

glasstec VIRTUAL strengthens glasstec's position as the leading trade fair for the global glass sector

glasstec VIRTUAL from 20 to 22 October has successfully bridged the gap between now and the forthcoming glasstec in June 2021. With its concept comprising digital knowledge transfer, novel presentation possibilities for exhibitors as well as additional virtual networking options, it has convinced the international glass sector.

"With glasstec's virtual portfolio Messe Düsseldorf shows that it can succeed in bringing together industries worldwide, not only at physical events but also with digital formats. This means it continues to position itself once more as a No. 1 destination for global communication business contacts," says Erhard Wienkamp, COO Messe Düsseldorf.

"The global pandemic is a major challenge for the glass industry and thus also for the machinery and plant manufacturers in this sector. Therefore, it was very important that Messe Düsseldorf provided us the new format "glasstec VIRTUAL" to be able to present our new products in these times as well. Different from the normal glasstec, but an important and clear signal for the industry. We were happy to take advantage of the extensive conference program and the opportunity to show new developments and highlights via web sessions and our own channels, and we also received positive feedback. Nevertheless, we are of course looking forward to meeting again personally at glasstec in Düsseldorf in June 2021", states Egbert Wenninger, Senior Vice President Business Unit Glass, Grenzebach Maschinenbau GmbH and Chairman of the glasstec exhibitor advisory board.

"During the pandemic period, this solution enabled us to offer the industry an additional platform to intensify and expand international contacts. Now the focus is entirely on preparing glasstec, which will be held here in Düsseldorf from 15 to 18 June 2021," notes Birgit Horn, Project Director glasstec.

glasstec VIRTUAL in numbers

glasstec VIRTUAL saw over 10,000 experts from over 110 countries make use of the content offered on this platform. The proportion of international visitors stood at 73% (the top-ranking visitor countries



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being USA, Italy, UK, India and Germany). Over 120,000 page impressions underscore the avid interest taken by the glass community in the content of glasstec VIRTUAL. At the Exhibitor Showroom, 800 exhibitors from 44 countries presented their products, solutions and applications. More than 5,000 people participated in the interactive formats. All web sessions and conference tracks will soon be available on demand. The showrooms of participating exhibitors will also be available to visitors until glasstec in June 2021.

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