



Associazione Esposizioni e Fiere Italiane
Italian Exhibition & Trade Fair Association

Press

**“THE FIGURES OF ITALIAN TRADE FAIRS”
A PROGRAMME OF MEETINGS ON THE IMPORTANCE OF STATISTICS IN PROMOTING ITALIAN TRADE
FAIRS IN A GLOBAL CONTEXT**

Rimini, 6 November 2017 – On Thursday, 23 November, the Board-Chairman's Chamber at the Fiera di Roma will see the second “*The figures of Italian trade fairs*” meeting dedicated to all AEFI members for discussing statistics on the trade fair sector, of fundamental importance in promoting Italian trade fairs in a global context.

Following the positive feedback on the date in Rimini on 18 October and considering the importance of the subject, the AEFI has decided to organise a new meeting to offer all those who could not attend the opportunity, with a particular focus on the districts of Central and South Italy.

The meeting will begin at 2.30 p.m. with an introduction from Loredana Sarti, AEFI General Secretary, who will concentrate on the state of art in the analysis performed by the AEFI.

This will be followed by the report from Giulia Pavese, Director responsible for Productive Activities, international EXPOs, digital agenda, technological innovation, IT systems and statistics for the Conference of Regions and Autonomous Provinces, on the role of Regions in gathering the information to produce the National Trade Fair Calendar.

The experience of Lazio will be illustrated by Paola Elviri of the Lazio Regional Directorate for economic development and productive activities.

Enrico De Micheli, ISFCERT Deliberative Committee, and Giorgio Savorani, ISFCERT Audit Group, will concentrate on the certification of data as a guarantee of certainty and transparency.

AEFI - Associazione Esposizioni e Fiere Italiane, 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, with AmCham, the American Chamber of Commerce in Italy, and with CENTREX, the International Exhibition Statistics Union. A memorandum of understanding has been signed with SACE and SIMEST.

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 around 1,000 events a year over an overall exhibition area of 4.2 million square metres. Nearly all international and national trade fairs which take place each year in Italy are held in AEFI-member exhibition districts.

www.aefi.it/Aefi/site/en/index

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