



INTERNATIONAL DEPARTMENT



DRIVING BUSINESS WORLDWIDE

Mrs GianPaola Pedretti, International Dept. Manager
Rimini, 17th July, 2015

VERONAFIERE: Company Overview

Veronafiere is an International exhibition center founded in 1898 and located in Verona.

Veronafiere is one of the leader exhibition centers in Europe and it is the main direct Italian organizer of fair events.

The objectives of the Company are to perform and sustain every direct and indirect activity involved in the organization of exhibition events, as well as the organization of congress activity and initiatives promoting trade in goods and services and their commercialization on a national and international scale.



We add up relationships. We subtract obstacles.
We multiply ideas. We share experiences.



Company Overview

Veronafiere today focuses essentially on the B2B sector and flanks its operations as a direct organizer of events with Exhibition Centre services capable of hosting events organized by third-parties, independently or through the resources also made available by the company itself.

Veronafiere focuses on several sectors of primary importance for the Italian economy and on an International scale, such as:

- **Wine & Food**
- **Agriculture & food technologies**
- **Marble & granites**
- **Building, logistics & earth moving machinery**
- **Home & furniture**
- **Renewable energy**
- **Events & B2C exhibitions**



2014 Facts & Figures

2014 ECONOMICS Million of €		2014 OPERATING DATA		% Foreign (international events only)
Group Turnover	83,5	Events in Italy	40	
Ebitda	11,4	Events abroad	20	
Net Profit	0,4	Exhibitors	~14.000 (2.273 foreigners)	~16%
		Trade Visitors	~1.300.000 (217.341 foreigners)	~16.5%



The Exhibition center

TRADE FAIR SITE

Total site area sqm	309.000
Gross exhibition area sqm	294.000
Indoor exhibition area sqm	152.000
Outdoor exhibition area sqm	157.000
Halls	13
Entrance	7



Veronafiere – MARMOMACC - INTERNATIONAL EVENTS



Marmomacc brand - international strategy



Presentation of Veronafiere's Marmomacc and marblec related events

Veronafiere – MARMOMACC - INTERNATIONAL EVENTS



Marmomacc brand - international strategy



Presentation of Veronafiere's Marmomacc and marble related events

Veronafiere's International Strategy

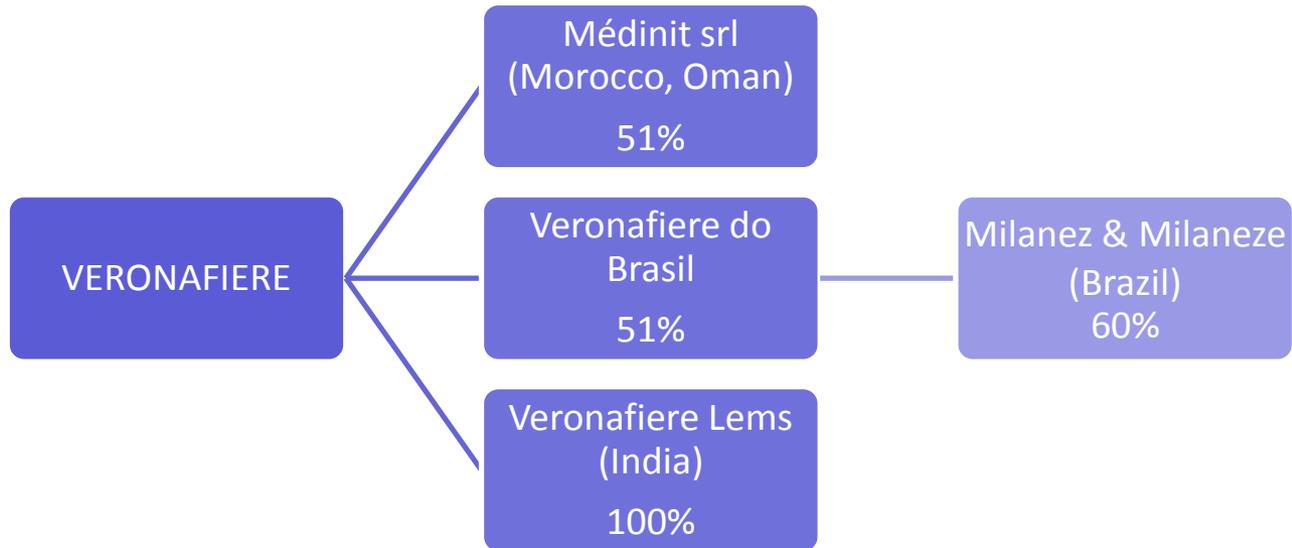
Veronafiere devotes **10% of investments to expand its international activities**.
This year sees as many as 20 events scheduled in 12 countries.



The "exhibition tool" - for three out of four industrial companies and **88% of SMEs in Italy** - is the only method used to **reach foreign markets**.

Veronafiere has always been a pioneer in finalising an international development programme and keeps a consistently close eye on the opportunities offered by new markets and strategic sectors for exports of excellence Made in Italy.

VERONAFIERE'S GROUP – INTERNATIONAL SUBS. COMPANIES



At a glance: Veronafiere's Network Events in the world

U.S. – StonExpo/Marmomacc Americas

The International Surface Event West (Las Vegas)
The International Surface Event East (Orlando)

Vitality International: USA, Russia, China, Hong Kong

BRAZIL – Vitória Stone Fair

Cachoeiro Stone Fair
Mec Show
Expo Construcoes

MAROCCO – Médinit Expo

Médinit Agro

EGYPT – MS Marmomacc Samoter Africa & Middle East
Projex Africa

QATAR – Qatar Stone-Tech

SAUDI ARABIA – Saudi Stone-Tech

OMAN – IDF Oman Interior Design
Décor & Furniture Expo



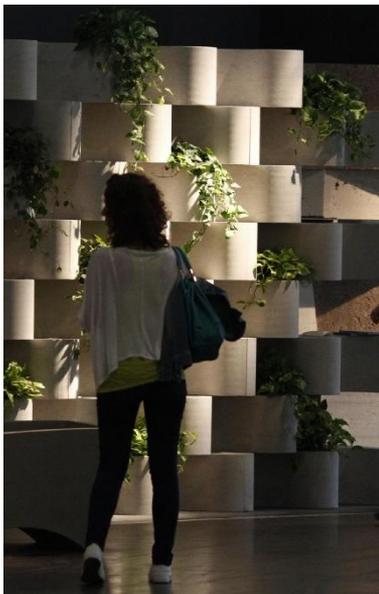


MARMOMACC

CELEBRATING THE **BIGGEST** STONE COMMUNITY

30 SEPTEMBER - **03** OCTOBER 2015 Verona, ITALY

2014 Statistics



- **1.513** exhibitors from 58 countries
60% international exhibitors
- **76.252** sqm of net exhibiting area
60% Marble – 26,5% Machinery – 12,5% Tools





MARMOMACC

CELEBRATING THE **BIGGEST** STONE COMMUNITY

30 SEPTEMBER - **03** OCTOBER 2015 Verona, ITALY

2014 Statistics

Visitors of MARMOMACC 2014

- **65.000** visitors from **145** countries (**64 %** international)
- **314** journalists, **78** international
- Official delegation from **45** countries



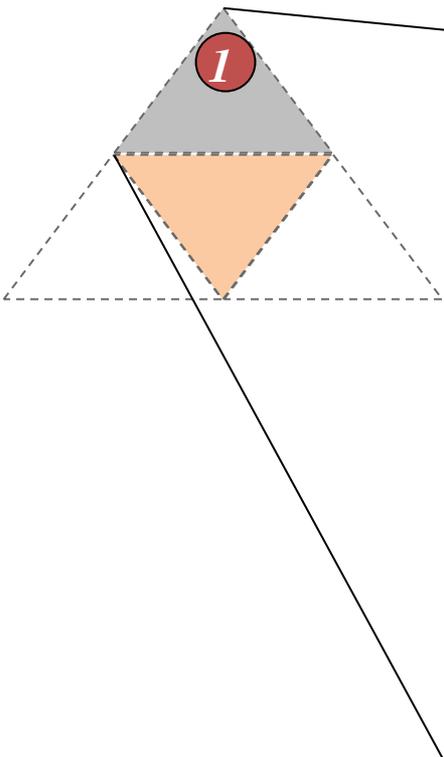
Marmomacc's International Strategy

In the last few years, Veronafiere has been working to expand Marmomacc's reach on behalf of its exhibitors. The international strategic plan is based upon three distinct "pillars".



Marmomacc's International Strategy

The main pillar is related to Marmomacc, the most international and relevant trade show in the stone sector.



1

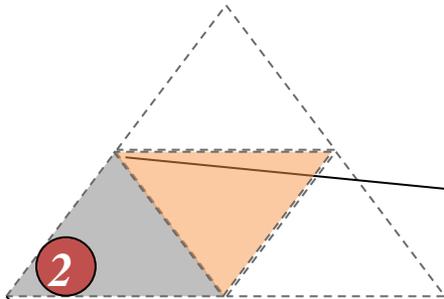
The Leading International Trade Show: Marmomacc, Verona

The main component of Veronafiere's strategy is Marmomacc itself, which featured **1.513 companies** exhibiting at the show in September 2014, **60% of which came from abroad**, representing a total of **58 countries**. Over **65.000 stone trade professionals** attended, 64% from outside of Italy. The overall internationalization trend of Marmomacc, together with its international leadership, can also be seen in the **number of countries represented** among visitors, 145.

Marmomacc is the "must" event in the marble sector

Marmomacc's International Strategy

The second pillar is related to Demand-Market Trade Shows

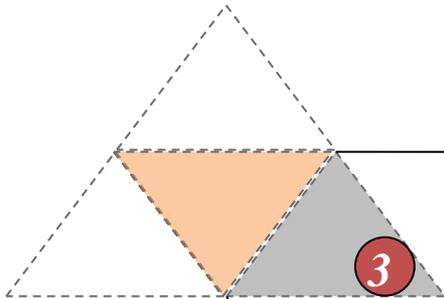


To be present in markets with a high demand for stone

The second pillar is to give Veronafiere and its exhibitors a **strong presence in markets with a high demand** for stone, specifically the U.S. (TISE - StonExpo/Marmomacc Americas), the Middle East and Northern Africa (Qatar Stone-Tech and Saudi Stone-Tech, MS Marmomacc Samoter Africa and Middle East).

Marmomacc's International Strategy

The third pillar is related to Supply-Market Trade Shows



To have a strong position in markets offering stone products and services

The third pillar is to give Veronafiere a strong position in leading nations for stone extraction and processing, such as **Brazil (Vitoria and Cachoeiro Stone Fair)**.

Veronafiere's long-term goal is to improve the quality of Milanez & Milaneze's events, adding more initiatives to attract the US market (1st market for Brazilian stone) , architects and interior designers, thus exporting Veronafiere's vision of the trade show to Brazil.

Veronafiore – MARMOMACC - INTERNATIONAL EVENTS



Marmomacc brand - international strategy



Presentation of Veronafiore's Marmomacc and marble related events

Markets & Events

- BRAZIL
- UNITED STATES/NORTH AMERICA
- MENA (Middle East and North Africa)

Markets & Events

- BRAZIL
- UNITED STATES/NORTH AMERICA
- MENA (Middle East and North Africa)

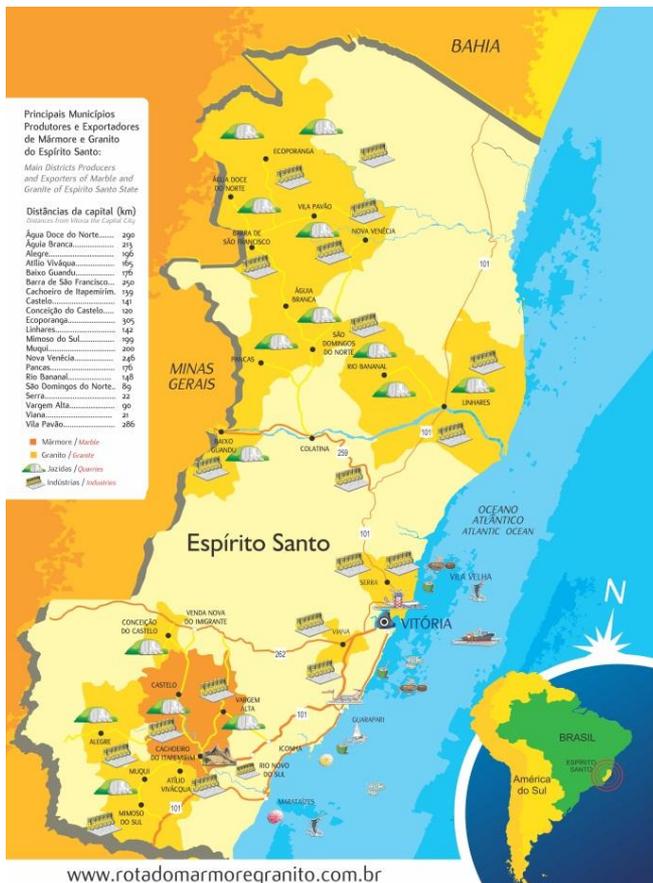
Markets & Events

- BRAZIL
- UNITED STATES/NORTH AMERICA
- MENA (Middle East and North Africa)

Brazil

- MILANEZ&MILANEZE: subsidiary company of VFdB = 60%
 - ACTIVITY : organization of trade shows and events
 - VITORIA STONE FAIR MARMOMACC LATIN AMERICA (16-19 Feb 2016 *41st edition*)
 - CACHOEIRO STONE FAIR (25-28 Aug 2015 *40th edition*)
 - MEC SHOW (28-31 Jul 2015 *8th edition*)
 - Expo Construções (14-16 Jun 2016 *2nd edition*)

Brazil: a key market location for the stone industry



80% of the total production & processing of stone in Brazil comes from the area of Espírito Santo.

Vitória Stone Fair- Marmomacc Latin America, Marble and Granite Fair at its 41st edition in 2016, is the reference show in Brazil and considered to be the 3rd most important marble fair in the world for material.

Brazil

VITÓRIA STONE FAIR MARMOMACC LATIN AMERICA

16-19 FEVEREIRO 2016
ESPÍRITO SANTO - BRASIL



Name of the event: **Vitória Stone Fair**

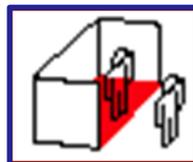
Country / City: **Brazil / Serra (ES)**

Venue: **Carapina Centro de Eventos**

Show dates: **03-06 February, 2015 (40° edition)**
Next edition 16-19 February, 2016

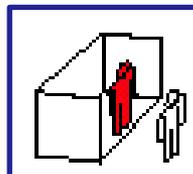
Organizer: **Milanez & Milaneze**

Contacts: **info@vitoriastonefair.com.br**
Exhibitors info: **www.vitoriastonefair.com.br**

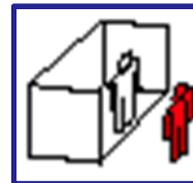


Statistical Data (2015)

EXHIBITION SPACE: 35.000 sqm



EXHIBITORS: 420 (28% international)



TOTAL VISITORS: 24,743 (10% international from 57 countries)

Products:

- Marbles, granites, stones
- Blocks of marble, of granite, raw stone of large sizes
- Machinery and Equipment for the stone industry
- Associations and Organizations
- Service companies
- Professional press

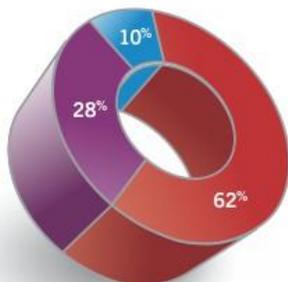


Facts & Figures:

EXHIBITORS

ACTIVITIES

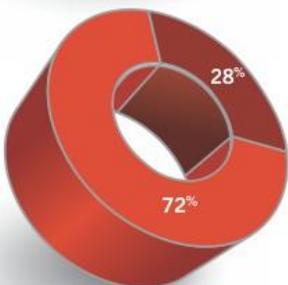
-  STONES
-  STONE GOODS, MACHINES AND EQUIPMENTS
-  SERVICES AND ENTITIES



ORIGIN

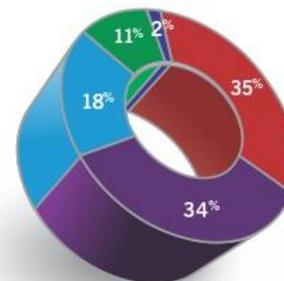
-  NATIONAL
-  INTERNATIONAL

TOTAL: 420



VISITORS

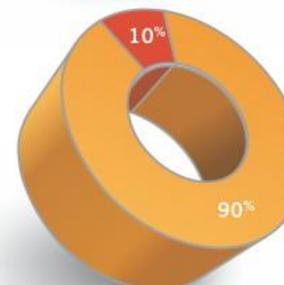
-  North America
 -  Europe
 -  Asia
 -  South America*
 -  Central America, Africa and Oceania
- *except Brazil



ORIGIN

-  NATIONAL
-  INTERNATIONAL

VISITORS FROM 57 COUNTRIES



24.743
VISITORS

VITÓRIA STONE FAIR MARMOMACC LATIN AMERICA



Brazil

CACHOEIRO STONE FAIR

Name of the event: **Cachoeiro Stone Fair**

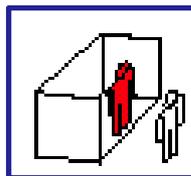
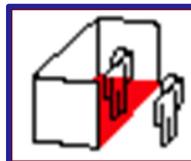
Country / City: **Brazil / Cachoeiro de Itapemirim
(ES)**

Venue: **Parque de Exposição "Carlos Caiado
Barbosa"**

Show dates: **25-28 August, 2015 (40° edition)**

Organizer: **Milanez & Milaneze**

Contacts: **info@cachoeirostonefair.com.br
www.cachoeirostonefair.com.br**



Statistical Data (2014)

EXHIBITING SPACE: ab. 30,000 sqm

EXHIBITORS: 220

TOTAL VISITORS: 25,000

Facts & Figures:



The city of Cachoeiro de Itapemirim is the Brazilian capital for marble and the largest stone processing pole of the Americas.

The region also shelters large, medium and small extraction and processing dimensional stone companies, joining various productive chains, highlighting the stone goods, machines and equipment industries.

After the 80s, the creation of the International Marble and Granite Fair consolidated its pioneer vocation and expanded its importance in the world market, transforming the event, in a powerful scenario of opportunities and good business.

CACHOEIRO STONE FAIR

PRODUCTS:

- Marbles, granites, stones
- Blocks of marble, of granite, raw stone of large sizes
- Machinery and Equipment for the stone industry
- Associations and Organizations
- Service companies
- Professional press



Markets & Events

- BRAZIL

- UNITED STATES/NORTH AMERICA

- MENA (Middle East and North Africa)

UNITED STATES / NORTH AMERICA

- **ACTIVITY** : Veronafiery organizes the Marmomacc International Pavilion and some side events within TISE East and TISE West

Veronafiery, thanks to a long term partnership and co-branding agreement with Informa USA, formerly Hanley Wood, organizes the participation of international exhibitors in the **Veronafiery Pavilion / Marmomacc Pavilion** both in Orlando (Tise East) and in Las Vegas (Tise West).

Veronafiery also organizes the Architect Day, with its «**Marmomacc Stone Academy**» focused on design and stone architecture, b2b meetings with buyers (interior designers, distributors) , networking events.

UNITED STATES / NORTH AMERICA



Name of the show: **The International Surface Event - StonExpo / Marmomacc Americas**

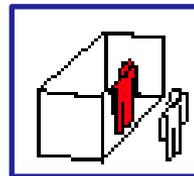
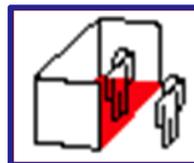
Country / City: **USA / Las Vegas + Orlando**

Venue: **Mandalay Bay Convention Center (Las Vegas),
Orange Country Convention Centre (Orlando)**

Next edition: **3-5 November, 2015 (Orlando)
20-22 January 2016 (Las Vegas)**

Organizer: **Informa**

Contacts: **vfi@veronafiere.it
www.tisewest.com
www.tiseeast.com**



TISE Statistics Las Vegas 2015

EXHIBITION SPACE: 33.000 sqm

EXHIBITORS: 707

TOTAL VISITORS: over 25,000

TISE



Markets & Events

- BRAZIL
- UNITED STATES/NORTH AMERICA
- MENA (Middle East and North Africa)

MAROCCO - OMAN

- MEDINIT srl: subsidiary company of VF = 51%

- ACTIVITY : organization of trade shows and events
 - Medinit Expo (17-20 Nov 2015, 7th edition)
 - Medinit Agro (16-18 Mar 2016, 3rd edition)
 - IDF Oman, Italian Pavilion (15-17 Feb 2016, 3rd edition)

Morocco

Médinit EXPO

Name of the event : **Médinit Expo**

Country / City : **Morocco / Casablanca**

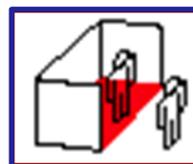
Venue : tbd

Show event: **17-20 November, 2015**

Edition: **7 th edition**

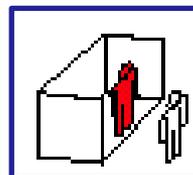
Organizer : **Médinit srl**

Contacts: **info@medinit.it**
www.medinit.it



Statistical Data (2014)

EXHIBITING SPACE: ab. 2.500 sqm



EXHIBITORS : 150



TOTAL VISITORS: 2,500
Designers and Construction companies

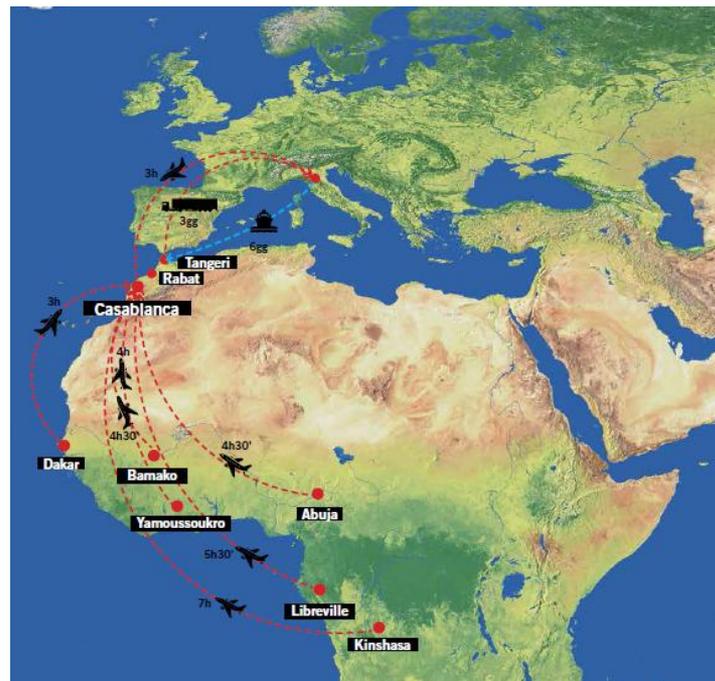
Morocco

Médinit EXPO

Médinit Expo è una fiera riservata all'eccellenza del Made in Italy.

Aziende piccole, medie e grandi, operanti nell'ambito dell'arredamento e finiture d'interni, della progettazione, delle costruzioni, dei materiali da costruzione e dei macchinari per le lavorazioni, possono mettersi in mostra ed iniziare lo studio e la penetrazione di un mercato che negli ultimi dieci anni ha registrato una crescita media del PIL pari al 4%, Paese del quale l'Italia è uno dei più importanti partner commerciali e con il quale è in vigore un accordo di libero scambio, riconosciuto anche dall'Unione Europea.

Médinit Expo è aperta solo a professionisti del settore ed è realizzata con il patrocinio dell'Ambasciata Italiana ed organizzata con la collaborazione della Camera di Commercio Italiana in Marocco.



MÉDINIT EXPO



Oman

Name of the event: **IDF Oman Interior, Design, Décor & Furniture Expo 2016**
(3rd edition)

Country / City: **Muscat, Sultanate of Oman**

Venue: **Oman International Exhibition Centre**

Show events: **17-19 February, 2015**

Organizer: **Al Nimr International Exhibition Organizer**

Notes: Italian Pavilion by Médinit/Veronafiere

Contatti: **info@medinit.it**

www.alnimrexpo.com/idfoman



IDF OMAN –riunisce una rappresentanza importante di aziende, leader nel settore, provenienti da diversi Paesi ed è una vetrina d'eccezione per i prodotti e le tecnologie Made in Italy che esprimono una qualità riconosciuta in tutto il mondo.

Oman



EGYPT

- Veronafiere's representative office , Cairo
 - **ACTIVITY** : Veronafiere organizes trade shows and events
 - MS MARMOMACC SAMOTER AFRICA AND MIDDLE EAST (2-5 Nov 2015, *2nd edition*)
 - PROJEX AFRICA (2-5 Nov 2015, *1st edition*)

Egypt



MS MARMOMACC SAMOTER AFRICA & MIDDLE EAST

The International Trade Fair for Stone Design,
Technology, Earthmoving and Building Machinery

2 - 5 November 2015 Cairo International Convention Center | Cairo, Egypt

MS MARMOMACC SAMOTER AFRICA & MIDDLE EAST

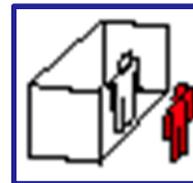
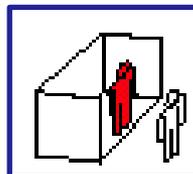
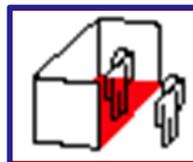
Country / City: **Egypt / Cairo**

Venue: **CICC - Cairo International
Convention & Exhibition Center**

Show event: **2-5 Novembre, 2015**

Organizer: **Veronafiere & Art Line &
ExpoLink**

Exhibitor info: **vfi@veronafiere.it**
www.msafica.net



Statistical Data (2014)

EXHIBITING SPACE: ab. 6.500 sqm

EXHIBITORS : 120

TOTAL VISITORS: 3,000
Importer/distributors, Architects,
Engineers and construction companies

Egypt

Facts & Figures 2014 edition

Show days: 11-14 December 2014

Frequency: annual

Venue: Cairo International Convention & Exhibition Centre – CICC

Pavilions and Outdoor Area: Hall 1-2-3 + Outdoor Area

Opening hours: from 11.00 a.m. to 8.00 p.m. (non-stop)

Total Exhibitors: 120 Exhibitors from 7 Countries (Egypt, Italy, China, India, Poland, Russia, Turkey)

Total Visitors: more than 3.000 professional operators

Net exhibit area: 2.300 sq.m.

Official International Delegations: from 16 Countries (Algeria, Cameroon, Czech Republic, Democratic Republic of Congo, Germany, Jordan, Lebanon, Morocco, Palestine, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Uganda, United Arab Emirates)

Event's partner: Export Council

[Egypt / MENA / Africa](#)

PROJEX AFRICA

The Future Building & Construction Trade Fair

Cairo, Egypt 2 - 5 November 2015

PROJEX AFRICA

Country / City: **Egypt / Cairo**

Venue: **CICC - Cairo International Convention & Exhibition Center**

Show event: **2-5 Novembre, 2015 – first edition**

Organizer: **Veronafiere & Art Line & ExpoLink**

Exhibitor info: **vfi@veronafiere.it**
www.projexafrica.net

PROJEX AFRICA

The Future Building & Construction Trade Fair

2 - 5 November 2015

Cairo International Convention Center
Cairo, Egypt

INNOVATING IDEAS... BUILDING NATIONS

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www.projexafrica.com

La nuova fiera dedicata a prodotti e servizi per l'edilizia sostenibile, tecnologie innovative e design.

Egypt



**MS MARMOMACC SAMOTER
AFRICA & MIDDLE EAST**
The International Trade Fair for Stone Design,
Technology, Earthmoving and Building Machinery

2 - 5 November 2015 Cairo International Convention Center | Cairo, Egypt

PROJEX AFRICA

The Future Building & Construction Trade Fair

Cairo, Egypt 2 - 5 November 2015

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Chamber of Chemical Industries



غرفة الصناعات الهندسية
Chamber of Engineering Industries



EPEMA
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Egyptian Paints, Enamels and Manufacturers Association



EXPORT COUNCIL
BUILDING, REFRACTORY & METALLURGY INDUSTRIES
المجلس التصديقي للمواد البنية والحراريات والصناعات المعدنية



ITALIAN TRADE AGENCY
ITA - Agenzia per la promozione all'estero e
l'intervento economico delle imprese italiane



The Society of Egyptian Architects 1917



Syndicate of Engineers

Middle East

- QATAR: QATAR STONETECH (Doha 04-07 May 2015)
- ARABIA SAUDITA : SAUDI STONE TECH (Riyadh 26-29 Oct 2015)

Veronafiere, together with Confindustria Marmomacchine (Italian Association of Stone and Stone processing), organizes a collective stand at the two fairs.

Middle East



Qatar Stone-Tech

Country / City: **Qatar / Doha**

Venue : **Doha Exhibition Center**

Show event: **04-07 May, 2015**

Organizer: **REC – Riyadh Exhibitions Company**

Statistical Data

(Project Qatar + Qatar Stone-Tech 2013)

EXHIBITING SPACE: 62.000 sqm

EXHIBITORS: 2.100

TOTAL VISITORS: 45.162

Exhibitor info: **vfi@veronafiere.it**

www.qatarstone-tech.com



Saudi Stone-Tech

Country / City : **Saudi Arabia / Riyadh**

Venue : **Riyadh International**

Convention & Exhibition Center

Show event : **26-29 October 2015**

Organizer : **REC - Riyadh Exhibitions Company**

Statistical Data

(Saudi Build + Saudi Stone-Tech 2013)

EXHIBITING SPACE: 25.000 (SST 3.500 sqm)

EXHIBITORS: 873 (SST 219)

TOTAL VISITORS: 23.019 (SST 7.583)

Exhibitor info : **vfi@veronafiere.it**

www.saudibuild-expo.com

SAUDI STONE-TECH



QATAR STONE-TECH





INTERNATIONAL DEPARTMENT



DRIVING BUSINESS WORLDWIDE

Thank you.

Mrs GianPaola Pedretti

 pedretti@veronafiere.it tel. 045 8298031