



**Associazione Esposizioni e Fiere Italiane**  
Italian Exhibition & Trade Fair Association

**Press**

**At Rimini on 13 and 14 July, the sixth edition of the AEFI training seminar**

***“How and where innovation is born: current situation and future of Italian trade fairs” will take place***

Rimini, 10<sup>th</sup> July 2017 – “**How and where innovation is born: current situation and future of Italian trade fairs**” is the theme of the **6<sup>th</sup> edition of the annual training update seminar** for AEFI members which will be held on **13 and 14 July** in Rimini, at the site of Rimini Fiera.

The AEFI - Italian Exhibition and Trade Fair Association has **35 member exhibition districts**, which each year organise more than **1,000 exhibition** over a total exhibition area of **4.2 million square metres**. **92% of international trade fairs**, and **85% of all trade fairs which take place each year in Italy** are held in AEFI-member exhibition districts.

**Training** is a constant in the AEFI's activity: for the competitiveness of the sector, constant updating on the developments of the market and strategies adopted by bodies, districts and exhibition sites in Italy and abroad is essential.

The **seminar in Rimini** will be an **event**, spread over two days, with many stimuli, reflections and moments of exchange to trace out an up-to-date overview of the strengths of the Italian Trade Fair System.

The pivotal theme this year will be **innovation** in all its forms. In order to compete and respond to changes in markets, trade fairs must evolve and innovate continuously, anticipating trends and directing their long-term strategies towards progressive diversification of their typical activity.

There will be contributions from experts in the sector and speakers such as **Giuseppe Schirone**, economist at **Prometeia**, who presents an **analysis of the role of innovation in the sectors of Italian manufacturing** and **Carlo Bagnoli**, **Associate Professor in Innovation Strategy at Ca' Foscari University of Venice** and responsible for organising the Venice Biennale of Innovation.

In addition to the **case histories** illustrated by the **trade fairs of Bologna, Verona, Florence, Rome and Riva del Garda Fierecongressi**, there will be experts in the sector at international level who bring their experience in various fields: from **new marketing strategies** (**Karla Juegel**, CEO of **Messe Marketing Munich**, trade fair sector consultant) to **initiatives in the social area that turn into commercial activities** (**Anty Pansera**, design historian, and **Clara Rosio**, project manager) and **promotion of fairs** as tool for promoting the area also through **side events** (**Paolo Casati**, creative director of **Studiolabo**).

**Giovanni Laezza**, Manager of Riva del Garda Fieracongressi and Vice Chairman of the AEFI, and **Lorenzo Cagnoni**, Chairman of IEG - Italian Exhibition Group and Vice Chairman of the AEFI, will have the task of opening the session, which will proceed with the panels dedicated to “*Changes in planning*” and “*Organisational and behavioural changes*”.

Friday will see a focus on “*Changes in communication*”, through case histories on what might be the new tools, the winning tools, for competing in a global market.

An in-depth exploration **of digital issues and the social paths of the trade fair world** won't fail to make its appearance.

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**AEFI - the Italian Exhibition and Trade Fair Association**, a private non-profit Association, was established in 1983 with the goal of generating synergies between the most important Italian exhibition districts. AEFI would like to be seen as a privileged partner for operators and institutions alike, and its role is to support members through the development of activities and programmes in the sphere of training, marketing, promotion and research, as well as to provide services for trade fairs through the activities of its Committees: Exhibition Hub Technical Committee, Legal-Administrative Committee, Internationalisation Committee and Trade Fairs Network Committee.

On the internationalization front, AEFI supports members thanks to agreements with strategic markets. To date, partnerships have been agreed with Iran, Taiwan, Lebanon and India and a memorandum of understanding has been signed with AmCham, the American Chamber of Commerce in Italy.

AEFI has promoted the foundation of ISFCert, the Certification Institute for Exhibition Industry Statistics which, through rigorous methodologies, enables Italian organisers to present and recognise standardised data, in the name of transparency and reliability.

AEFI represents Italian trade fairs in UFI - Union of International Fairs. Chaired by Ettore Riello, AEFI includes 35 member exhibition districts, which organise over 1,000 events a year over an overall exhibition area of 4.2 million square metres. 92% of international trade fairs, and 85% of all trade fairs which take place each year in Italy, are held in AEFI-member exhibition districts.

[www.aefi.it/Aefi/site/en/index](http://www.aefi.it/Aefi/site/en/index)

For further information

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