



How much attraction for TubItaly 2015

The new promotional campaign of TubItaly 2015, scheduled from May 20 to 22 next year at the fairgrounds in Piacenza Expo, started on the occasion of the fair Tube in Düsseldorf.

After the positive results of the first edition, which took place last November, TubItaly has set new and more ambitious targets to further establish the importance of a sector with a strong international character, which is deeply rooted in the territory of Piacenza and that is reflected in the exhibition.

The event, which will show the best of tubes, rods, pipes, profiles and technologies for their production and processing, will be held from 20 to 22 May 2015, and will not see the contemporaneity with EXPOlaser to allow the organizers, Piacenza Expo and PubliTec, to put the entire exhibition area at exhibitors' disposal.

To the agroindustrial vocation, Piacenza combines a soul with a leading industrial excellence in strategic technology areas such as those represented by TubItaly, which importance is often taken for granted. The slogan chosen for this year's promotional event, "Piping all forms of energy, we nourish life", just wants to emphasize the fundamental role of pipes and pipelines and everything that turns around them; traveling underground or hundreds of meters below sea level, they transport the resources that are part of our everyday life, such as water, gas or oil.

The decision to bring forward the execution of the event from November to May was born from the desire to offer TUBItaly visitors the opportunity to take advantage of the contemporaneity with the exhibition that next year will catalyze the world's interest: EXPO 2015.

Consequently, taking advantage of the close proximity to Milan, TUBItaly will also benefit from the strong international appeal of EXPO, and this will help to increase the number of operators who will visit the exhibition in Piacenza in order to find the main players in the sector of tubes, pipes and profiles.

One must not underestimate the strong touristic appeal of the area. Piacenza and its province cannot be missed and must be discovered in their entirety; it is an area in which art and culture embrace the culinary tradition, where the magic of historic villages meets the charm of ancient castles and becomes pure discovery and relaxation if watered by the DOC wines of the Piacenza hills, and sublimated by the intense and delicate flavours of the typical dishes of the area.

The manufacturers, distributors and processors of tubes, rods, profiles and pipes, valves and flanges, but also the manufacturers of machines, systems and technologies for their processing who will exhibit at TubItaly, will have a B2B fair strongly oriented towards foreign markets; an ideal background to strengthen partnerships and enjoy maximum visibility.