



## Allies abroad to face the big challenge

Teamwork is paramount but individual performances should be appreciated too. This is the double edged sword that Italian trade fairs will have to wield to tackle globalization. Some are already making inroads into international exhibition markets. On one hand, it is vital to coordinate their competencies and individual strengths. But at the same time the unique characteristics of "made in Italy" fairs deserve recognition. The National Institute for foreign trade (Ice), embassies and the entire system of Italian promotion abroad need to present a united front to realize their considerable potential. The strategy is simple: at a regional level, compete - at a national level, collaborate. This is the only way Italian trade fairs can build on their increasing international presence, as will be explained in this new edition of the Newsletter Aefi&Fiere of



Internationalization and certification. These, today, are the two big gambles for the Italian trade fair system, which, year by year continues to progress. Certification seems to have paid off already: an official stamp of approval from the Isf is now a must for most events, and it means that Italian fairs have a level of transparency that is rarely matched in Europe.

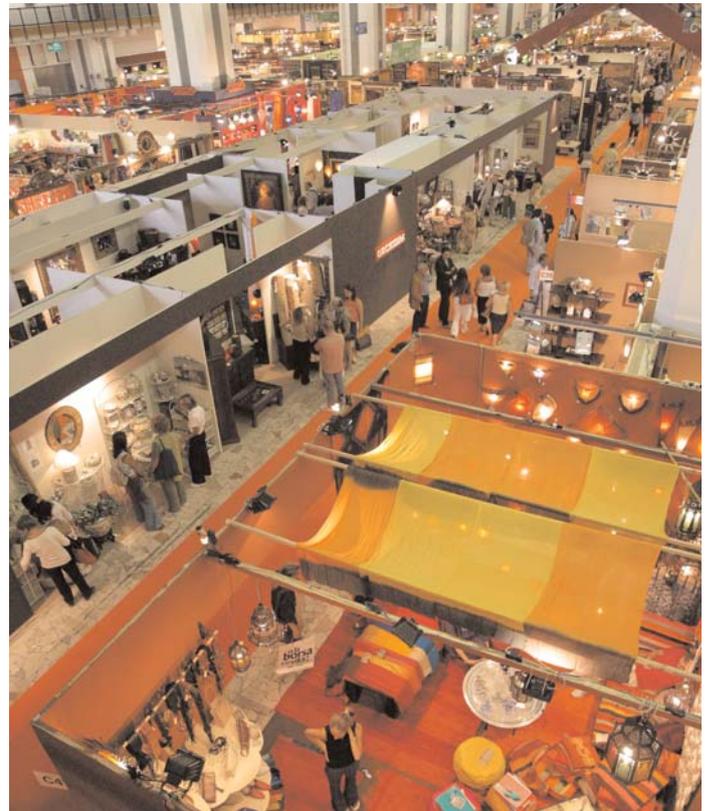
Homogeneous and clear data means there is full accountability and access to state funding is open, transparent and above board.

And the gamble on internationalization continues. The principal Italian trade fairs are not holding back. For example - and this will be examined in more depth in this issue - Fiera Milano has struck an important deal with Hanover (Europe's leading trade fair) for entry into the Chinese market. And Bologna Fiere, already involved in expansion abroad, is preparing a major move in the United States, where it already operates in Las Vegas with Cosmoprof, the big cosmetics fair. Overall, regarding internationalization, the gap with the biggest European competitors has closed considerably, also because, in some cases, we have joined forces with them to strengthen the Italian presence abroad. For its

2008 on the offensive

## Grand march of the fairs into foreign territories

Thanks to certification and alliances with European rivals, Italian fairs are expanding in the Far East and the US. Confidently



part Aefi has given its website a complete makeover - the new version will be online in the autumn - with links and information accessible also by international visitors.

Much has been done at home too. Work began in 2000 to increase exhibition space by 50% and, per square metre, the Italian trade fair system is now solidly in second place in the Old continent, behind Germany but ahead of Spain and France. Another significant factor (and a positive one) is the ongoing

reform, started in 2001, of the trade fair system, which has transferred authority to the regions, and which is the main reason why fairs have been going public. And it must be stressed that in the south too, fairs have been making great strides towards internationalization, investing in new infrastructure with an eye on the future. In particular the Overseas Exhibition of Naples and the Fiera del Levante, which this year enjoyed great success in Tirana, the capital of Albania.



# Cercola (Aefi) on the attack: "Fairs, united we are stronger"



What are the prospects for the Italian trade fair system for 2008? "Interesting, particularly for products which are perceived abroad as being typically Italian". State support for trade fairs?

"There is no national policy". The most attractive markets for our exhibitors? "The Far East, Latin America and Eastern Europe, not forgetting the Mediterranean area". Raffaele Cercola, president of Aefi, is optimistic about the future of Italian trade fairs, but also stresses that there are some shortcomings and areas in need of development.



## THE INTERVIEW

**D** *Is 2008 going to be good for trade fairs?*

**R** The leading sectors are those which are perceived abroad as being typically Italian. Prospects are interesting for many traditional manufacturing sectors, the agricultural and food industry and the design, fashion accessories and textiles sectors. So too, in the short term, for exhibition activities relating to research and innovation.

**D** *Italian trade fairs are increasing their international investments. Is this the right way forward?*

**R** Major trade fair partnerships have been formed in competitive areas of great interest. Now we need to work on a common strategy for all trade fairs, especially as it seems

likely that a federation of trade fair-conference bodies is going to be formed.

**D** *How does the size of the trade fair system in Italy compare with the rest of Europe?*

**R** The Italian trade fair system is holding up well against strong overseas competition, maintaining its second place in Europe for exhibition space. The national market is performing extremely well: over 120 thousand direct exhibitors (representing 160 thousand brands); 23 million visitors; almost 1,000 events, 20% of which are international; a turnover of 10 billion euro a year; tens of thousands of jobs directly and in allied industries.

**D** *Are you satisfied with state support at a national and international level?*

**R** In 2001, with the modification of regulations with reform of Title V of the Constitution, jurisdiction on trade fair matters was transferred from the central government to the regions. However, while it was correct to delegate these dealings to the regions and the provinces, it was a mistake to delegate to regional authorities matters of such national and international importance as tourism, trade fairs and conferences. Further, there is no strategic coordination between different fairs. We must work to develop and regulate the national trade fair system on the basis of three criteria: transparency (certification laws),

development and our identity.

**D** *Regarding selection of the offer, do you believe that certification would be effective?*

**R** Certification of trade fairs could be an effective way to guarantee quality both for the public (consumer and/or business) and everyone involved in a trade fair event.

**D** *What are the most appealing markets for Italian trade fairs?*

**R** Apart from the Far East, Latin America and Western Europe, one mustn't forget the Mediterranean area, given the geographic position of our country.

# Certification for one fair is a benefits for all the others

"A real guarantee of quality for visitors or sponsors, international exhibitors or institutional partners of trade fairs".

The experts are unanimous in their approval: certification has been a great success, especially according to foreign visitors.

Certification has become a benchmark for all Italian trade fairs, and three years after it was introduced, in the light of the success it has enjoyed, it is worth recalling the words of the ex president

of Aefi, Piergiacomo Ferrari: "In a globalised and competitive international system, it is increasingly important that participants at trade fairs can compare, evaluate and decide on events after consultation of reliable sources of information".

Certification is only issued after consideration of the number, nationality and type of exhibitors and visitors, and the exhibition space, taking into account the total space available and that which is actually rented and paid for.

## Certification: only from the Isf

The Institute for the certification of trade fair data (Isf) was inaugurated in 2005, a partnership between Aefi and Cfi-Confindustria, Cft-Confcommercio and Unioncamere. The technical committee of the Isf issues or denies certification to an Italian trade fair after examination of a report compiled by qualified inspectors.



New

## Aefi's new Michelin-style website

From next autumn the association will have a state-of-the-art website which will guide visitors to exhibitions. Including a comments forum

It's taken six months, but this autumn it will finally be online: Aefi's new Internet site, set up by Meetweb, is another reason why Italian trade fairs are attracting increasing numbers of national and foreign visitors.

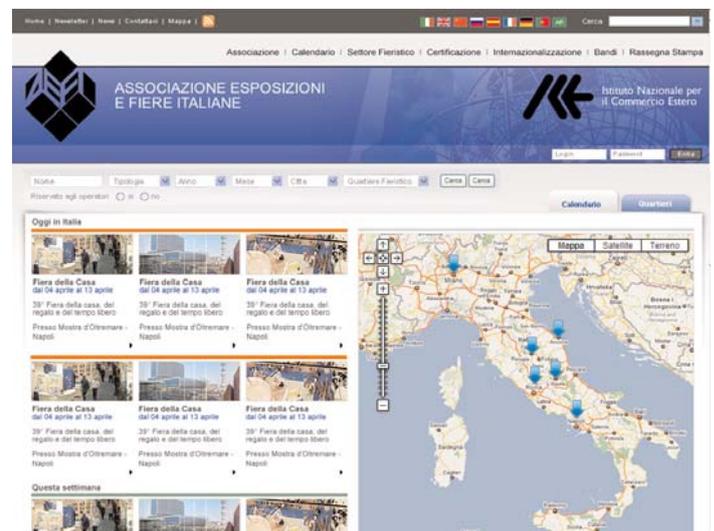
"Our guiding philosophy - explains Luigi Chinese, marketing director of Meetweb - is to use state-of-the-art technology to provide users with rapid access to information". All this, obviously, for both events and exhibition areas. For the former, for example, the conventional data base of the old Aefi Internet site will be integrated with Google

Maps, the search engine which can locate places on an enlargeable map. Aefi's new site will allow users to focus on individual events with fast web connections to Trenitalia and the Michelin guide to optimize their route. And for each exhibition centre a map will be available (or rather a list of maps), as well as information about the site, including photographs and local history.

Registered users of the website will also be able to exchange opinions and comments. And Meetweb experts are also working on another important innovation: Aefi's

presence in Internet search engines. In brief, they are trying to increase the number of searches which lead to

Aefi when the words trade fair or any terms relating to Italian exhibitions are submitted to Google.



The Bologna fair still leader in Italy for exhibitions abroad

# Foreign visitors come to Bologna

Further expansion planned in the US, where the group already operates at Cosmoprof in Las Vegas. The Emilia-Romagna region takes a 10% share: all the plans till 2013



is going to inaugurate SaiEnergia, an event dedicated to renewable energies and sustainable low consumption technologies for the building trade.

The initiative will be part of Saie, a meeting point where operators in the sector can discuss and work on innovative projects, technologies and systems.

For the international Italian Fair par excellence, the big breakthrough came in 2008: the Emilia Romagna region took a 2.5% share of Bologna Fiere, buying from each of the four other public shareholders. In so doing, the weight of these public shareholders in the group (the Region), was cut to 42.8 percent. An important move for Bologna Fiere, which over the next five years has a number of important initiatives lined up, including selling off several buildings (to obtain new resources for investment in development).

Bologna Fiere's greatest strength is its internationalisation - 70% of its events are abroad. "We have two and a half operational bases abroad - explained Mauro Malfatti, director of the international division of Bologna Fiere - One in China, one in Moscow and half of one in America, where Cosmoprof, the international cosmetics event, will be held in mid-July. Is there anything new on the horizon? "We plan to consolidate in China, but also develop internal and external lines, while there could be something big happening in

the US", added Malfatti. Meanwhile, Bologna Fiere can take pride in its enviable presence in many sectors, particularly in rapidly developing countries. In China with building trade, cosmetics and footwear events, building trade events also in Egypt and Serbia-Montenegro and three footwear fairs in Moscow. This year, at home, Bologna Fiere

This edition, entitled "Building the Future", is on the theme of the building trade with a wide range of exhibits including specialists in strategic sectors.

The statistics for the last edition of Saie (178 thousand visitors and 1,750 exhibitors) augur well for 2008, which, moreover, also boasts two new pavilions.

New infrastructure

## Two mega-pavilions to match Chicago

Two new twenty thousand square metre pavilions to equal Chicago. When building work currently underway is complete in September (with the first stage of the Michelino covered car park), BolognaFiere will have a total of 200 thou-

sand square metres of exhibition space, equalling that of the fair in Illinois.

And the future of the group headed by Luca di Montezemolo is also looking good. The construction of the two new pavilions entailed

an investment of around 20 million euro.

In 2007 Bologna Fiere had a turnover of 128.5 million (+8.4% on the previous year), a gross operating margin of 28 million (+7.2%) and net profits of about 2.3 million,

more than double the 1.1 million in 2007. Perfectly respectable statistics, which, moreover, stressed a spokesman for the board of directors, "were achieved in a particularly tense and critical period, both internationally and locally".



The two fairs are allies in China

# Direct line Milan-Hannover

The Milan group has joined up with Deutsche Messe, which organizes 13 events in China.

Further, it has opened an agency in Abu Dhabi, starting the way to the Persian Gulf market



Milano has taken control of 49% of Hm Global from Deutsche Messe, Hanover's holding company in China. Hm Global, with a staff of 60, runs the two operational arms of the German Trade Fair in the Asian country: Hanover Fairs Shanghai e Hanover Fairs China (based in Hong Kong), as well as two permanent offices in Guangzhou and Beijing.

The managing director of Fiera Milano, Claudio Artusi, has called it "a formidable strategic agreement which will bring us nearer to our target of doubling the number of foreign exhibitors and visitors". Ally and counterpart in the initiative, the president of Deutsche Messe (owner of the Hanover Trade Fair) was even more optimistic: "With Milan we will develop and guarantee our clients unrivalled access to the

markets of China, India, Russia and Brazil, the fastest developing areas in the world".

The Milan-Hanover agreement, signed last January, is a major milestone in European Trade Fair business: it is the first strategic alliance between two leaders of the European exhibition sector. The joint venture, signed, with perfect timing just three months before Milan was awarded Expo 2015, entails

development of the Trade Fair activities of the two partners in four emerging non-European markets, starting with China, where Deutsche Messe has been operating since the early nineties and now organizes 13 international events, including BioTech China, Energy China and the Guangzhou International Tourism Show. "Enormous opportunities are opening up and we are already looking into the feasibility of taking our tourism, food and design exhibitions to China", said Artusi. Legitimate ambitions of a committed partnership. Fiera

Fiera Milano will have access to a market of over one billion people, with two advantages: "We will smooth the way for Italian companies to enter the Chinese market - Artusi stressed - and we will keep Asian operators better informed about our events in Milan". A major turning point, internationally, which was followed in March by the opening - in collaboration with Promos (the special company of the Milan Chamber of Commerce) - of Fiera Milano's first agency in the Persian Gulf, in Abu Dhabi.



Revenue over 320 million euro, gross operating margin of 28 million and net operating result of 15 million, with a possible return on dividend. These are the 2008 figures for Fiera Milano forecast by the group's board of directors. Up on 2007 and which should be relatively easily attainable, considering that

in the first quarter of this year sales leapt to 109.7 million (against 103 million for the same period in 2007) and the gross operating margin almost doubled compared to the year before, 17.8 to 32.6 million. And by 2011 - the objectives are set out in the new industrial plan - group president Michele Perini wants to increase the gross

operating margin to over 50 million and revenue close to half a billion euro, investing 110 million and aiming at internationalising activities.

"The transitional phase is complete, and now it's time to reap the fruits of the relaunch", announced managing director Claudio Artusi (in the picture above). Fiera

Milano is now the second biggest exhibition centre in the world with a total of 470 thousand square metres of exhibition space (second only to Hanover) and a market-leading infrastructure. It can boast 74 meeting rooms, 84 catering points, and over 13 thousand parking spaces for visitors and 3 thousand for exhibitors.

Dividend returns

## Record figures for first quarter 2008

Great success in Albania for the Fiera del Levante

# Tirana draws the crowds

For the Bari group 2008 will be crucial as it goes public and new infrastructure and pavillions will be built



**A** 2008 of consolidation, but particularly of major change and ambitious gambles. The Fiera del Levante of Bari enjoyed great success in Albania ( May 20 - 23). The leader of the Puglia region and Albanian Prime Minister Sali Berisha attended the 4 day event, which underlined the growing interest of Puglia's entrepreneurs in Albania and the Balkan markets. Attractions which range from infrastructure to furniture, wine, food and handi-

crafts: all flourishing sectors in countries currently experiencing rapid economic growth.

This is going to be important year for the Fiera del Levante (1.2 million visitors in 2007, two thousand exhibitors and 300 thousand square metres of exhibition space) for several reasons. First, it is set to become an independently managed Limited Company. And a

major rehaul is on the way: mobility is to be improved with new parking facilities, green areas and furniture for the open spaces. Access is to be improved, and a new poly-functional pavilion with a photovoltaic system will be constructed.

The next event will be the 72nd Fiera del Levante, from

September 13-21, with France as the guest of honour and an increased number of foreign delegations. This should establish the event as a gateway to the East and the other trade fairs around the Mediterranean. This is the intent of the agreement signed by the Fiera di Parma and Cairo's agroalimentary fair.



Thanks to 31 events

## Naples returns to profit

Overseas Exhibition thriving

**T**he Overseas Exhibition of Naples, headed by Raffaele Cercola, is back with its 51st Houseware Show from June 27 to July 6. The event comes at a critical time for the Overseas Exhibition, which recently closed the 2007 balance distributing 30% of net income (over 1 million euro, deriving from current business management and extraordinary income) to shareholders, or rather the

Municipality of Naples (70% majority shareholder), the Campania Region, the Province of Naples and the Naples Chamber of Commerce. The figures for last year, applauded at the shareholders' meeting:

31 established trade fairs ( the Overseas Exhibition was the second biggest in Italy), more than 150 conferences (where the South-Central leads),

32 evenings at the Arena Flegrea and several water, light and music shows at the fountain of Esedra in Rome.

The strategic plan for 2008-2013 sees further growth. With construction of the Park of Culture and Conferences, an overhaul of several sectors, support for cultural tourism events and proper funding of investments in infrastructure.

"These important provisions - stressed shareholders at the 2007 budget approval meeting - are absolutely coherent with the role that the Overseas Exhibition will play during the Universal Forum of Cultures, awarded to Naples in 2013". A forbidding challenge, but which, after four consecutive years in profit and continuing success in the South, the Overseas Exhibition can meet with confidence.

Big business for the Fiera di Cesena

## Macfrut, the best food can get

21% of visitors from overseas

Cultivations, transport and the logistics of the agroalimentary market. These are the themes of Macfrut 2008, an exhibition organized by the Fiera di Cesena (from April 17 to 19), the last edition of which had a record number of foreign visitors: 21% of the 21,500 visitors, thanks to 80 foreign delegations. This was also due to Macfrut's internationalization drive, which has seen Italian participation at foreign agroalimentary fairs in Bangkok (Thailand), Ife in Moscow, the Spanish ExpoAgro in



Alliances with Moscow, Almeria and Morocco

Almeria, Sifel in Morocco and HortyEgipt in Cairo. "For the three years 2007-2009 - says Domenico Scalpellini, president of Cesena Fiera - we have

programmed heavy investments to boost internationalization. We have also opened an overseas agency which works with the Chamber of Commerce, the University, the Institute of Overseas Trade and the Minister of Agricultural Policies". From here the Macfrut international project was born, with the aim to create a nucleus of Italian firms, exhibitors at the event, operating in the various sectors of the fruit and vegetable market which, in collaboration with Macfrut, participate in missions abroad.

## Latest medical tech at Cremona

Activities in Asia too

Cremona Fiere is not only the fair which has the second largest area of exhibition space in Lombardy (55,000 square metres), but is also Italy's springboard into China for technology and hospital management. Last April 18th the 57th edition of Cmf, the most important trade fair in Asia for medical technologies, was held in Shenzhen, and Cremona Fiere was there to present its own show of technology and hospital management.

The Chinese market is particularly impor-

tant: it has over 10 thousand producers of medical technologies with a market worth of over 7 billion dollars and is growing dramatically every year: 18% of production is now sold in Europe. So for Cremona Fiere the exhibition in Shenzhen was both an extraordinary window on the Chinese market and a general rehearsal for the 2009 home edition of the show (this year 40 exhibitors had 1,653 visitors), which will be held in the nougat capital of Italy from April 2-4, 2009.

## Brixia Expo: arms only for pro's

The exhibition centre at Brescia is well established as an international fair, as recent events confirm. At the start of 2007, Immobiliare Fiera di Brescia decided to reorganize the shareholders' structure, creating two separate bodies: one to organise trade fair events and the other property management: and so was born Brixia Expo-Fiera di Brescia Spa. 2007 was a golden year with over 130 thousand visitors and a turnover of 3.5 million euro (+30% on the previous year).

Brixia Expo's ties with overseas trade fairs have brought a steady increase in international activities. Among these is Exa, one of the most important events organized by Fiera di Brescia. Exa is an "International Sporting Arms, Security and Outdoor Show" held from April 18-21 with 274 exhibitors and 42 thousand visitors: inaugurated in 1980, it has become the third largest in the world for the number of exhibitors and visitors. Fiera di Brescia, in the arms exhibition sector, has gone into partnership with the fairs of Nuremberg, the Shot Show in the US and the International Hunting and Equestrian Exhibition in Abu Dhabi.

## Engines roar in Modena

This year Modena Esposizioni, which has also benefited from an increased capital of 1.5 million euro, is hosting a special event: Motorsport Expotech - a trade show of products, technologies and services for competition motor-racing - which will be held at Modena Fiere from October 16 - 17, 2008. Promoted by Assomotoracing,

this exhibition is dedicated to an extremely specialized, select group of companies: those involved directly or indirectly in the racing cars sector and related technologies. The event should raise the profile of a sector which has always typified expertise and quality, with companies which are major players in international markets.

Mostra convegno prodotti, tecnologie e servizi per il motorismo da competizione  
Exhibition and conference for products, technologies and services for motor racing  
**ModenaFiere**  
16 - 17 Ottobre 2008  
16<sup>th</sup> - 17<sup>th</sup> October 2008  
[www.motorsportexpotech.it](http://www.motorsportexpotech.it)

## July/August/September

- ▷ 2 July - 4 July  
**63° PITTI IMMAGINE FILATI**  
Firenze  
**Pitti Immagine srl**  
Via Faenza 111  
50123 Firenze  
Tel. 055/36931  
Fax 055/3693200  
dir.generale@pittimmagine.com
- ▷ 2 August - 17 August  
**69th INTERNATIONAL TRADE FAIR OF MESSINA**  
Messina  
**Fiera di Messina**  
Viale della Libertà  
98100 Messina  
Tel. 090/364011  
Fax 090/5728818  
info@fieramessina.it  
www.fieramessina.it
- ▷ 5 September - 8 September  
**MACEF - BIJOUX**  
Milano  
International home show,  
Silverware, jewellery, watches  
**Fiera Milano International spa**  
Via Varesina, 76  
20156 Milano  
Tel. 02/485501  
www.fmi.itInfo@fmi.it
- ▷ 6 September - 10 September  
**CHOICE**  
Vicenza  
International show, Silverware,  
jewellery, watches  
**Ente Fiera di Vicenza**  
Via dell'Oreficeria 16  
36100 Vicenza  
Tel. 0444/969111  
Fax 0444/969000  
www.vicenzafiera.it  
vicenzafiera@vicenzafiera.it
- ▷ 11 September - 13 September  
**FLORMART - MIFLOR**  
Padova  
International Floriculture and  
Gardening Exhibition  
**PadovaFiere spa**  
Via N. Tommaseo 59  
35131 Padova  
Tel. 049/840111  
Fax 049/840570  
www.padovafiere.it  
info@padovafiere.it
- ▷ 11 September - 14 September  
**SANA**  
Bologna  
Exhibition of Natural Products  
**Sana srl**  
via Maserati 16www.sana.it  
sana@bolognafiere.it"

## September

- 12 September - 14 September  
19 September - 21 September  
**INTERNATIONAL AUTUMN FAIR**  
Bolzano  
**Fiera Bolzano SpA**  
Messe Bozen AG  
Piazza Fiera, 1  
39100 Bolzano  
Tel. 0471/516000  
Fax 0471/516111  
info@fierabolzano.it  
www.fierabolzano.it
- 13 September - 16 September  
**PROMOSEDIA**  
Torreano di Martignacco (UD)  
International Chair Exhibition 2008  
**Promosedia S.p.A.**  
Via Trieste 9/6  
33044 Manzano  
Tel.0432-745611  
Fax 0432-755316  
www.promosedia.it  
promosedia@promosedia.it
- 13 September - 21 September  
**72^ FIERA DEL LEVANTE CAMPIONARIA GENERALE**  
Bari  
**Ente Aut. Fiera del Levante**  
Tel. 080.5366111-  
Fax 0805366486  
Lungomare Starita  
70123 Bari  
messaggi@fieradellelevante.it  
www.fieradellelevante.it
- 13 September - 21 September  
Rimini  
**MONDO NATURA**  
International motor home, caravan,  
camping and outdoor vacation  
show  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
Tel. 0541-744111  
Fax (0541) 744200  
www.riminifiera.it  
riminifiera@riminifiera.it"
- 15 September - 16 September  
**ANTEPRIMA**  
Milano  
Colours and Trends  
Winter 2009-2010 in leather  
**Anteprima - Trend Selection srl**  
Via Brisa, 320123 Milano  
Tel. 02/8807711  
Fax 02/860032  
www.trendselection.com  
trend@trendselection.it



## September

- ▷ 16 September - 19 September  
**MILANO UNICA**  
Milano  
International textile fair: Ideabiella  
- Ideacom - Moda In - Prato  
Expo Autumn/Winter 2009 -  
Shirt Avenue  
**MilanoUnica**  
Viale Sarca, 223  
20126 Milano  
Tel. 02/66101105  
www.Milanounica.it  
info@Milanounica.it  
**S.I.T.E.X spa.**  
Viale Sarca, 223  
20126 Milano  
Tel. 02/66103820  
Fax 02/66103844  
info@modain.it  
**Associazione Ideabiella**  
Via Torino, 56  
13900 Biella  
Tel. 015/84831  
Fax 015/8491972  
info@ideabiella.it  
**IdeaComo**  
Via 5 Giornate, 76/H  
22012 Cernobbio  
Tel. 031/513312  
Fax 031/340022  
www.ideacomo.com  
ideacomo@ideacomo.com  
**ASCONTEX Promozioni srl**  
Viale Sarca, 223  
20126 Milano  
Tel. 02/66103838  
Fax 02/66103863  
info@ascontexpromozioni.it  
**PRATOTRADE**  
Via Valentini, 14  
59100 Prato  
Tel. 0574 455280-1  
Fax 0574 21293  
www.pratoexpo.com  
pratotrade@pratoexpo.it"

## September

- ▷ 17 settembre - 20 settembre  
**MICAM SHOEVENT**  
Milano  
International Footwear Exhibition  
**A.N.C.I. Servizi srl**  
Via Monte Rosa, 21  
20149 Milano  
Tel. 02/438291  
Fax 02/43829233  
www.micamonline.com  
segreteria@micamonline.com
- ▷ 18 settembre - 21 settembre  
**MIPEL**  
Rho-Però (MI)  
International Bagshow  
**AIMPES Servizi srl**  
Viale Beatrice d'Este, 43  
20122 Milano  
Tel. 02/58451  
Fax 02/58451320  
www.mipel.com  
segreteria@mipel.it
- ▷ 18 settembre - 22 settembre  
**ABITARE IL TEMPO**  
Verona  
International home furnishings  
**Ente autonomo per le Fiere di Verona**  
Viale del Lavoro 83  
7135 Verona  
tel.045/8298111  
fax 045/8298288  
www.veronafiere.it  
info@veronafiere.it
- ▷ 18 settembre - 22 settembre  
**MILANO MODA DONNA**  
Milano  
**Camera Nazionale della Moda**  
Via Gerolamo Morone, 6  
20121 Milano  
Tel. 02/7771081  
Fax 02/77710850  
www.cameramoda.it  
info@cameramoda.it
- ▷ 25 settembre - 28 settembre  
**MILANO VENDEMODA**  
Milano  
Womenswear collections  
**EXPO CTS spa**  
Via Generale G. Govone, 66  
20155 Milano  
Tel. 02/349841  
Fax 02/33600493  
www.expocts.it  
expo@expocts.it
- ▷ 26 settembre - 28 settembre  
**SIFUC**  
Napoli  
International exhibition of  
ironwear, tools and paints  
**Mostra d'Oltremare spa**  
P.le V. Tecchio, 52  
80125 Napoli  
Tel. 0817258000  
Fax 0817258009  
info@mostradoltremare.it  
www.mostradoltremare.it

## September/October

- ▷ 30 settembre - 4 ottobre  
**CERSAIE**  
International exhibition of ceramic  
tile and bathroom furnishings  
Bologna  
**EDI.CER. Spa**  
Viale Monte Santo 40  
41049 Sassuolo  
tel. 0536-804585  
fax 0536- 806510  
www.ceramictiles.it  
info@cersaie.it"
- ▷ 30 settembre - 4 ottobre  
**TECNARGILLA**  
Rimini  
International exhibition of technology  
and supplies for the ceramic and  
brick industries  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax (0541) 744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ▷ 1 ottobre - 4 ottobre  
**GEOFLUID**  
Piacenza  
International exhibition of  
technologies and equipment for  
prospecting extracting and  
conveying underground fluids  
**Piacenza Expo spa**  
S.S. 10 Fraz. Le Mose  
29100 Piacenza  
tel. 0523-602711  
fax 0523-602702  
www.piacenzaexpo.it  
info@piacenzaexpo.it
- ▷ 2 ottobre - 5 ottobre  
**EUROMINERALEXPO 2008**  
Torino  
Exhibition-market of minerals  
and the natural world  
**Immagine Natura Editrice Torino**  
Fax +39.011.3035041  
immagenatura@ageditrice.it  
www.euromineralexpo.it
- ▷ 2 ottobre - 5 ottobre  
**MARMOMACC**  
Verona  
International exhibition of stone  
design and technology  
**Ente autonomo per le Fiere di Verona**  
Viale del Lavoro 8  
37135 Verona  
tel.045/8298111  
fax 045/8298288  
www.veronafiere.it  
info@veronafiere.it

## October

- ▷ 2 ottobre - 5 ottobre  
**CREMONA MONDOMUSICA**  
Cremona  
Worldwide musical instruments  
exhibition  
**CremonaFiere spa**  
Piazza Zelioli Lanzini, 1  
26100 Cremona  
Tel. 0372/598201  
Fax 0372/453374 -  
www.cremonafiere.it  
affarigenerali@cremonafiere.it
- ▷ 3 ottobre - 7 ottobre  
**BIMU**  
Rho-Però (MI)  
Machine tools, robots automation  
**EFIM spa**  
Viale Fulvio Testi, 128  
20100 Cinisello Balsamo  
Tel. 02/262551  
Fax 02/26255349  
www.ucimu.it  
ucimu@ucimu.it
- ▷ 4 ottobre - 12 ottobre  
**48° SALONE NAUTICO  
INTERNAZIONALE**  
Genova  
**Fiera di Genova Spa**  
P.le Kennedy, 1  
16129 Genova  
Tel. 010/53911  
fax 010/5391270  
fierage@fiera.ge.it  
www.fiera.ge.it
- ▷ 4 ottobre - 12 ottobre  
**MERCANTEINFIERA AUTUNNO**  
Parma  
International exhibition  
of modernism, antiques, art  
and design  
**Fiere di Parma spa**  
via F. Rizzi 67/a  
43031 Baganzola (PR)  
tel 0521-9961  
fax 0521-996270  
www.fiereparma.it  
management@fiereparma.it
- ▷ 4 ottobre - 5 ottobre  
**TAN & NAILS**  
Bolzano  
**Fiera Bolzano SpA Messe Bozen AG**  
Piazza Fiera, 1  
39100 Bolzano  
tel. 0471/516000  
fax 0471/516111  
info@fierabolzano.it  
www.fierabolzano.it
- ▷ 5 ottobre - 9 novembre  
**FIERA INTERNAZIONALE  
DEL TARTUFO BIANCO D'ALBA**  
Alba (CN)  
**Comune di Alba (CN)**  
tel. +39.0173.361051  
fax +39.0173.361051  
info@fieradeltartufo.org  
www.fieradeltartufo.org

## October

- ▷ 8 ottobre - 11 ottobre  
**36° INTERNATIONAL EXPODENTAL**  
Milano  
**PROMUNIDI srl**  
Viale Forlanini, 23  
20134 Milano  
tel. 02/70061220  
fax 02/70006546  
l.sanin@unidi.it
- ▷ 8 ottobre - 10 ottobre  
**ENADA**  
Roma  
International amusement and gaming show  
**Associazione SAPAR**  
via di Villa Patrizi, 10  
00161 Roma  
tel. 06/4402718
- ▷ 15 ottobre - 18 ottobre  
**SAIE**  
Bologna  
International Building Exhibition  
**BolognaFiere spa**  
Via della Fiera, 20  
40127 Bologna  
tel. 051-282111  
fax 051-6374004  
www.bolognafiere.com  
dir.gen@bolognafiere.it
- ▷ 15 ottobre - 16 ottobre  
**FILO**  
Milano  
Centro Congressi  
**Assoservizi Biella srl**  
Via Torino, 56  
13900 Biella  
tel. 015/8483290  
fax 015/8485363  
www.filo.it -  
monfermoso@ui.biella.it
- ▷ 15 ottobre - 18 ottobre  
**SMAU 2008**  
Rho-Pero (MI)  
International Exhibition of Information & Communications Technology  
**Promotor International spa**  
Via Milazzo, 30  
40121 Bologna  
Uffici Via Merano 18  
20127 Milano  
tel. 02/2831311  
fax 02/28313235  
www.smau.it  
info@smau.it
- ▷ 16 ottobre - 19 ottobre  
**SETTIMANA DELLA VITA COLLETTIVA**  
Roma  
**Sevicol srl**  
via Vigliena, 10  
00192 Roma

## September

- ▷ 16 ottobre - 19 ottobre  
**GIO SUN**  
Rimini  
International exhibition of toys and open air games  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax (0541) 744200  
www.riminifiera.it  
riminifiera@riminifiera.it  
**Fiere e Comunicazioni srl**  
Via S. Vittore, 14  
20123 Milano  
tel. (02) 86451078  
fax (02) 86453506  
www.sungiosun.it  
info@sungiosun.it
- ▷ 16 ottobre - 19 ottobre  
**SUN Out-style, Sea-style, Sunaquae**  
Rimini  
International exhibition of outdoor products, design, furnishing, accessories  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax (0541) 744200  
www.riminifiera.it  
riminifiera@riminifiera.it  
**Fiere Comunicazioni srl**  
Via S. Vittore, 14  
20123 Milano  
tel. (02) 86451078 fax (02) 86453506  
www.sungiosun.it  
info@sungiosun.it
- ▷ 17 ottobre - 20 ottobre  
**FRANCHISING & TRADE**  
Rho-Pero (MI)  
International exhibition of Franchising and Trade  
**EXPO CTS spa**  
Via Generale G. Govone, 66  
20155 Milano  
tel. 02/349841  
fax 02/33600493 -  
www.expocts.it  
expo@expocts.it
- ▷ 18 ottobre - 21 ottobre  
**VALENZA GIOIELLI**  
Valenza (AL)  
**AOV Service S.r.l.**  
Valenza (AL)  
tel. +39.0131.941851  
fax +39.0131.939.745  
aov@interbusiness.it  
www.valenza.org
- ▷ 20 ottobre - 21 ottobre  
**COMOCREA TEXTILE DESIGN SHOW**  
Cernobbio (CO)  
**Villa Erba spa**  
Largo Luchino Visconti, 4  
22012 Cernobbio (Como)  
tel. 031/3491  
fax 031/340540 -  
info@villaerba.it  
www.villaerba.it

## September

- ▷ 20 ottobre - 23 ottobre  
**HOTEL**  
Bolzano  
**Fiera Bolzano SpA Messe Bozen AG**  
Piazza Fiera, 1  
39100 Bolzano  
tel. 0471/516000  
fax 0471/516111  
info@fierabolzano.it  
www.fierabolzano.it
- ▷ 21 ottobre - 23 ottobre  
**EA Energia e Ambiente**  
Verona  
International conference and fair of resources and energy technologies  
**EIOM - Ente Italiano Organizzazione Mostre**  
Viale Premuda 2  
20129 Milano  
tel. 02/5518.1842  
fax 02/5518.4161  
www.eiomfiere.it  
eiom@eiomfiere.it
- ▷ 21 ottobre - 23 ottobre  
**MCM**  
Verona  
International conference and fair of industrial maintenance  
**EIOM - Ente Italiano Organizzazione Mostre**  
Viale Premuda 2  
20129 Milano  
tel. 02/5518.1842  
fax 02/5518.4161  
www.eiomfiere.it  
eiom@eiomfiere.it
- ▷ 21 ottobre - 23 ottobre  
**SAF & MOTION CONTROL**  
Verona  
International conference and fair of factory automation solutions and motion control  
**EIOM - Ente Italiano Organizzazione Mostre**  
Viale Premuda 2  
20129 Milano  
tel. 02/5518.1842  
fax 02/5518.4161  
www.eiomfiere.it  
eiom@eiomfiere.it
- ▷ 23 ottobre - 26 ottobre  
**FIERA INTERNAZIONALE DEL BOVINO DA LATTE, DELLA ZOOTECNIA E DELL'AGRICOLTURA**  
Cremona  
**CremonaFiere spa**  
Piazza Zelioli Lanzini, 1  
26100 Cremona  
tel. 0372/598201  
fax 0372/453374  
www.cremonafiere.it  
affarigenerali@cremonafiere.it

## Ottobre

- ▷ 23 ottobre - 27 ottobre  
**SALONE DEL GUSTO**  
Torino  
**Slow Food Promozione srl**  
Bra (CN)  
tel. +39.0172.419611  
fax +39.0172.421293  
info@slowfood.it  
www.slowfood.it
- ▷ 24 ottobre - 26 ottobre  
**TTG Incontri**  
Rimini  
**TTG Italia spa**  
Via Nota 610122 Torino  
tel. 011/4366300  
fax 011/4366979  
www.ttgitalia.com  
ttgitalia@ttgitalia.com
- ▷ 24 ottobre - 26 ottobre  
**AUTO E MOTO D'EPOCA**  
Padova  
Exhibition of vintage cars and motorbikes and original spare parts  
**PadovaFiere spa**  
Via N. Tommaseo 59  
35131 Padova  
tel. 049/840111  
fax 049/840570  
www.padovafiere.it  
info@padovafiere.it
- ▷ 25 ottobre - 28 ottobre  
**PA.BO.GEL.**  
Roma  
**Divisione Mostre Pubbliespo srl**  
via del Fontanile Arenato,  
14400163 Roma  
tel./fax 06/6634333
- ▷ 28 ottobre - 30 ottobre  
**LINEAPELLE**  
Bologna  
Italian fashion preselection  
**Lineapelle spa**  
Via Brisa, 3  
20123 Milano  
tel 02 8807711  
fax 02 860032  
www.lineapelle-fair.it  
lineapelle@unic.it
- ▷ 28 ottobre - 30 ottobre  
**TANNING-TECH**  
Bologna  
International exhibition of machines and technologies for the tanning industry  
**Assomac Servizi srl**  
Galleria del Corso 4  
20122 Milano  
tel 0381-78883  
fax 0381-88602  
www.assomac.it  
info@assomac.it

## Novembre

- ▷ 4 novembre - 9 novembre  
**EICMA**  
Rho-Però (MI)  
66th international exhibition of bicycles and motorcycles  
**EICMA spa**  
Via Mauro Macchi, 32  
20124 Milano  
tel. 02/6773511  
fax 02/66982072  
www.eicma.it  
eicma@eicma.it
- ▷ 5 novembre - 8 novembre  
**ECOMONDO**  
Rimini  
International trade fair of material and energy recovery and sustainable development  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541 744111  
fax 0541 744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ▷ 5 novembre - 8 novembre  
**KEY ENERGY**  
Rimini  
International expo on energy and sustainable mobility, climate and resources for a new development  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541 744111  
fax 0541 744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ▷ 6 novembre - 8 novembre  
**INTERPOMA**  
Bolzano  
**Fiera Bolzano SpA Messe Bozen AG**  
Piazza Fiera, 1  
39100 Bolzano  
tel. 0471/516000  
fax 0471/516111  
info@fierabolzano.it  
www.fierabolzano.it
- ▷ 6 novembre - 9 novembre  
**FIERACAVALLI**  
Verona  
International horse festival and exhibition of equipment and riding activities  
**Ente autonomo per le Fiere di Verona**  
Viale del Lavoro 8  
37135 Verona  
tel. 045/8298111  
fax 045/8298288  
www.veronafiere.it  
info@veronafiere.it

## Novembre

- ▷ 7 novembre - 9 novembre  
**ARTISSIMA**  
Torino  
International fair of contemporary art in Turin  
**Fondazione Torino Musei**  
Torino  
tel. +39.011.546.284  
fax +39.011.4429550  
info@artissima.it  
www.artissima.it
- ▷ 8 novembre - 16 novembre  
**GOTHA**  
Parma  
International exhibition of antiques  
**Fiere di Parma spa**  
via F. Rizzi 67/a  
43031 Baganzola (PR)  
tel 0521-9961  
fax 0521-996270  
www.fiereparma.it  
management@fiereparma.it
- ▷ 12 novembre - 15 novembre  
**LIFT**  
Rho-Però (MI)  
International exhibition of elevators, components, accessories, trade publications and services  
**Fiera Milano International spa**  
Via Varesina, 76  
20156 Milano  
tel. 02/485501  
www.fmi.it  
info@fmi.it
- ▷ 12 novembre - 15 novembre  
**TRIESTESPRESSO EXPO**  
The industry, trade and culture of coffee  
**Fiera Trieste S.p.A.**  
Piazzale de Gasperi 1  
34139 Trieste  
tel. 040-9494111  
fax 040-393062 info@fiera.trieste.it  
www.fiera.trieste.it
- ▷ 12 novembre - 16 novembre  
**EIMA INTERNATIONAL**  
Bologna  
International Exhibition of Agricultural Machinery  
**Unacoma Service sUrl**  
Viale A. Moro 64  
40127 Bologna  
tel. 051/6333957  
fax 051/6333896  
www.eima.it  
eima@unacoma.it
- ▷ 13 novembre - 15 novembre  
**VISCOM**  
Rho-Però (MI)  
Visual Communication Italy 2008 - International Conference and Fair of Visual Communication and Services for the event  
**Fiera Milano International spa**  
Via Varesina, 76  
20156 Milano  
tel. 02/485501  
www.fmi.it  
info@fmi.it

## Novembre

- ▷ 16 novembre - 20 novembre  
**EXPOSUDHOTEL**  
Napoli  
Mostra d'Oltremare Spa  
P.le V. Tecchio, 52  
80125 Napoli  
tel. 0817258000  
fax 0817258009  
info@mostradoltemare.it  
www.mostradoltemare.it
  
- ▷ 22 novembre - 25 novembre  
**SIA GUEST**  
Rimini  
International Hospitality Exhibition  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541 744111  
fax 0541 744200  
www.riminifiera.it  
riminifiera@riminifiera.it
  
- ▷ 25 novembre - 28 novembre  
**SICUREZZA**  
Rho-Però (MI)  
**Fiera Milano Tech spa**  
Via Gattamelata, 34  
20149 Milano  
tel. 023264282  
fax. 023264284  
www.fieraMilanotech.it  
direzione@fieraMilanotech.it

## Novembre/Dicembre

- ▷ 25 novembre - 28 novembre  
**SICURTECH EXPO**  
Rho-Però (MI)  
**Fiera Milano Tech spa**  
Via Gattamelata, 34  
20149 Milano  
tel. 023264282  
fax. 023264284  
www.fieraMilanotech.it  
direzione@fieraMilanotech.it
  
- ▷ 27 novembre - 29 novembre  
**ASPHALTICA - URBANIA**  
Padova  
International exhibition of  
equipment and technologies  
related to the asphalt industry  
**PadovaFiere spa**  
Via N. Tommaseo 59  
35131 Padova  
tel. 049/840111  
fax 049/840570  
www.padovafiere.it  
info@padovafiere.it
  
- ▷ 29 novembre - 8 dicembre  
**AF - L'Artigiano in Fiera**  
Milano  
International handicrafts  
selling exhibition  
**GE.FI. spa**  
Via Canova, 19  
20145 Milano  
tel. 02/31911911  
fax 02/33608722  
gefi@gestioneriere.com

## Novembre/Dicembre

- ▷ 29 novembre - 1 dicembre  
**MODAPRIMA**  
Milano  
International fashion  
and accessories show  
**Pitti Immagine srl**  
Via Faenza 111  
50123 Firenze  
tel. 055/36931  
fax 055/3693200  
dir.generale@pittimmagine.com
  
- ▷ 30 novembre - 3 dicembre  
**MIG**  
Longarone (BL)  
International icecream exhibition  
**Longarone Fiere srl**  
Via del Parco 3  
32013 Longarone (BL)  
tel. 0437/577577  
fax 0437/770340  
www.longaronefiere.it  
fiera@longaronefiere.it
  
- ▷ 5 dicembre - 14 dicembre  
**MOTOR SHOW**  
Bologna  
International Motor Show  
**Promotor International spa**  
Via Milazzo 30  
40121 Bologna  
tel. 051 6451011  
fax 051 6451099  
www.motorshow.it  
salone@motorshow.it



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tel.0541-744229/30  
fax 0541-744512  
e-mail info@aefi.it  
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**PUBLISHED BY**  
Il Sole 24 ORE Spa  
**DIRETTORE RESPONSABILE**  
Fabio Tamburini  
**REGISTERED OFFICE, DIRECTION AND EDITING:**  
Via Monte Rosa n. 91 20149 Milano  
tel: 02.3022.4602-3 - fax: 02.3022.481  
**COORDINATION**  
Paola De Agostini  
**EDITING**  
Cheo Condina  
**EDITORIAL PROJECT, LAYOUT AND ARTWORK**  
Il Sole 24 ORE Radiocor

**SERVICE PROVIDER**  
Meetweb Sas  
Via del Parco Margherita 32, Napoli  
<http://www.aefi.it>

Periodico trimestrale elettronico  
Reg. Trib. Milano n. 386 del 24-06-2008  
Anno 1, numero 1  
Chiuso in redazione il giorno 30 giugno 2008  
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