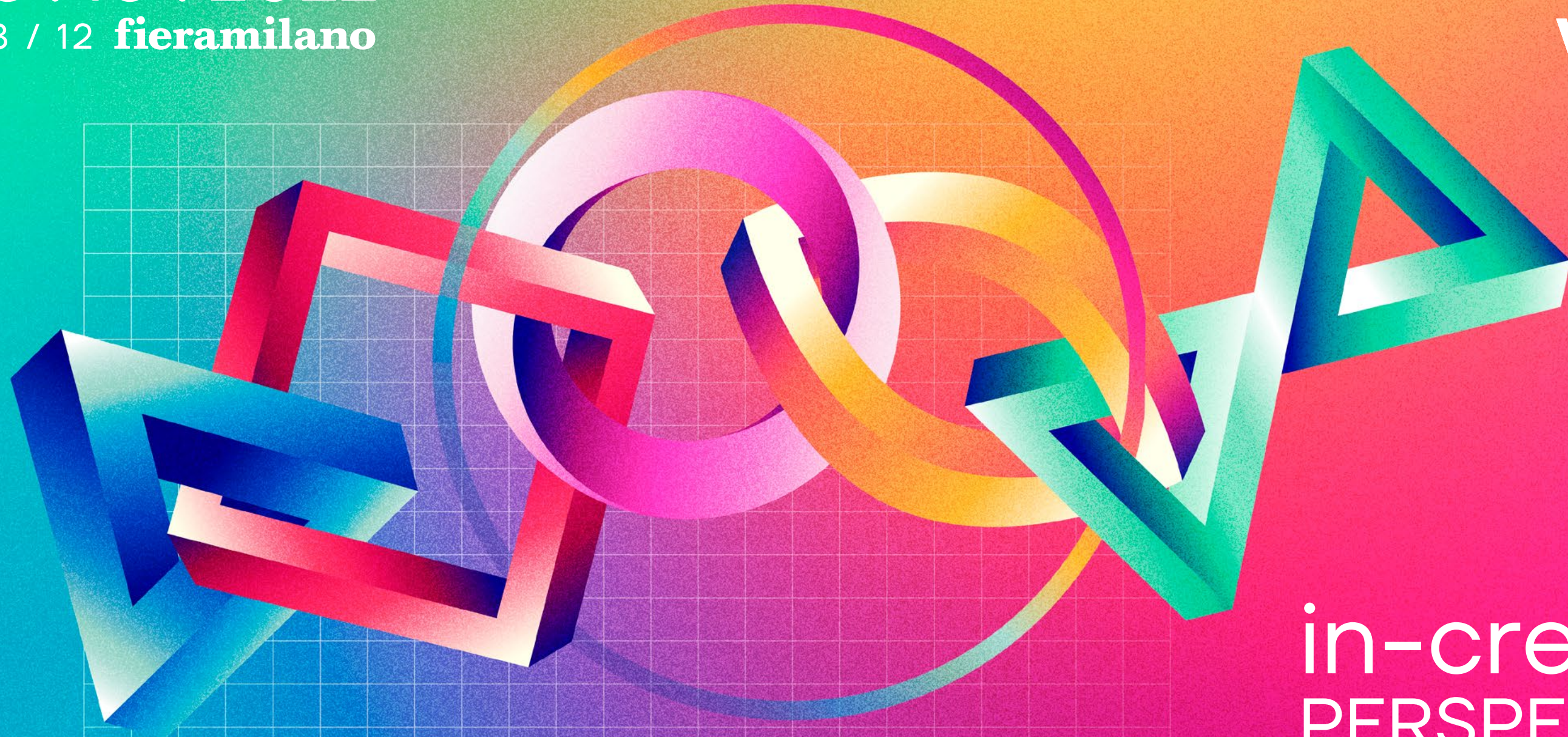


13-15 . 10 . 2022
HALL 8 / 12 fieramilano


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Italia 2022
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MILAN



in-credible
PERSPECTIVES

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building businesses


FIERA MILANO

BUSINESS

perspectives

Technology and applications for **graphics, design, interior decoration, textile, retail** and **brand industry** markets will be the main stars taking centre stage at **Viscom Italia** and **InPrint Milan**, combining **creativity, business, innovation** and **sustainability** under one event roof.

Once again, Viscom Italia maintains its unweathering commitment to the visual communication business community as the ideal partner delivering a strategic appointment and **business** flywheel to build **successful relationships**.

An **interactive hub** that lays out the paths of **innovative knowledge**. The perfect spot where ideas mesh scenarios and trends together, until now never explored.

A **creative space** letting you become the protagonist to show off **your company's production excellence** and **originality**, and put on display all the latest **materials, applications, technologies, solutions, customizations**, that have proven to be the building blocks behind your success.

A gathering to attract an audience of **transversal visitors** in search of **new growth opportunities** and eager to be kept abreast about the latest impacts that new technologies and marketing strategies are playing out on the market.

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EXHIBITORS

250 international brands

7 countries

79% of exhibitors had business dealings

FACT & FIGURES VISCUM ITALIA 2021

9.043 visitors

42 countries

80% of Viscom Italia visitors' purchasing power

76% of the visitors will attend Viscom Italia 2022

VISITORS

VISITORS' ACTIVITY

55% B2B

15% BRAND & RETAIL INDUSTRY

30% INFLUENCER

WORLD BREAKDOWN

89% EUROPE

2% AMERICA

4% ASIA

5% AFRICA

ITALY BREAKDOWN

68% NORTHERN

15% CENTRAL

17% SOUTHERN

BUSINESS

connections

FACT & FIGURES INPRINT MILAN 2018

110 exhibitors

18 countries

2.260 visitors

51 countries

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INPRINT
MILAN

Co-located with

viscom
Italia 2022

The new edition of **Inprint Milan**, the **International Exhibition of Industrial Printing Technologies** will also be held this year, in conjunction with **Viscom Italia**. In a special section, all the most important Italian and international players will put the most original and cutting-edge solutions for the manufacturing market under the limelight.

Italy has a great tradition in decorative printing and personalization on wood, glass, plastic, leather, ceramics, fabrics and packaging and it is also famous for its innovations in the field of industrial printing.

In this historical period where communication models are radically changing **InPrint Milan will represent a strategic appointment and a great opportunity to interact with the players**, share experiences on future developments and market trends, discover new products and business solutions.

EXHIBITION sectors

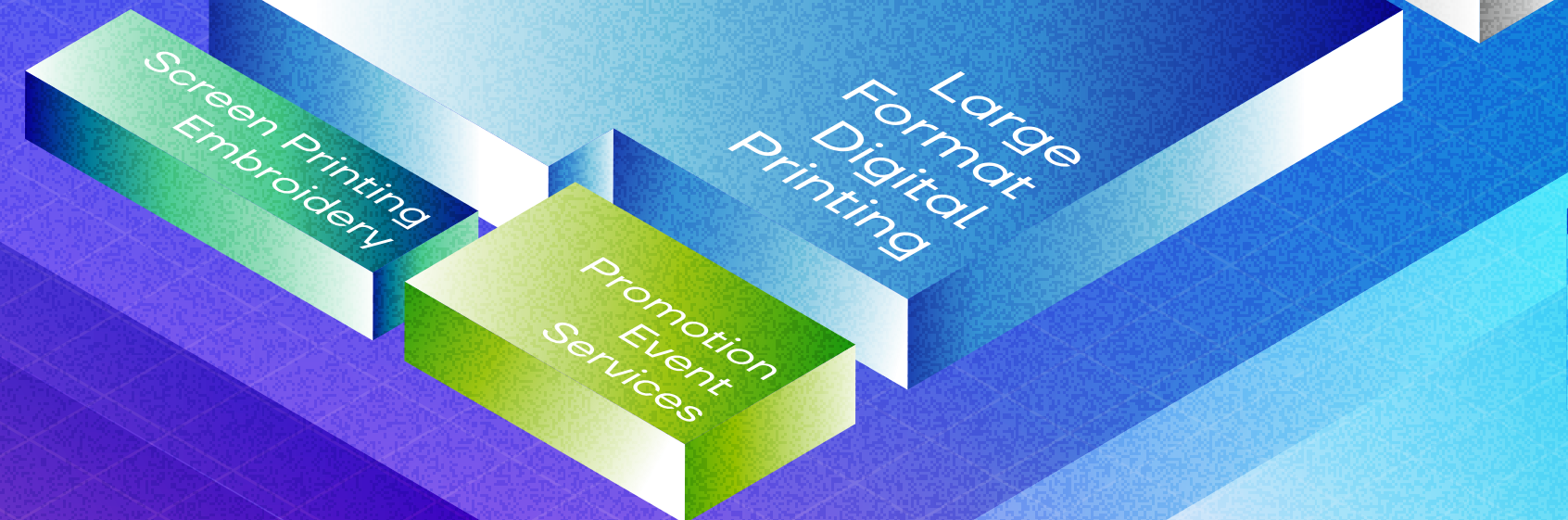
viscom
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Hall 8



Hall 12

entrance



EVENTS



TALKS
viscom

An array of content stemming from the minds of top managers and entrepreneurs, business icons, influencers and opinion leaders designed to stimulate an exchange of ideas and reveal what is occurring in the latest market scenarios.

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LIVE
viscom

The most creative and original applications will get their moment under the spotlight in a high-performance space, highlighting the latest visual communication trends. Don't miss out on the opportunity to showcase your company's excellence.



SUSTAINABLE
viscom

A sustainable path, putting your company's processes, solutions, lifestyle choices, products and certified materials all under the spotlight so as to increase awareness and knowledge about a new business ecosystem.



DIVA
Display Italia
Viscom Award

An international competition, in collaboration with Display Italia magazine, giving visitors the very first preview glimpse of the latest point of sales displays. An important storefront window to put oneself on display and claim centre stage.



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ELEMENTARIA
DALLA MATERIA ALL'IMMAGINARIO PROGETTUALE

An exhibition of design prototypes, in collaboration with Display Italia, to present the latest materials and display solutions dedicated to the industry and retail world.



BUSINESS

visions



Viscom Italia continues its mission to increase the awareness of the visual communication business sector, through the regular **Viscom Regional** appointment, strengthening relationships between the technological innovation players and companies located throughout the Apulia region.

Viscom Regional Bari has for years, been a well-established event for all market players to develop new business strategies and build up profiled specific business contacts with new industry professionals.

Viscom Regional Bari is designed as a high-level training event, to share information and a tangible opportunity to show off the future visual communication trends.

Exhibition areas, live workshops, seminars are just some of the tools to enhance the solutions of your company, and exchange ideas, experiences and build winning partnerships.

BARI 1-2 APRIL 2022

UNAHOTELS REGINA BARI

S.P. 57 Torre A Mare, Noicattaro, 70016, BA

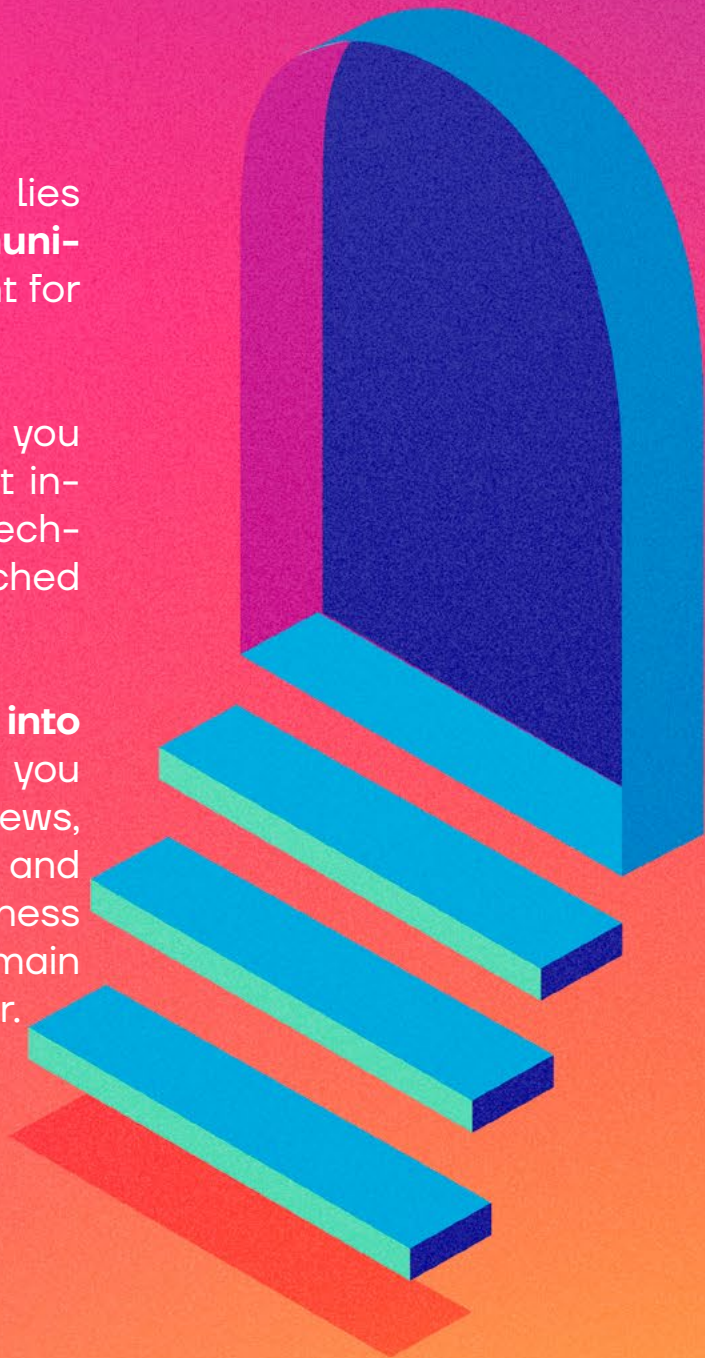
WEBSITE

Enhance your brand

The beating heart of Viscom Italia lies within its portal: a **powerful communication tool**, a guiding reference point for our visual community.

An **interactive observatory** where you can get information about the latest industry trends, discover solutions, technologies and success stories launched on the market.

Let our website become **the window into your business world**, through which you can make yourself known, pass on news, show off all the latest digital products and better enhance your brand awareness through our marketing services to remain constantly visible throughout the year.



SOCIAL NETWORK

The power of information



A constantly evolving and rapidly expanding community meeting up daily in a privileged space to share and draw attention to ideas that deserve to be spread around.

Articles, posts, news, videos and high quality content will all be shared through our **Social Magazine** on our Facebook, Instagram and LinkedIn event pages, to anticipate everything that visual communications has not been able to achieve yet.

Follow us:

 **FACEBOOK**
ViscomItalia

 **INSTAGRAM**
@ViscomItalia

 **LINKEDIN**
ViscomItalia



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RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about

making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

www.rxglobal.com

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