italian association of woodworking technology manufacturers includes different initiatives based on the peculiarities of the destination market. In addition to the **official stand**, the association organizes **Italian pavilions**, an appreciated formula that allows exhibiting companies to focus on their business, while relying on the services offered by organizers.

For the third consecutive year, Italian companies will also be supported with an **“Import partner search”** service, whereby association officials are identifying and selecting local companies to represent Italian technology in their market. Another valuable asset is the partnership with **Ice-Italian Foreign Trade Agency**, which has always supported Acimall in many promotion activities.

*“The calendar is less crowded than in the past – said **Dario Corbetta**, director of Cepra-Centro promozionale Acimall – but it introduces interesting news. The lower availability of resources for the “made in Italy” promotion system cannot certainly cancel the commitment of Confindustria-member association on the promotion side; on the contrary, it encourages us to design new strategies and to identify new tools to support the globalization of our businesses.”*

For instance, this is the origin of our decision to adopt an innovative approach to our promotion plan, organizing three **market surveys** in regions that, in the medium term, might offer interesting opportunities. Acimall’s analysts, therefore, will go to **Morocco, Algeria and Cuba** to check the potential and the situation of the respective industries.

In 2015 and in early 2016, the Acimall calendar will provide interactions with the preparations for **Xylexpo 2016**, the biennial exhibition organized by the Italian association, scheduled in Milan from 24 to 28 May 2016.

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