



Press Briefing

This year again, the Italian association of manufacturers Confindustria reserves an own area for on-the-spot tile laying. The stand area is called "Città della Posa".

The EUF provides support for the Confindustria in the preparation and execution of this event.

The objective is to promote cooperation and understanding between manufacturers, dealers and tile layers. In particular in the context of this world leading trade fair for tiles it is important to demonstrate that beautiful tiles need to be well processed and success can only be achieved by a close cooperation between manufacturers, dealers and tile processors.

For this reason, the EUF together with the Confindustria organise their own competition between the three world champions of the Worldskill at the Cersaie. From 24 - 26 September the three winners of the gold medal from Germany, Austria and Switzerland will demonstrate their technical expertise together with their trainers.

This event is also an occasion to inform about the establishment of an Italian professional association of tile layers.

EUF

Werner Altmayer