

2021) WOOD EXPERIENCE

Veronafiere, 27 to 30 October, in person

TECHNOLOGIES, FURNITURE, SUSTAINABLE BUILDING THE FUTURE OF WOOD AT WOOD EXPERIENCE

Raul Barbieri, general manager of Piemmeti maintains: «This is an ideal place where the protagonists of the sector can meet, discuss, start new relationships and business opportunities, in presence and in complete safety. There, they can write the future of Italian wood thanks to innovation and new models of sustainable development.»

Verona, 24 September 2021 – Recently, the Italian wood industry has proven to be one of the most dynamic sectors in the country. This sector features the excellence of Made in Italy, has a strong propensity to export, and is ready to take up the challenge of economic recovery by believing in new development directions. The industry intends to invest in 4.0 technologies and in the digital sector, but also to accelerate the ecological transition towards a greener production.

In order to write the present and the future of this sector, the protagonists of wood industry will meet at **Wood Experience**, the International Exhibition organized by **Piemmeti**, a Veronafiere company specialized in B2B events. Wood Experience will take place in **Verona from 27 to 30 October 2021**. Its format will be tailored to the latest needs in terms of business and security and will have an international approach. With its **100 exhibiting companies**, including world leaders in the construction and furniture sectors, Wood Experience is developed on an area of over 15,000 square meters and is the only event in Italy bringing together the entire wood supply chain. This trade fair involves the woods and the sawmill, has its core business in woodworking machines, and is also about finishing, treatment and complementary processing. Moreover, it features a prestigious scientific program, in-depth discussions, seminars and professional training conferences.

«This sector is restarting at a rapid pace, with excellent performances in terms of turnover and export of finished products. The Italian wood supply chain is faced with great challenges and great opportunities» points out **Raul Barbieri**, general manager at Piemmeti. «Wood Experience is the ideal place where the protagonists of the sector can meet, discuss, start new relationships and business opportunities, in presence and in complete safety. There, they can write the future of Italian wood thanks to innovation and new models of sustainable development»

The wood supply chain at Wood Experience

Wood Experience is the evolution and development of Legno & Edilizia, a trade fair also organized by Piemmeti, which was the reference point for the wood construction

sector for 20 years. It has then expanded by merging with **Samulegno**, the only event dedicated to furniture machinery and technologies for Italy and Central-Eastern Europe. This year, Samulegno is coming back to Wood Experience.

The wood supply chain is completed by **Biomass Days**, an exhibition and conference area dedicated to wood heating, created in collaboration with AIEL, the Italian Agroforestry Energy Association. This area offers daily workshops and involves 15 leading companies in the sector. They testify that wood is the first renewable energy source in Italy, but it is often considered harmful and polluting. This is wrong, as heating with wood does not contribute to global warming. On the contrary, wood breaks down the air pollution up to 80% and protects forests.

Conference program

Wednesday, 27 October, at 11.30, the official event inauguration and a meeting entitled "**An agreement for wood**" will be held in Sala Incontri, pavilion 11.

Thursday, 28 October, at 10.00, in Sala Convegni Arena, pavilion 12, the topic will be "**What are the possibilities and the boundaries for the Italian wood supply chain?**", curated by GQL - Gruppo Qualità Legno. At 2.00 pm a conference entitled "**WOOD SUPPLY CHAIN. Opportunities for the ecological transition and Recovery Plan**" will be held by Prof. Franco Laner (IUAV Venice).

Friday, 29 October, at 9.30, in Arena Conference Room: "**Non-invasive diagnosis on existing buildings. Precise knowledge of the state of affairs for cost and timing optimization in renovation works**", by ANCE Verona. At 2.00 pm the topic will be "**WOODEN HOUSES. New frontiers and mistakes to avoid**" by Prof. Franco Laner.

Saturday 30 October, at 9.30 am, in Sala Incontri, pavilion 11, the conference on "**Communicating wood**", organized by Prof. Franco Laner, will take place. At 10.00 am, in Arena Conference Room, "**Superbonus 110%: simulation of the process and instructions for use**", by ANCE Verona.

Ecohouse 110

This is an event within the event: an exhibition area will be entirely dedicated to **Superbonus** conferences. Ecohouse 110 will offer technical updates on Superbonus 110 to all construction companies and operators, but also a "help desk" providing information and advice to visitors who are eager to know more.

•**Wood Experience**, from 27 to 30 October 2021 at Veronafiere, covers the entire wood supply chain: from the woods to the finished product, but also construction, furniture, sawmills, software design and wood energy. <https://wood-experience.com/>

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Press release
Wood Experience

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