

**VISCOM ITALIA 2021  
LATEST EVENT NEWS  
NEW DATES  
30 SEPTEMBER to 2 OCTOBER 2021  
WITH A NEW HYBRID FORMULA**

*Press release*

Milan 17<sup>th</sup> December 2020, Viscom Italia is delighted to release the new dates for its most important visual communication fair. Using a brand new formula, the three-day event will be held **30<sup>th</sup> September to 2<sup>nd</sup> October 2021, both in person at fieramilano and digitally**. The online format will mirror the in person appointment, thanks to an interactive platform, creating a truly new integrated gathering model. The digital version will provide added value, helping build better connectivity and allow both exhibitors and visitors to enjoy the business experience to its fullest.

A creativity workshop, a hub to re-launch business ideas, a stage for meetings and international network building: all of which will be on display at the next Viscom Italia 2021 edition. An ever changing and captivating fair experience, with the capacity to present the newest dimensions of visual communication. A source of inspiration and launch pad not only for the graphics/advertising sector but also for transversal markets such as furniture, design, packaging, fashion, retail and industry.

The event is set to be an indispensable tool for companies wishing to promote their businesses, a must to learn about new applications, keep up to date and exchange ideas with successful testimonials and rethink one's business strategies at such a historical juncture

So far, **more than 90 business market leaders** have confirmed their 2021 presence as exhibitors, already occupying more than 6000 sq.m of space, offering an evocative and experiential itinerary in the following sectors: *Large Format Digital Printing – Sign – Sign making – Screen Printing- Pad Printing – Textile Promotion – Embroidery – Engraving – Milling – Laser – Packaging – Labelling – Visual Merchandising and Graphic Software Design*.

Viscom Italia's Exhibition Manager, Cecilia Montalbetti said, *"This new edition, will showcase ideas and projects for creatively reinventing the different markets. We are striving to identify and create year round opportunities in order to keep building, relaunching and strengthening the visual communication sector. These challenging times plagued by the health emergency, will not halt or even slow down Reed Exhibitions Italia's organisational machine. On the contrary, this will only make us more driven, creating new and interesting opportunities"*.

An appointment packed with cutting edge research, innovation and technology, designed to stimulate new business models and foster international networking. Viscom Italia, experts in trend forecasting and market analysis, will put on display for its visual communication community a breadth of content and initiatives that will make the next gathering a must on the continuously evolving sector's calendar.

Also this time round, the exhibition will leverage fully on social media by providing visitors access to ad hoc content such as stories, in-depth sector related articles and the latest news via Instagram, Facebook and LinkedIn. To keep up-to-date and connected to the 32nd edition, visit the [www.viscomitalia.it](http://www.viscomitalia.it) website.

*Reed Exhibitions, the world's leading events company, combines face-to-face meetings with data and digital tools to help customers learn about markets, individual products and business deals. Reed Exhibitions manages over 500 events in at least 30 countries, serving 43 industry sectors and with more than 7 million attendees. These events are organised from a network of 35 offices around the world which, through their extensive industry expertise, data and technology, enable their clients to generate billions of dollars in revenue, which is beneficial to the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX Group plc, a leading global provider of solutions and services for professional clients in a wide range of business sectors [www.reedexhibitions.com](http://www.reedexhibitions.com)*

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