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## POSITIVE RESULTS FOR EMO MILANO 2009: 124,660 VISITORS AND 377 JOURNALISTS CROWDED THE HALLS A MILLION HITS FOR THE EVENT PORTAL

*The next appointment with EMO MILANO is scheduled for 5 - 10 October 2015, when the world universal exhibition will be held in the capital of Lombardy in parallel with Expo*

The curtain has closed on **EMO MILANO 2009**, the show of the world of metalworking held at **fieramilano** 5-10 October. The **results are positive for the world exhibition** promoted by CECIMO and organised by EFIM, the subsidiary of UCIMU-SISTEMI PER PRODURRE, with a very satisfactory outcome despite the difficult economic context.

During the six days of the exhibition, the organisers registered **124,660 visitors**, representing **99 countries** from five continents. The impressive **foreign** attendance, representing **41% of the total**, attests to the international character that has traditionally distinguished EMO MILANO.

The top place in this ranking was taken by Germany, with 12.8% of total international visitors, followed by America, the Czech Republic, Finland, France, Japan, India, Poland, Russia and Switzerland.

Alongside the consolidated attendance by operators from the old continent, there was **an extraordinary number of non-European visitors, 40.1% of the total international attendance**.

Analysis of **international attendance** confirms EMO's importance and the interest that operators all over the world have in the Italian market. Italy is currently fifth in the world rankings of consumption of production systems and second in the European panorama. **The first twenty positions include as many as seven non-European countries:** India, Russia, Japan, the United States, Brazil, Korea and Taiwan.

**The participation of Asian operators was impressive, representing 19.4% of international operators at the exhibition.** The 11 halls set up for the event welcomed numerous Indian, Japanese, Korean and Chinese visitors. They were joined by visitors from the Americas (9% of the total); the United States and Brazil were particularly well represented.

Over and above being praised by the operators, EMO MILANO 2009 also catalysed the attention of the **international press: as many as 377 journalists** from all over the world were accredited for the event.

The number of students visiting the exhibition was in line with the previous edition: 5,667 students came from technical institutes and universities, interested in verifying the latest solutions finalised in the production systems field. In keeping with the established tradition, the organisers of EMO MILANO seek to promote meetings between school and the world of industry.

The interest aroused by EMO MILANO 2009 also emerges from consultation statistics for the exhibition internet site. With more than one million pages visited, the EMO MILANO 2009 portal - [www.emo-milan.com](http://www.emo-milan.com) - proved to be an extraordinary information channel and had in October alone more than 150,000 single visitors, 75% of which international, with an average of 15,000 visits/day.

After Italy, the highest number of web hits came from Germany, Switzerland, USA, Japan, Spain, France, India and China. The development of new channels made available by internet was also rewarded: constantly updated with new contents the **EMO MILANO 2009 Channel on YouTube**, with more than 5,000 videos downloaded, ranked sixty-eighth during event days in the classification of the most visited channels. As of the start of October, the **interactive event catalogue**, hosted on the site and available in four languages, recorded more than one million searches: 450,000 in Italian, 350,000 in English, 300,000 in German and 150,000 in French.

"These figures," said **Pier Luigi Streparava**, who was appointed by CECIMO as the Commissioner General of EMO MILANO 2009, "emphasise the importance of the event that, despite the difficult economic context, proved its appeal by attracting the public attendance and approval. In other words, the offering of more than 1,400 companies, over a net stand area of 100,000 square metres and representing 39 countries, attracted the interest of operators all over the world".

Figures detailing attendance by **international delegations** are also interesting, with independent groups and others invited within the scope of the initiative organised by ICE (Italian Institute for Foreign Trade) and UCIMU-SISTEMI PER PRODURRE from Albania, Argentina, Brazil, China, Croatia, Korea, Japan, India, Morocco, Russia, Serbia, Slovenia, South Africa and Vietnam.

"We did our utmost to organise this EMO," said the Commissioner General, "and I am proud to note the satisfaction of operators travelling to Milan to visit the world universal show".

**The next appointment with EMO MILANO is scheduled for 5 - 10 October 2015**, when the world universal show will be held in the capital of Lombardy **in parallel with Expo**, the international exhibition thanks to which the city will play the role of world capital for progress and research. There will be many synergies between the two events and, for what promises to be the EMO of the century, Milan seems likely to attract no less than 200,000 visitors and 2,000 exhibitors.

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