



## Aefi Touring A great guide for visitors

What do the most renowned and trusted publishing house in the field of tourism, and the Aefi have in common? The Italian art of living well, according to Italy's leading diplomat, Ice's chairman Umberto Vattani. And his answer is exactly the right way to describe the Touring guide "Trade Fairs and Exhibitions in Italy", created from a fruitful collaboration between the publishers, Aefi and Ice. A guide book, with a parallel text in English for foreigners, which aims to bring together the useful and the enjoyable: impart knowledge of the cultural and environmental heritage of the place in which the visitor (Italian or foreign) is a temporary resident while visiting a trade fair. Practical information, tourism activities and local folklore, and the best restaurants, hotels and shops.

In brief, a foreigner (or visitor in a broad sense) is not just brought to the trade fair pavilion, but is "coddled" too, before and after the useful, with the enjoyable. Which means tasting local gastronomic specialities and seeing local sites of interest. Thanks to which, visitors will perceive the real Italian productive philosophy and will be able to appreciate and understand the nature of our trade fair system.

## Trade fairs and territory in Italy: an indivisible and winning relationship

From Milan to Palermo exhibitions benefit from traditional ties to support firms and improve competitiveness abroad

Trade fairs and the territory. An indissoluble marriage, both because of the nature of the events (many have roots in local traditions and specializations) and the extreme variety of our country. The Fiera di Milano, for example, exploiting the dense industrial fabric of the Po valley, has acquired weight and international stature, while Palermo - at the other end of the peninsula - aspires to become the crossroads of the Mediterranean. And there is also the Fiera di Longarone (in the province of Belluno) - probably less well known than the others - which was inaugurated in 1959 and set down its roots determinedly after the Vajont dam disaster in 1963, which claimed 2,000 victims; Vicenza, on the other hand, grew up around the area's goldsmiths.

It is precisely because of the close ties between events and the territory that has led the Italian trade fair system to develop so extensively throughout the peninsula - unlike in Germany, where events are concentrated in six centres (Hanover, Frankfurt, Cologne, Düsseldorf, Munich and Berlin) - or in France, where Paris is the star. Instead, in Italy there are more than 1,000 trade fairs, most of them small, though the system is settling into a concentration of 60% of events in the major regions (Lombardy, Emilia-Romagna, the Veneto,



Tuscany and Lazio). Localism very frequently functions as a filter and stimulates firms which, starting in the territory, can measure themselves with competitors and clients and then evolve on a more ambitious scale.

The history of Italian firms reveals a growing virtuous relationship between industrial districts and trade fairs, which showcase competences and skills. The fairs are not only a window on the world of local productivity, but also a point for producers and distributors from other countries to meet

and compare: at Carrara for the marble industry, Parma for agricultural and food products, Turin for books, Verona for wine, Cernobbio for textiles and Ancona for fishing. These are just some examples of a scenario in which Italian firms, 90% of which are of small or medium size, attend trade fairs to find interlocutors which otherwise they would never encounter. In turn, firms in productive districts, at the same time allies and competitors, use fairs to valorize the competences, the production chains and the synergies of the sector.



# “We play across the board to support exhibitors”



Umberto Vattani

What is the main task of Ice, the national institute for foreign trade? "To export Italian products and make them known abroad". What methods do you use to achieve this? "Trade missions aimed at the most promising markets". Trade fairs? "One of Italy's strong points". So says Umberto Vattani, president of Ice and former secretary general at the Ministry of Foreign Affairs

## THE INTERVIEW

**D** *Which Italian sectors are most attractive to foreigners?*

**R** It is difficult to say, but recently the most popular have been logistics, the environment, advanced technology and biotechnology: all segments enjoying strong growth in our country.

**D** *And trade fairs? What does Ice do to support them?*

**R** Our country organizes more trade fair events than any other. The furniture show, agriculture and food events, the fairs of Bologna and Bari, the Fiera del Levante: these are just some examples in a thriving sector. We have a kaleidoscope of initiatives which satisfy demand from around the world. For this reason we at Ice organize missions of operators from the most

interested countries to bring them to events, fixing appointments with entrepreneurs and sessions for testing new products.

**D** *What is the philosophy behind these meetings?*

**R** To match international demand with Italian offer. Everything is meticulously and painstakingly organized. We have had a lot of very positive feedback (for example from eyewear, furniture and footwear manufacturers). We also have a software system which matches demand and offer: so we can control and monitor the outcome of each event.

**D** *And what about Italian trade fairs abroad?*

**R** We are making great strides. In Russia, in Moscow we participate in the most important

furniture fair in Eastern Europe: and every year we take new exhibitors to this event. But we also go to the agriculture and food fair in Paris; not forgetting events in Germany, Hong Kong, the United States and elsewhere. Our participation at all the principal trade fair events around the world is growing continually.

**D** *What are the most popular sectors for Italians in international fairs?*

**R** Practically all of them. From cars to furniture, fashion to textiles, agriculture and food to utensils: there is an increasingly active and expert Italian participation in all the principal segments. But I need to stress another very important function of Italian trade fairs.

**D** *Which is?*

**R** They have more than a minor influence on the reduction of customs duties. In Hong Kong, for example, the strong Italian and French presence has led to customs duties on wine being lowered. The same goes for Tokyo, where there are still levies on footwear. You see, the combined pressure of foreign exhibitors and local demand can result in forms of liberalization which, without these stimuli, would take much longer to achieve.

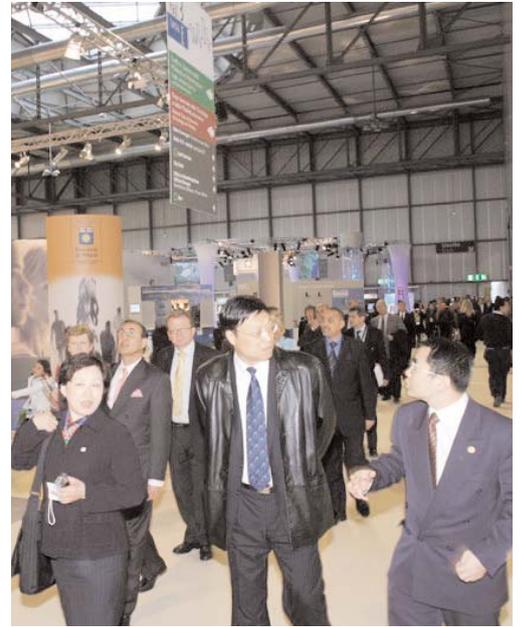
**D** *What does the future hold?*

**R** With the Fiera di Verona we have a project for China, Japan and Russia involving wine trade products. Vinitaly is a meeting point for demand and offer. With the Fiera di Milano we are working on convincing many of our neighbours (around the Mediterranean, Tunisia) of its great potential.

# Aefi's plans to support Italian products around the world

For some time now Aefi has been actively supporting "made in Italy" throughout the world. In recent years, in fact, the association has been working to promote awareness of the usefulness of the trade fair system to boost exports, but also to gather up to date information on the global trade fair system and how it is evolving. Activities to support internationalization of fairs are also undertaken by monitoring the situations in different countries in collaboration with the Ministry of Economic Development and Ice. As well as initiating contacts with international associations in various countries Aefi also organizes a rich calendar of appointments, meetings, conventions, both at home and abroad, on the theme

of internationalization of small and medium sized firms through the trade fair system and the strategic importance of developing international alliances which has attracted considerable interest from international operators and has led to the initiation of contacts. In the ambit of activities to promote the trade fair system in the world Aefi has even set up a service to promote and develop collaboration agreements in the sector, with three objectives. Stimulate contact with international trade fair associations with offers of collaboration, convey any proposals to Italian trade fairs and assist Italian operators in this dialogue, also through activation of contacts with the relevant organizations (Ice, Simest etc.).



## Trade fairs, an overseas ally for small companies

With exhibitions abroad our firms are raising their visibility and increasing penetration in markets  
In the last two years Lombardy has invested 20 million to attain this objective

Trade fairs help small and medium sized enterprises to penetrate the most attractive and interesting foreign markets. At a local level in Italy there is a growing number of initiatives to support firms

abroad. An example? The fairs in Emilia Romagna were among the first to showcase Italian products in international events dedicated to mechanics, ceramics, healthcare, tourism and leisure activities. And the

Region can boast three international fairs par excellence - Bologna, Parma and Rimini. The Lombardy Region and the Lombardy Chambers of Commerce have allotted 20 million euro, between 2007 and 2008,

to encourage the internationalization of small and medium sized enterprises in Lombardy, which, through an ad hoc decree, have been officially requested to present proposals for participation in international trade fairs in Italy and abroad, or undertake trade missions overseas. Five thousand vouchers have been distributed (this is the technical term for the "ticket" enterprises need for access to events) at a cost of 11.3 million euro. Vouchers can be obtained from recently installed automatic dispensers. Another step forward to strengthen the ties and synergies between trade fairs and small and medium sized enterprises.



# At Rimini internationality triumphs

Dubai, Russia, Brazil, China and the United States. The Fiera di Rimini, together with its "cousin", Bologna can be considered as international par excellence, as it operates in almost every continent



In March the second edition of Sia Guest Dubai was held in Abu Dhabi in the Persian Gulf, organized by Rimini Fiera, in which Italian hoteliers displayed the best of Italian hospitality to the market of the United Arab Emirates. At the same time the first edition of Sun Dubai was held, dedicated to outdoor pursuits, a partnership between Rimini Fiera and Fiere & Comunicazioni: Sun Dubai also aimed to match offer (in this case the best Italian range of outdoor furniture) with a strongly growing demand, increasingly interested in style and innovation. There was success for the 2008

edition of "Ecomondo Russia-Mosca verso Kyoto", which Rimini Fiera organized in the Russian capital from April 1-4 in partnership with the Ministry of the Environment and Protection of the Land and Sea and the Emilia Romagna Region. The event hosted a group of Italian companies that had met the principal Russian electricity producers at Tek 2008, an energy forum organized at the Kremlin at which around 5 thousand delegates from the Russian establishment participated. Rimini Fiera also has a close partnership with Frozen deserts Usa, a global organizer of

trade fairs which leads the US segment of bread-making and confectionery exhibitions, constituting a joint venture newco for the new Sigep Usa event. This show, specializing in ice-cream, will be held annually alternating between Atlantic City and Las Vegas. In 2008 it will be held in Atlantic City at the Convention Center from September 21 - 23. There are 20 thousand square metres of exhibition space and 100 exhibitors.

Finally, Rimini Fiera has made alliances in Brazil with Fithep Mercosur do Brasil (in San Paolo), a biennial confectionery event, and in China with Ecomondo China, a collective of Italian companies in the environmental sector. In total, in 2007, Rimini Fiera organized 1,231 business meetings involving 415 Italian companies and 173 foreign buyers from 29 countries.

The figures

## Big growth in 2007 for turnover and margins

Rimini Fiera grew considerably in 2007. The annual general meeting approved the consolidated earnings of 81.3 million euro (+ 10.8% compared to 2005, a significantly comparable year) with a gross operating margin of 18.4 million (+

6.4% on 2005). Also at the general meeting last May 27, the partners of Rimini Fiera (most of the capital is held by the Province, the Municipality and the Chamber of Commerce, with equal shares and the remaining 15% by private shareholders) examined



and approved the group's five year business plan.

Rimini's new trade fair district, inaugurated in 2001, covers an area of 460 thousand square metres (160 thousand square metres of green space) with a railway station on the Milan-Bari line and a helipad.

Entirely on one level, the district has 169 thousand square metres of usable space, 109 thousand square metres of exhibition space, 59 square metres of services, 16 single level pavilions and 10,600 parking places including camper van facilities.

# Only the very best at VeronaFiere

Veronafiere is a European leader for the organization of events, particularly in the agriculture and food sectors, building and home furnishings.



Veronafiere lays great importance on promotional activities abroad, essential for development of the structure and the business opportunities of exhibiting companies. The objective is to valorize the brands of the principal events in markets with a high potential for development and of primary interest for exhibitors: Eastern Europe, the US, China, Japan, Russia, Brazil and the ex Soviet republics. The calendar abroad for 2008 has included so far, Vinitaly

India, a show of Italian quality wines, (January 15 in Mumbai and January 17 in New Delhi), Vinitaly U.S. Tour Miami (a show of wines, oil and typical Italian products, February 11 + 12) and Palm Beach (February 13), Vinitaly Russia in Moscow, June 9+10 and Saint Petersburg on June 12. The home furnishings event "Abitare il Tempo" entitled "La Casa Italiana", was held from June 4-29 in San Paolo del Brasile at the Museo Brasileiro da Escultura. In autumn it is

the turn of the Samoter Tour Kazakhstan (October 1), of Marmomacc Usa-StonExpo, on October 16 in Las Vegas: an agreement has just been reached by the Fiera di Verona and Hanley Wood Exhibitions which, among its numerous activities aimed at architects and designers, has ratified the creation of a co-brand - StonExpo Marmomacc Americas. From October 27-30, the Vinitaly U.S. Tour (Italian quality wines) will be in Chicago, New York and Washing-

ton. In November Vinitaly Japan will be in Tokyo on the 17th, for its tenth edition, and in Shanghai the 19th, Beijing the 20th and Macao on the 22nd. The year closes with the Samoter Tour Russia (in Krasnodar, in December, a show of earth moving machines for the building trade).

Veronafiere also has close strategic partnerships to raise its visibility abroad. Among its partners are the multinational, Reed Exhibitions, Monacofiere, Fiere di Parma, and Shanghai International Exhibition Centre. Not forgetting Veronafiere's involvement in the implementation of European programmes. Currently underway is the "progetto Uiv - Unione italiana vini", in partnership with the Ente di Viale del Lavoro, to promote quality European wines in the emerging markets of India, China and Russia.



The figures

## One million visitors boost turnover

Turnover of 73 million euro and well over a million visitors. The figures for Veronafiere indicate constant growth and interesting margins of development. In 2007 earnings rose 4%, to 73 million euro, an increase of 31.5% compared to 2004, which is a comparable year for the type of

events held. The gross operating margin was 12.7 million euro against 9.8 million for 2006 (+28.9%) and 11.3 million in 2004 (+12.4%), while pre-tax profits were 6.3 million euro, well over the expected 1.6 million. In total Veronafiere sold 617,472 net square metres (+2%) to 14 thousand exhibi-

tors, of which 42% were foreign for international fairs, and 1,142,321 visitors (in line with 2006), of which over 20% were foreign, again for international fairs (with a peak of 42% of foreigners for Marmomacc and a record 37 thousand international visitors for Vinitaly). "Behind these figures - claimed

Luigi Castelletti president of Verona fiere - there are allied industries of 900 million euro, which makes the Fiera di Verona the leading organizer of events in Italy". For 2008, earnings are estimated at 73.3 million euro, up about 10.5% on 2005, a year comparable for the type of events held.

# Footwear from around the world, lakeside

At Riva del Garda, Fierecongressi hosts the biggest Italian shoes expo with over 1,000 international exhibitors. Eleven thousand retail buyers are expected to attend

Riva del Garda Fierecongressi Spa has been the Trento region's trade fair and conference centre for over ten years. Its objective is to host and develop new national and international events to sustain the economy of the area and the seasonal adjustment of the tourism offer. The fair's principal event is Expo Riva Schuh, the international exhibition dedicated to volume footwear which will open next year's activities from January 17-20, with the autumn-winter

collections. The 33 thousand square metres of exhibition space at Riva del Garda will welcome more than 1,100 exhibitors, 60% of whom from abroad, to cater to the over 11 thousand retail buyers expected. This year once more, at the event held in June Expo Riva Schuh was a resounding success, with 1,106 exhibitors, including 730 from abroad



from 33 countries. "We are aware that the atypical nature of Expo Riva Schuh - stressed the director of Riva del Garda Fierecongressi, Giovanni Laezza - is precisely our strength, and we will continue to invest in the characteristics which, together with our position in the calendar of fairs in the sector, enables

us to show collections considerably in advance of other events, making us particularly attractive for MidEuropean operators, Expo Riva Schuh's principal interlocutors". The president of the trade fair centre, Roberto Pellegrini, also expressed great satisfaction with the success of the event.



Energy efficiency, sustainable building, construction and maintenance of road infrastructure, alpine and winter technology, agriculture and food. These are only some of the strong points of the thriving Fiera di Bolzano. The group boasts 25 thousand square metres of covered exhibition space and 15 thousand uncovered, as well as an adjacent polyfunctional structure, the

Palaonda (5 thousand square metres of covered exhibition space, with a capacity of up to eight thousand people). These are the two feathers in the cap of the Fiera di Bolzano, one foreign and the other Italian. The foreigner hails from the East: Alpitec China, the international fair specialising in alpine and winter technology, to be held from February 19-21 in Beijing, together with Ispo China,

Munich's international fair, while at Harbin - one thousand kilometres from the Chinese capital, the 24th winter Universiade will take place. In an exhibition space of 20 thousand square metres, companies which operate internationally will present products from various sectors: clothing, equipment and accessories for retailers and hirers of skis, ski-lifts, snowmaking machines, equipment for

piste-maintenance and control of access. Italy's feather in the cap is the fair and conference centre "Klimahouse Roma", which Bolzano has exported to the capital to show the public of the central south the systems, necessities and advantages of energy saving in building, with 100 companies and as many exhibition stands, in an exhibition space of about 2,500 square metres.

## Bolzano goes China

The international trade fair for alpine technology will be flying to Beijing next February

## Genova: the nautical industry showcases its jewels

From October 4-12 over 2,300 boats on show in the Ligurian capital

The Genova Boat Show, the most important event of the year for the nautical world, will be organized by the Fiera di Genova SpA and Ucina, the Italian Association of Boat Industries and Shipyards, from October 4-12. The new exhibition spaces in pavilion B confirm the strategy of continuing improvement of the event, which, for its 48th edition, consolidates its leadership with a vast range of products and a spectacular visual display, particularly the enlarged floating section of over 100 thousand square metres. Over 1,500 companies participate, with

2,300 boats on show and hundreds of new products. It has a very international nature (37% of exhibitors are from abroad) and last year hosted 327,000 visitors. This year

will feature the sectors of motor boats, sailing boats and yachts, engines, water sports clothing, fishing and diving equipment, nautical tourism and services.



## Vintage cars and motorcycles in Padova

From Ferrari to Mercedes - all the most prestigious makes on display

Official manufacturers of cars and motorcycles, classic cars, spare parts, modelling, vintage clothing, museums, accessories and watches. In four words: "Vintage cars and motorcycles". This year too, from October 24-26, sees the return of the cars and motorcycles that have been the stuff of dreams in Italy and throughout the world. Ferrari, Alfa Romeo, Mercedes, Lamborghini, Fiat, Ducati and more: all the principal makes, after the success of 2007, will be back on display for enthusiasts at an appointment (the most important in the sector) that can boast 1,200 exhibi-

tors and over one hundred clubs. An exhibition that last year was the biggest in Europe for the number of cars and motorcycles on show, with 1,600 models in a space of 90 thousand square metres and 60 thousand visitors. A must for both enthusiasts and the general public alike. According to Andrea Olivi, general manager of PadovaFiere, it is "an event that as well as being a reference point for collectors, is also a great marketing opportunity for the entire European car market". And this year too "Vintage cars and motorcycles" promises to be as successful as past editions.

## Style and Tech at Promosedia

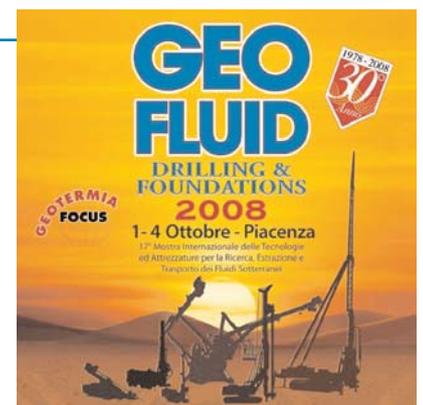
It's time once again for the eagerly awaited appointment with the world of seating. The 32nd International Chair Exhibition will be held from September 13-16, in the pavilions of Udine Fiere. The trade fair district in Udine will become a reference point for international professionals in the sector. The show will be organized thanks to the synergies between Udine, Gorizia Fiere and Promosedia. The pavilions will showcase a vast range of exciting seating solutions. Classic and modern styles, traditional or innovative, the fair will feature upcoming developments and explore all sectors, from the residential to contract, office to conference, senior citizens' and children's. The exhibition is increasingly international, with participants from all over the world, including emerging economies. At the last exhibition operators from 65 countries attended, from Europe and beyond, including Japan, Russia, Australia and the US. With visitors also from countries with developing economies such as India and the United Arab Emirates.



## Piacenza: overseas visitors for Geofluid

Geofluid, the international exhibition of technologies for the prospecting, extraction and conveyance of underground fluids, will be held at the trade fair centre in Piacenza from October 1-4, 2008. As in past editions the following sectors will be included: Geotech, GeoTunnel and GeoControl.

In 2006 there were 10,000 participants at the event, 1,734 of whom came from 67 countries. As well as the exhibition section, numerous meetings and seminars will be organized by companies and Italian universities to keep visitors up to date with the latest developments in the sector.



## September

- ▷ September 15 - 16  
**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 - 19  
**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.TE.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  
**ASCOTEX Promozioni srl**  
Viale Sarca, 223  
20126 Milano  
Tel. 02/66103838  
Fax 02/66103863  
info@ascotexpromozioni.it  
**PRATOTRADE**  
Via Valentini, 14  
59100 Prato  
Tel. 0574 455280-1  
Fax 0574 21293  
www.pratoexpo.com  
pratotrade@pratoexpo.it"
- ▷ September 17 - 20  
**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

## September

- ▷ September 18 - 21  
**MIPEL**  
Rho-Pero (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
- ▷ September 18 - 22  
**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
- ▷ September 19 - 22  
**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
- ▷ September 19 - 21  
**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
- ▷ September 25 - 28  
**MILANOVENDEMODA**  
Milano  
Womenswear collections  
**EXPO CTS spa**  
Via Generale G. Govone, 66  
20155 Milano  
Tel. 02/349841  
Fax 02/33600493  
www.expects.it  
expo@expects.it
- ▷ September 26 - 28  
**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

# FAIRS SCHEDULE

## September/October

- ▷ September 30 - October 4  
**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"
- ▷ September 30 - October 4  
**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
- ▷ October 1 - 4  
**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
- ▷ October 2 - 5  
**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

## October

- ▷ October 2 - 5  
**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 - 5  
**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
- ▷ October 3 - 7  
**BIMU**  
Rho-Pero (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
- ▷ October 4 - 12  
**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
- ▷ October 4 - 12  
**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

## October

- ▷ October 4 - 5  
**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
- ▷ October 5 - november 9  
**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 - 11  
**36° INTERNATIONAL EXPODENTAL**  
Milano  
**PROMUNIDI srl**  
Viale Forlanini, 23  
20134 Milano  
tel. 02/70061220  
fax 02/70006546  
l.sanin@unidi.it
- ▷ October 8 -10  
**ENADA**  
Roma  
International amusement and gaming show  
**Associazione SAPAR**  
via di Villa Patrizi, 10  
00161 Roma  
tel. 06/4402718
- ▷ October 15 - 18  
**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
- ▷ October 15 - 16  
**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

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## October

- ▷ October 15 - 18  
**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
- ▷ October 16 - 19  
**SETTIMANA DELLA VITA COLLETTIVA**  
Roma  
**Sevicol srl**  
via Vigliena, 10  
00192 Roma

## October

- ▷ October 16 - 19  
**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
- ▷ October 16 - 19  
**SUN Out-style, Sea-style, Sunaqua**  
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
- ▷ October 17 - 20  
**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.expects.it  
expo@expects.it
- ▷ October 18 - 21  
**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
- ▷ October 20 - 21  
**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

## October

- ▷ October 20 - 23  
**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
- ▷ October 21 - 23  
**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
- ▷ October 21 - 23  
**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
- ▷ October 21 - 23  
**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
- ▷ October 23 - 26  
**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

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## October

- ▷ October 23 - 27  
**SALONE DEL GUSTO**  
Torino  
**Slow Food Promozione srl**  
Bra (CN)  
tel. +39.0172.419611  
fax +39.0172.421293  
info@slowfood.it  
www.slowfood.it
- ▷ October 24 - 26  
**TTG Incontri**  
Rimini  
**TTG Italia spa**  
Via Nota 610122 Torino  
tel. 011/4366300  
fax 011/4366979  
www.ttgitalia.com  
ttgitalia@ttgitalia.com
- ▷ October 24 - 26  
**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
- ▷ October 25 - 28  
**PA.BO.GEL.**  
Roma  
**Divisione Mostre Pubblichespo srl**  
via del Fontanile Arenato,  
14400163 Roma  
tel./fax 06/6634333

## October/November

- ▷ October 28 - 30  
**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
- ▷ October 28 - 30  
**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
- ▷ November 4 - 9  
**EICMA**  
Rho-Pero (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
- ▷ November 5 - 8  
**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
- ▷ November 5 - 8  
**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

## November

- ▷ November 6 - 8  
**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
- ▷ November 6 - 9  
**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
- ▷ November 7 - 9  
**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
- ▷ November 8 - 16  
**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
- ▷ November 12 - 15  
**LIFT**  
Rho-Pero (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
- ▷ November 12 - 15  
**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

# FAIRS SCHEDULE

## November

- ▷ November 12 - 16  
**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
- ▷ November 13 - 15  
**VISCOM**  
Rho-Pero (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
- ▷ November 16 - 20  
**EXPOSUDHOTEL**  
Napoli  
Mostra d'Oltremare Spa  
P.le V. Tecchio, 52  
80125 Napoli  
tel. 0817258000  
fax 0817258009  
info@mostradoltremare.it  
www.mostradoltremare.it
- ▷ November 22 - 25  
**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

## November

- ▶ November 25 - 28  
**SICUREZZA**  
Rho-Però (MI)  
**Fiera Milano Tech spa**  
Via Gattamelata, 34  
20149 Milano  
tel. 023264282  
fax. 023264284  
www.fieraMilanotech.it  
direzione@fieraMilanotech.it
- ▶ November 25 - 28  
**SICURTECH EXPO**  
Rho-Però (MI)  
**Fiera Milano Tech spa**  
Via Gattamelata, 34  
20149 Milano  
tel. 023264282  
fax. 023264284  
www.fieraMilanotech.it  
direzione@fieraMilanotech.it
- ▶ November 27 - 29  
**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.padovafiery.it  
info@padovafiery.it

## November/December

- ▶ November 29 - December 8  
**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@gestionefiery.com
- ▶ November 29 - December 1  
**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
- ▶ November 30 - December 3  
**MIG**  
Longarone (BL)  
International icecream exhibition  
**Longarone Fiere srl**  
Via del Parco 3  
32013 Longarone (BL)  
tel. 0437/577577  
fax 0437/770340  
www.longaronefiery.it  
fiery@longaronefiery.it

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## December

- ▶ December 5 - 14 December  
**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



**PROPRIETARIO**  
Aefi - Associazione Esposizioni e Fiere Italiane  
**SEDE LEGALE**  
via dell'Arcadia, 2 - Roma  
**SEGRETERIA GENERALE**  
c/o Rimini Fiera Spa  
tel.0541-744229/30  
fax 0541-744512  
e-mail info@aefi.it  
**PRESIDENZA**  
c/o Mostra d'Oltremare  
tel.081-7258001  
fax 081-7258009  
e-mail seg.presidenza@mostradoltremare.it

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Via Monte Rosa n. 91 20149 Milano  
tel: 02.3022.4602-3 - fax: 02.3022.481  
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**SERVICE PROVIDER**  
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Via del Parco Margherita 32, Napoli  
<http://www.aefi.it>

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