



*Ministero dello Sviluppo Economico*



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

# ROAD TO EXPO 2015



Italian Exhibition  
and Trade Fair  
Association

[www.aefi.it/roadtoexpo2015](http://www.aefi.it/roadtoexpo2015)

## TOWARDS EXPO 2015, ITALY WIDE OPEN TO THE WORLD.

Milan 2015. An event featuring Italy as the **world stage**, where each Country will feel committed towards others and with others. Proposals, stimuli, in-depth views, innovative experiments and solutions will be reproduced in evocative and unusual representations and provide a **unique once-in-a-lifetime experience for the millions of visitors expected to attend**.

Italy seizes this occasion with particular effort and generosity, already aware of the value of its contribution to Expo 2015 "Feeding the Planet. Energy for Life."

"Road to Expo 2015" is a project promoted by the Ministry for Economic Development and aimed at enhancing the synergies created by the Italian agricultural and food industry system whose **leadership** and **uniqueness** remain undisputed.

«An opportunity to discover the relationship between Italian entrepreneurs and their land.»

Thanks to a detailed programme developed by ICE (the Italian Trade Agency / Commission) and AEFI (the Italian Exhibition and Trade Fair Association) Road to Expo 2015 has now become an itinerary previews and accompanies the Universal Exhibition in a twofold manner: by hosting buyers, the press and other industry specialists at Italy's main trade fairs and by promoting meetings with all those attending the main industry-specific events globally throughout 2014 and 2015. A journey which will enable representatives of Italian excellence to reach target markets such as Germany, France, the US, Japan, Russia, China, the UAE and North Africa.

The guiding principle of the Italian agriculture and food industry has always been a **constant pursuit for quality**.

In order to give resonance to the entire production process, the programme features the promotion of the **Italian food system** not only through events displaying high quality finished products but also those dedicated to the production chain, thus highlighting technological excellence.

This will give international delegates an opportunity to feel fully involved in the most representative examples of localised production, as well as a chance to learn about the precious heritage of knowledge and skills and discover the extraordinary bond that binds the Italian entrepreneurs in the industry to their land.



## THE AGRI-FOOD IN ITALY: WHEN TERRITORY, TRADITION AND INNOVATION MAKE EXCELLENCE.

One of the sectors which epitomises our Made in Italy brand globally is that of food products, as well as wine and beverages, fruits and vegetables, flower-growing, animal husbandry and fishing.

Such consistency carries a range of significant economic results: more than **€ 180bln a year in turnover**, equivalent to **12% of national GDP**; more than **270,000 businesses** employing **1,650,000 people**; **22% of production is to be export**, and more than 60% is created by SMEs channelling local know-how into their products.

Variety and quality are key, strengths that draw on a thousand-year-old drive which in turn is the cornerstone of development and innovation.

In Europe, Italy is the largest producer of rice, fruit and vegetables; the second largest for flowers, eggs, poultry, wines and musts; and third for sugar beet, wheat and bovine meat. In terms of organic production, Italy is home to one third of all European organic suppliers, and over a quarter of the European Union's territory devoted to organic farming.

Quantity is however only one aspect when it comes to showing how the food industry is Italy's most sought-after resource, Italy remains the global industry leader in terms of certified production with **261 products on the EU registers: 158 are PDO\***, **101 are PGI\*** and **2 are TSG\*** (data available on 30.11.2013); quality is also guaranteed through the 112 Consortiums whose task it is to check processes along with 49 Certification Bodies.

The results of "Official Checks on pesticide residue on food" carried out by the Ministry of Health on thousands of samples of both fresh and processed food all over Italy have shown that we rank at the **"highest safety levels"** at an international level.

100% of Olive oil, rice, wines and durum wheat have satisfied the regulations on pesticide residues.

Fruit and vegetables sold in Italy have in a similar manner shown a conformance of 98.5 percent in regular sampling. This is the safest result in the entire European Union.

It thus seems that the food supply chain displays uppermost quality and traceability of products has become increasingly important to ever more attentive and knowledgeable consumers. This has not been wasted on Italian businesses, who have trademarked excellence, thanks to a unique blend of knowhow and specialization.

The vocation of the Italian agriculture and food industry is mirrored in the wealth of the country's diverse territories and the spirit of the entrepreneurs making this possible.

Their success is the result of what can only be described as an **obsession for quality**. From cultivation to harvesting, raw materials to processing, packaging to safe disposal aimed at protecting the environment.

It is these very lands: with their art, sun, colours, flavours, fragrances and traditions which feed that great heritage of knowledge and skills, are the driving force of the daily activities in the Italian food industry.

*A culture of producing and doing so well, whilst fully safeguarding human life and the environment, but also the products people generate and consume, which has left so deep a mark in history that it can be traced through an itinerary of fairs, for us to enjoy today and to treasure for future generations.*

*\* DOP = Protected Designation of Origin; IGP = Protected Geographical Indication; STG = Traditional Specialities Guaranteed*

CIBUS  
International Food Exhibition  
**PARMA** May 5-8, 2014  
www.cibus.it

GELATO WORLD TOUR  
**RIMINI** September 5-7, 2014  
www.gelatoworldtour.it

SANA  
International Exhibition of Organic and Natural Products  
**BOLOGNA** September 6-9, 2014  
www.sana.it

MACFRUT  
International Exhibition of Equipment, Technology and  
Services for the Production, Conditioning, Marketing  
and Transport of Fruit and Vegetables  
**CESENA** September 24-26, 2014  
www.macfrut.com

INTERNATIONAL DAIRY CATTLE SHOW  
**CREMONA** October 22-25, 2014  
www.bovinodalatte.it

CIBUSTEC - FOODPACK  
Food Processing & Packaging Exhibition  
**PARMA** October 28-31, 2014  
www.cibustec.it

ECOMONDO  
International Trade Fair of Material and Energy Recovery  
and Sustainable Development  
**RIMINI** November 5-8, 2014  
www.ecomondo.com

KEY ENERGY  
International Expo for Sustainable Energy and Mobility  
**RIMINI** November 5-8, 2014  
www.keyenergy.it

BIOLIFE  
Trade Show for Certified Organic Products  
and Food Excellence  
**BOLZANO** November 7-9, 2014  
www.biolife.it

EIMA INTERNATIONAL  
International Agricultural and Gardening  
Machinery Exhibition  
**BOLOGNA** November 12-16, 2014  
www.eima.it

INTERPOMA  
International Trade Show for Cultivation, Storage and  
Marketing of the Apple, storage and marketing  
**BOLZANO** November 20-22, 2014  
www.interpoma.it

## MEET ITALIAN EXCELLENCE



Sources:  
• EUROPEAN UNION  
• FEDERALIMENTARE on ISTAT base  
• MINISTERO POLITICHE AGRICOLE  
ALIMENTARI E FORESTALI

## 22 TASTY TRADE FAIRS

PIANETA GOURMARTE  
The planet of the food in Lombardy  
**BERGAMO** November 29th - December 1st, 2014  
www.pianetagourmarte.it

MIG  
International Gelato Exhibition  
**LONGARONE** November 30th - December 3rd, 2014  
www.mostradelgelato.it

SIGEP  
International Exhibition for the Artisan Production of  
Gelato, Pastry, Confectionery and Bakery  
**RIMINI** January 17-21, 2015  
www.sigep.it

CUCINARE  
Exhibition of Food, Kitchen Technologies and Equipment  
**PORDENONE** February 14-17, 2015  
www.cucinare.pn

VINITALY  
International Wine & Spirits Exhibitions  
**VERONA** March 22-25, 2015  
www.vinitaly.com

SOL & AGRIFOOD  
International Quality Agro-Foods Event  
**VERONA** March 22-25, 2015  
www.solagrifood.com

ENOLITECH  
International Exhibition of Wine-Growing, Oenology,  
Olive-Growing and Olive Oil Technologies  
**VERONA** March 22-25, 2015  
www.enolitech.it

FIERAVICOLA  
International Poultry Exhibition  
**FORLÌ** April 15-17, 2015  
www.fieravicola.com

MOSTRA INTERNAZIONALE DELL'ARTIGIANATO  
International Handicrafts Trade Fair  
**FIRENZE**, Fortezza da Basso April 24th - May 3rd, 2015  
www.mostraartigianato.it

FIERA CAMPIONARIA INTERNAZIONALE  
DELLA SARDEGNA  
**CAGLIARI** April 24th - May 6th, 2015  
www.fieradellasardegna.it

FOGGIA AGRICULTURE AND ZOOTECHNICS  
INTERNATIONAL TRADE FAIR  
**FOGGIA** April 30th - May 3rd, 2015  
www.fierafoggia.it

# ITALIAN EXHIBITION SYSTEM: WHERE LIFESTYLE MEETS BUSINESS.

The network of Italian trade fairs is extremely significant in the promotion of local districts and the quantity and quality of those exhibiting. Year on year the results speak for themselves.

Italy is home yearly to more **almost 1,000 events** through which more than **200,000 exhibitors** display their new discoveries and of course their products, company philosophy and knowledge to **22 million visitors**.

It is an irreplaceable tool for promotion, marketing and internationalization for business, a privileged channel leading to direct contact with the market, and one which has now gained momentum even in terms of communication in a broadest sense.

«An irreplaceable tool for promotion, marketing and internationalisation for businesses.»

Trade fairs are where business **transactions to the amount of €60bn** take place, the direct result of which is **50% of national exports**, not to mention Italy's image. It is true to say that 75% of industry and 88.5 % of SMEs see trade fairs as their **main promotional tool** toward specialists.

The characterisation of the Italian Exhibition system is level of care going into every single event, enabling it to represent the specific production culture of a given sector; the close connection with businesses; strengths and strategies; territorial links regarding both the produce on display and the architecture the stand.

All this has been enhanced by recent infrastructural development enabling better connections between city centres, exhibition centres and cultural and tourist attractions.

The agriculture and food sector has certainly taken full advantage of exhibition centres in Italian and international markets. Some numbers: **605,554 square metres** of exhibiting space (more than 85 football pitches); **14,000 exhibitors; 1,400,000 visitors, 250,000 of which from abroad**. To these we should add the trade fairs held abroad - at the last count more than 90 - many of which are linked to the food sector.

To cross one's borders with confidence and assure quality. This is the objective Italian trade fairs have been aiming for the past few years, supported by associations and institutions. It is a specific project devoted to giving value to the Italian Trade Fair System through the certification of data in according to international standards.

We are sure that the **extraordinary opportunity provided by the Milan Expo 2015 summarises and highlights the commitment all trade fairs undertake annually the best way**: the attention to the worlds needs, welcoming encounters, the opportunity for comparison, awareness of their own excellence, promoting respect for the environment, an ambition to improve, and a host of concrete answers.

## Italian Trade Fair Sector

Source: AEFI survey

**65** Trade Fair Venues

**4.200.000** sq. meters of exhibition space,  
of which **2.270.000** sq. meters indoor

**926** trade fairs in 2014 of which:

- **196** international
- **280** national
- **400** regional/local
- **92** organized abroad

**200.000** total exhibitors; about **28%** coming from abroad

**98.000** exhibitors at International Trade Fairs

**22.000.000** total visitors

**13.000.000** visitors to International Trade Fairs,  
of which **10%** coming from abroad.



Ministero dello Sviluppo Economico

The Ministry for Economic Development is the point of reference for pivotal aspects of the Italian economy, both in terms of promotion and development of the competitiveness in the national production system and also in harmonizing and monitoring the internal market.

In addition its role entails telecommunications, international trade, promotion and protection of industrial property; monitoring and fighting counterfeiting and intellectual property protection.

[www.sviluppoeconomico.gov.it](http://www.sviluppoeconomico.gov.it)

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Viale Boston, 25 - 00144 Roma



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

ICE works alongside Italian companies in order to ensure their success on international markets, promoting internationalisation and encouraging foreign companies to look to Italy as a reliable global partner is its most important duty.

ICE experts are present in 65 countries worldwide in order to monitor the most dynamic markets and areas where actions need to be undertaken so as to consolidate the image of Italy abroad. ICE makes use of tools such as market and industry analysis, data processing, consulting and defining appropriate strategies to achieve internationalisation.

They help identify foreign partners with who to do business, train expert managers and participate in trade fairs. ICE can also create virtual "shop-fronts" by organising specific presentations, planning targeted advertising campaigns and organising conferences with foreign press.

Thanks to the consultancy contract, ICE is able to identify potential investors and funding sources.

[www.ice.gov.it](http://www.ice.gov.it)

Roma  
Via Liszt, 21 - 00144 Roma  
[urp.export@ice.it](mailto:urp.export@ice.it)

Milano  
Corso Magenta, 59 - 20123 Milano  
[milano@ice.it](mailto:milano@ice.it)

L'elenco degli uffici all'estero è reperibile al link:  
[www.ice.gov.it/paesi/index.htm](http://www.ice.gov.it/paesi/index.htm)

ItalTrade - Il portale del Made in Italy  
[www.italtrade.com](http://www.italtrade.com)



Italian Exhibition  
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AEFI Associazione Esposizioni e Fiere Italiane (Italian Exhibition & Trade Fair Association) was founded in 1983 with the objective to generate synergies with the most important Italian exhibition centres. Specifically, AEFI is a privileged interlocutor with traders and institutions, and provides support for members through training, marketing promotions and research programmes. AEFI also offers a range of trade fair related services through the activities of its Committees: Technical Area; Legal-Administrative; Online Trade fairs; IT and Technological

Innovations and New Initiatives Programmes.

Internationally, AEFI represents Italian trade fairs at UFI - Union des Foires Internationales. Chaired by Ettore Riello, AEFI members with its association of 35 exhibition centres who organise more than 1,000 events per year, on a total exhibition area covering 4.2 million square metres.

[www.aefi.it](http://www.aefi.it)

Rimini  
Via Emilia, 155 - 47921 Rimini  
[info@aefi.it](mailto:info@aefi.it)

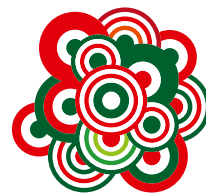


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MILANO

[www.expo2015.org](http://www.expo2015.org)



**ITALIA**  
EXPO MILANO 2015

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