



Fairs weathering crisis better than companies

The financial crisis is weakening the real economy. There is no denying it. Yet despite this, at this critical time, the Italian fairs - thanks to Aefi's invaluable coordination - are holding up well in the face of the grave difficulties affecting the industrial system. Chairman of the Emilia Romagna region, Duccio Campagnoli, and expert on exhibitions, has pointed out the outstanding "resistance" of Italian trade fairs to the crisis.

The reason? Showcasing their wares and maintaining visibility at events is paramount for companies, precisely because of the crisis. And it is with this in mind and this conviction that the fairs can and must confront 2009, ready for the recovery that could arrive as early as next year.

From a miracle in Venice to Expo 2015 One thousand years of Italian trade fairs

It all started in St Mark's Square in 1177. The first in a long series of successes culminating in the big Milanese event in six years time

From pilgrimage to Expo. The long history of Italian trade fairs began in 1177, when Pope Alexander III decreed that visitors to Saint Mark's Basilica in Venice on Assumption Day could receive indulgences for their sins. This inspired the local authorities to direct the vast crowds which arrived to a fair in St Mark's Square, which was inaugurated in 1180. So today's modern trade fairs have almost a thousand years of history behind them. In 1881 at the national exhibition held in the gardens of Porta Venezia in Milan, leading exhibitors included Breda and Pirelli. And in 1906, the Sempione international fair broke records with 35 thousand exhibitors and about five and a half million visitors.

Almost a thousand years after the "miracle" of Saint Mark - the first big experimental exhibition in the country - the Italian trade fair system awaits the spin-off



FRANCESCO GUARDI, LA FIERA DELLA SENSA, OLIO SU TELA, XVIII SEC.

effect from Expo 2015 in Milan. Genoa is promoting itself as a gateway on the sea and Turin, with Lingotto Fiere, is optimistic, beginning with prospective activities in the tourism sector. Verona is rich with all the international experience it has accumulated in recent years in the sectors of wine and superior quality foods. And on the subject of food, the fairs of Bologna, Rimini and Parma - all situated in the so-called food valley - are ready to play a role in Expo

2015. The Italian trade fair system and Aefi are set to exploit the spin-off from Expo which will highlight once more the formidable potential of Italian exhibitions. To this end ICE, the National Institute for Overseas Trade, on January 28, underwrote a protocol of understanding together with the Ministry of Economic Development and Expo 2015 SpA for the purpose of undertaking commercial promotion and communication for Expo 2015.

Aefi goes into the classroom

How to improve logistics and build a successful trade fair centre (project management, in technical jargon)? Which are the best communications tools for operators and visitors, and new technologies? Building and management regulations, accident prevention

Logistics, safety, customer communications and the ingredients for success
All the in-house training courses

and safety in the workplace. These are only some of the topics covered in the training courses run by Aefi for its associates. Courses run by mana-

gers of the principal Italian trade fair centres to keep staff up to date with the latest developments in a rapidly evolving sector, both in Italy and globally.

The "lessons", held in the fairs themselves, are also available online. During courses there is particular emphasis on safety - which was a subject of prolonged discussion in Bologna last September. A solid basis on which to build success, for both exhibitors and visitors.



The crisis? The fairs are holding up better than companies



Duccio Campagnoli

The economy freeze? "The trade fairs are holding up better than the enterprises. I am optimistic". Internationalization? "This is the way forward, and it may be that the Mediterranean's time has come". Expo in 2015? "It will be a great opportunity for the entire Italian system". Armando Campagnoli, Duccio to friends, is the chairman of Productive Activities, Economic Development and the Telematic Plan of Emilia-Romagna, and also a great expert on trade fair events: not for nothing is he on the board of directors of BolognaFiere, one of the most internationally orientated groups in Italy. Born in Recanati (Macerata) in 1952, after graduating in philosophy, the young Campagnoli joined the Cgil union. From 1981 to 1986 he was the secretary of Fiom in Emilia-Romagna, and then the Chamber of Commerce in Bologna until 1994. His political career began when he was elected to the Region in 1995 representing the Pds and in 2000 the Ds.

L'INTERVISTA

D *Mr Campagnoli, despite the crisis - which is badly affecting companies and the real economy - you are optimistic about the short term future of the fairs. Why is that?*

R The numbers speak for themselves: all companies are down 20 to 30 percent; the fairs, however, are holding up quite well. Although I have to admit that, looking at the forecasts, it is going to be a difficult year. If the fairs hold up, on the other hand, there is a reason: companies need "publicity" and to make themselves known. The crisis that is throttling the system is also forcing them to reach their clientele through trade fair events.

D *And the internationalization of fairs? What's your view on the level achieved so far?*

R My proposal is to set up a company that could be called Sistema Italia, with the participation of the main Italian trade fairs, that would go overseas and work the system. BolognaFiere, for example, went to India, but had problems because it wasn't big enough to beat the foreign competition. Let's be clear - our fairs have been doing well abroad, but undoubtedly they have the potential to do even better.

D *BolognaFiere and Fiera Milano, to give two examples, have already made moves abroad.*

R That is correct. In China and Moscow they have really shown they have what it takes. Now I really believe the time has come to get together and present a united front. We in Emi-

lia Romagna - and I would like to stress this, are for international alliance and integration of our fairs, with Milan at the forefront. And I believe that Expo in 2015, which will be held there, will provide a great opportunity for all.

D *Which do you see are the most interesting markets for growth abroad?*

R India, China and the Far East undoubtedly, but also Eastern Europe, starting with Serbia. It may well be that the time is arriving, at last, for the Mediterranean area to realise its potential.



Ministry of Development and Ice supporting fairs abroad

In 2009 the Ministry of Economic Development (Mise), the Institute for Overseas Trade (Ice) and the trade fairs are to present a united front to promote the internationalization of Italian international exhibitions.

With an overall budget of 2 million euro, Ice will finance 50% of projects (up to a maximum of 200 thousand euro). In order to qualify for insertion into the Ministry of Economic Development's list, projects

must have two objectives. First, "the promotion abroad of Italian trade fair events at an international level and an increase of the degree of internationalization, both in terms of exhibitors and visitors". Second, they should "aim to raise the degree of internationalization of trade fair authorities through the organization abroad of international events which more effectively promote the the international segment". Heading the latest list is the "Bus

& Bus Egypt" mission, to promote local public transport and tourism: an international exhibition of bus transport in Egypt promoted by VeronaFiere.

And finally, Fiera di Forlì's project to identify and select companies in the food and animal farming sectors interested in internationalization towards Russia, with market analyses and evaluation of quality. The ministry's list features a disparate range of fairs.

BUS&BUS
mobility business

International bus&coach expo
and Regional Transport Days

VERONA 18 - 21 novembre 2009

Safety first: Aefi's courses

The association has run several seminars on accident prevention courses and selection of the ideal safety management system. Contributions from the principal Italian experts, from BolognaFiere to Fiera Milano

Aefi and safety - a winning combination that has seen the Italian Association of Exhibitions and Fairs, through its own technical Commission coordinated by Giovanni Giuliani (technical director of BolognaFiere), dedicate several training courses to this most important aspect of fairs. An exemplary

model of management safety has been provided by Giacomo Lucchini, Fiera Milano's operations director. The first requirement of which, when preparing a trade fair event, is the appointment of a safety delegate. Then the strategy and safety standards have to be defined, on which selection of the model itself will

depend. There are four key points: corporate policy on safety, a list of safety activities and responsibilities, definition of a delegation system and formalisation of the safety cycle and the system of prevention or correction of error. Fiera Milano has implemented a series of safety measures. Certification has been intro-

duced (after testing) of buildings and facilities, risks at the fair itself have been identified and an emergency plan formulated with accompanying questionnaire for contractors and subcontractors. Further, the safety plan must include guarantees and processes for all aspects of the trade fair business.



Pordenone, Trieste, Udine and Gorizia to join forces

The North-East decides on alliance

These fairs still have great growth margins, also at an international level.

And Veneto neighbours Longarone and Vicenza have started the new year with record numbers of visitors

The future is a single trade fair centre. The Friuli-Venezia Giulia region is to present a united front, though not overlooking the individual merits of the fairs, to reduce costs and increase the critical mass of the regional trade fair system. The alliance brings together three companies - Pordenone Fiere, Fiera di Trieste and Udine and Gorizia Fiere - 31 shareholders, three premises with a total of 71 thousand square metres of exhibition space (against Milan's 470 thousand) and as many events.

The merger was facilitated by bipartisan political approval and the willingness of the Region to enter the social capital of Pordenone Fiere, where under current regulations (under review) it has a representative as president of the board.

Pordenone a 360 gradi. The Pordenone fair, which closed 2008 in profit, this year is to promote, in addition to its traditional events such as Samu-

metal and Samulegno, some bigger territorial marketing projects, including the work orientation exhibition "Meeting of companies and students", to be held in October. Pordenone is an economic powerhouse in North-Eastern Italy, of mostly small and medium sized specialized enterprises. The strategic position of the province of Pordenone, between Venice and Trieste, the natural propensity for export of the over seven thousand companies present in the territory makes Pordenone and its Fiera the perfect springboard to the markets of central and eastern Europe. The Fiera di Pordenone's covered exhibition space has been extended and modernised. Nine pavilions provide 30 thousand square metres of space with a further 40 thousand square metres of uncovered exhibition space.

Gorizia e Udine unite. Udine and Gorizia Fiere are targeting three main sectors - agriculture and food, fashion design and events aimed at the final consumer. They host traditional events like Agriest and Casa Moderna, while Innovaction and Promosedia will be held

biannually from 2010. "The merger - CEO Sergio Zanirato recently commented- has been financially beneficial too, with 2008 closing at break-even after the start up phase".

Longarone and Vicenza. And the potential and strong points of the neighbouring fairs in the Veneto should not be overlooked: those of Longarone and Vicenza. Longarone is one of the most prestigious trade fairs in the mountains, its jewels in the crown being Agrimont (the spring event) and Expodolomiti (October). Vicenza started the year with a bang with Vicenzaoro, the first exhibition of gold jewellery and silverware, with resounding success.

"Fiera Vicenza - said CEO Dino Menarin - has joined forces with the National Chamber of Italian Fashion and this alliance is to promote About J, the jewellery exhibition that we will be taking to Milan at the end of February, just before the inauguration of Milano Moda Donna. This strategy has also met with approval from specialized segments of the sector such as Glamroom, an event dedicated to fashion jewellery, now in its second edition".



LA FIERA DI PORDENONE (FOTO FONDAZIONE PROMOZIONE ACCIAIO)

The region of districts

A few figures can illustrate the progress of the trade fairs in the north-east which, until proven otherwise, are among the most productive and efficient industrial successes in Italy.

The exhibition district of, for example the Fair of Pordenone, covers an area (covered and uncovered) of 100 thousand square metres.

Not forgetting that the fairs are based on the districts

system, another strong point of the north-east, where the number of productive clusters orientated abroad has risen to 68. In 2007 (the latest available data) exports from the area's districts were just under 27.3 billion euro (41% of the national total), growing by 3.9%.

Data which only further encourage the fairs in the north-east to press for internationalization, by opening up to foreign visitors and expanding overseas.

The South looks to the future, while not forgetting its roots

Fairs in the South, innovation and tradition

Messina showcases the nautical world and Palermo its International fair (half a million visitors) Foggia promotes renewable energies and Cagliari the entrepreneurs and products of Sardinia

Messina, Palermo, Foggia and Cagliari. As well as Bari and Naples. The fairs in the south are constantly evolving and visitor and exhibition numbers are continuing to grow. From the Campionaria of Palermo, the Vetrina del Mare of Messina, to the Emporio Mediterraneo of Cagliari the panorama is vast indeed.

Messina. The trade fair district of the Sicilian town, inaugurated in 1938, is one of the most prestigious examples of mo-

dern architecture. It covers an area of about 49 thousand square metres on the seafront and boasts a covered exhibition area of 16 pavilions. The fair, equipped with catering facilities, warehouses and store-rooms, will host from April 15 -18 "Vetrina del Mare", the nautical, fishing and sea products exhibition. Then, from May 8-10 Ambulantcom-expo (equipment, supplies and vehicles equipped for itinerant and fixed trading). The main attraction is in August - the International Fair.



LA FIERA DI MESSINA

Palermo. 19 pavilions in an area covering 83 thousand square metres, the Fair of the Mediterranean in Palermo is one of southern Italy's most important trade fair centres. Its principal event is the International Fair, which has been a meeting point for operators from around the world for over 60 years. It usually attracts almost half a million visitors, with more than 500 exhibitors from almost 30 countries. Participation in the fair brings several advantages: it is a vitally important showcase (with operators arriving from five continents), providing opportunities for growth and enabling a continual exchange of ideas and information.

Foggia. The virtues of Foggia's Fair are both tradition and innovation: a new conception for fairs, which have to study the market, with its emerging productive sectors, and evaluate the potentials of the territory. The recent success of Energea, the exhibition on renewable energies, was born from this strategy, after realisation of the considerable potential of leadership in the production of alternative ener-

gies. The success of the first edition of Suds - the event for books and publishing in southern Italy - crowns a series of events which now run throughout the year. Among the most important events are the International Agricultural Fair (from April 30 to May 5 for the 59th edition) and the fourth edition of Euro&Med Food. But there are also events dedicated to sport and wellbeing, catering and tourism, dogs and ornithology.

Cagliari. The International Fair of Sardinia was constituted in 1979, on the initiative of the Chamber of Commerce, Industry, Crafts and Agriculture of Cagliari. Its objective is to organize general and specialized trade fairs, interesting all production sectors, with particular emphasis on promoting local enterprises. The May Fair, which has been held for over fifty years, accurately mirrors current economic trends in Sardinia and is unmissable for operators and enterprises. In 46 thousand square metres of exhibition space, all the principal commodities are presented, attracting over 40 thousand visitors.

Operators from 30 countries

Tens of thousands of square metres of exhibition space, long running fairs steeped in tradition, which have been enriched in recent years by the arrival of overseas operators - at the Fair of the Mediterranean in Palermo delegations now arrive from a good thirty countries from all five continents. Not forgetting two other southern treasures: the Mostra d'Oltremare in Naples, which

boasts exhibition space of half a million square metres, and that of the Levante di Bari, with 300 thousand square metres, 44 pavilions and seven access gateways.

The Mostra d'Oltremare, in particular, is a polyfunctional environment: with architectural, historical and cultural appeal, integrated in the western area of Naples and involved in a wide range of business activities.

Food valley, the triumph of taste

The area between Parma and Reggio Emilia is the kingdom of food in its finest forms. So naturally the fairs too, hosting gourmet events throughout the year, attracting visitors from around the world



Gastronomes call it food valley. It's the area between Parma and Reggio Emilia where food, in its most refined forms, reigns. And naturally, the trade fairs too. On May 14/15 Parma hosts what almost certainly represents the future of food fairs - Cibus Pro, a fast, professional formula which promises "exclusive" encounters with the very best producers in the Italian food sector, the retail

trade, leaders of the catering world and speciality food chains. Foodies are also catered to at the Fiera of Reggio Emilia with the international pig event from April 16-18. The focus of this long running exhibition is on one of the region's most celebrated delicacies: ham. Later, in October, the Fiera of Reggio Emilia will host the Casa & Alimentari (Home and Foods) event, another showcase of

local products - a gourmet's paradise.

Both Reggio Emilia and Parma boast top class facilities. The former has three pavilions covering a total of 105 thousand square metres of exhibition space, with small halls and rooms of varying capacity of up to 40 places equipped with the latest didactic tools, a conference centre for

200 people with facilities for simultaneous translation, ample parking, a bar and restaurant. Parma offers 300 thousand square metres of exhibition space, right in the heart of the highly productive areas of northern and central Italy: ideal for companies hoping to realise their aspirations by marrying tradition and innovation.



If all's well that starts well, then Lingotto Fiere is set for a great 2009, despite the crisis. At Expocasa, the furniture exhibition which ran from February 28 to March 8, an enthusiastic public packed the pavilions and stands and visitor numbers

were 45% up on last year. Lingotto Fiere will continue this year with its events on wine and particularly on taste, which might be regarded as the group's feather in the cap. The exhibition dedicated to gourmet wine and food, targeted not

Turin steams ahead

A bumper start to 2009 thanks to Expocasa
Gastronomy takes centre stage

only at operators in the sector but ordinary consumers too, drew 180 thousand visitors last year (+4% on the previous year). A must for Italian and European foodies. A 2008 which exceeded even the rosier expectations. More than a year ago Andrea Varnier, director of Lingotto Fiere, had predicted that 2008 would be a year of transition, the first after

the passage of the trade fair structure into the control of the Lyonese GL Events. Now he can revel in the results for a year which went decidedly better than expected and can look to the future with confidence, despite the international crisis: 753 thousand visitors (+7.6%), 7 thousand exhibitors (+16.4%), 436 thousand gross square metres (+37.6%).

Fiera di Forlì - from electronics to vintage clothing, something for everyone

Every year 25 events attract 200 thousand visitors

From the Vintage Fair (vintage fashion) to poultry and rabbits (in early April). From the electronics event to "Ieri l'altro" ("The day before yesterday"), the covered antiques market. To the Fiera del Gusto, from April 24-26.

Forlì is one of the most diversified and important trade fair centres in Emilia-Romagna: its polyfunctional facilities are ideal for corporate, promotional and performance events. It can host - in addition to fairs - seminars, niche meetings, and also sports activities, art exhibitions and corporate happenings.

The Palafiera, with its capacity of 6,500, can be used for crowd-pulling concerts and shows. Furthermore, the Fair - under the direction of Giorgio Lombardi since 2008 - is strategically sited: near main roads and the A 14 motorway, with a very large parking lot and considerable local hotel capacity. Forlì hosts about 25 events annually,

with 3,000 exhibitors attracting more than 200,000 visitors. A small but increasingly important centre for both Italians and overseas visitors.



Promberg aims high

A trade fair complex of over 173 thousand square metres of exhibition space housed in three covered pavilions, one of which is polyfunctional. An external "expo" area which offers ample space equipped with all vital services and able to accommodate temporary structures. And naturally a full calendar of events, ranging from Edil-Fiera for the building trade (early

April) to that of quality artisan/ craft enterprises (May 15-17), the banking exhibition of Banca della Bergamasca-Credito Cooperativo (June 5-7) to tourism (September 26-26); not forgetting Alta Quota-Fiera della Montagna (October 2-4), the Campionaria (October 24 - November 1) and the Furniture Show (November 14 - 22). In a word - Promoberg - Bergamo's

Fair, inaugurated in March 1984 on the initiative of the Associazione Commercianti in order to promote and organize, in the ambit of the Lombardy Region, trade fair events and to undertake the most appropriate action for the economic, social and cultural development of interested entrepreneurial sectors. Directed by Iva Rodeschini, the Bergamo fair boasts among its partners the principal associations in the category in the province while the board of directors is formed, by right, of the Lombardy Region, the Province of Bergamo, the Municipality of Bergamo and the Bergamo Chamber of Commerce. And, for the future, the permanent trade fair centre is planning further development with the construction to the north of two more parallel pavilions of equal size.

Ancona excels

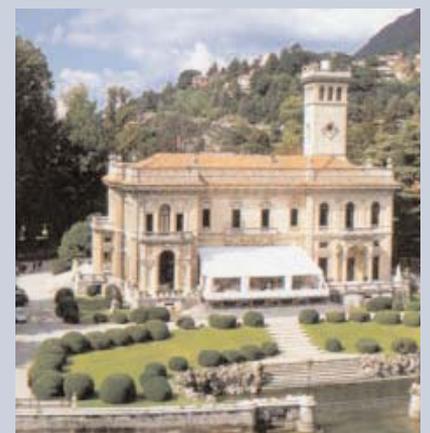
From sea-farming to local specialities, from philately to hotels. 1995 saw the birth in the Marches region of the Authority for trade fair events, a public body to manage the trade fair centres of Ancona and Civitanova, uniting the history and experience of the previous autonomous authorities.

The trade fair districts of Ancona and Civitanova host a disparate range of around 30 fairs and events a year. Shows, exhibitions and conferences find in the two trade fair districts, multifunctional spaces, efficient services and support technologies which ensure the highest qualitative standards, satisfying the increasing demand of ever more exacting interlocutors.

Villa Erba: only top conferences

The congress centre near Como offers state-of-the-art facilities

A modern convention centre with a capacity of 5,000 places: 28 conference rooms seating from 50 to 1,500 people, equipped with state-of-the-art facilities. This is Spazio Villa Erba, Como's feather in the cap, which hosts some of the world's major conferences. Some examples? In 2009 it will host the "Bachelor Report on the placement of graduates in large private companies" (June), and Casa Mia III, the furniture fair (September).



April 2009

- ▷ April 1 - April 4
Padova
TERMOIDRAULICA CLIMA
Professional exhibition for heating, air-conditioning, refrigeration, sanitary technics, water treatment, thermal insulation, alternative energies, thermo-furnishings
PadovaFiere spa
Via N. Tommaseo 59
35131 Padova
tel. 049/840111
fax 049/840570
www.padovafiere.it
info@padovafiere.it
- ▷ April 2 - April 4
Forlì
FIERAVICOLA
International poultry and rabbit fair
Fiera di Forlì spa
Via Punta di Ferro 2
47100 Forlì
tel. 0543.793511
fax 0543.724488
www.fieraforli.it
staff@fieraforli.it
- ▷ April 2 - April 6
Bologna
COSMOPROF
International exhibition of perfumery and cosmetics
SOGECOS S.p.a.
Milano
Tel. 02/796420
Fax 02/795036
www.cosmoprof.it
sogecos@cosmoprof.it
e
I.F.I. - Iniziative Fieristiche Internazionali S.r.l.
Bologna
Tel.051/359268
Fax 051/358506
- ▷ April 2 - April 6
Verona
AGRIFOOD CLUB
Show of agro-food production
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
- ▷ April 2 - April 6
Verona
VINITALY
International wine and spirits exhibition
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

April 2009

- ▷ April 2 - April 6
Verona
ENOLITECH
International exhibition of technologies for viticulture, oenology and of techniques for olive growing and oil production
Exhibition of quality foods
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
- ▷ April 2 - April 6
Verona
SOL
International exhibition of extravirgin olive oil of quality
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
- ▷ April 15 - April 17
Bolzano
PROWINTER
International tradeshow for rentals and services for winter sports
Fiera Bolzano SpA Messe Bozen AG
Piazza Fiera, 1
39100 Bolzano
Tel. 0471/516000
Fax 0471/516111
www.fierabolzano.it
info@fierabolzano.it
- ▷ April 15 - April 17
Bologna
LINEAPELLE
Preselection Italian fashion
Lineapelle SpA
Via Brisa, 3
20123 Milano
tel 02.8807711
fax 02.860032
www.lineapelle-fair.it
lineapelle@unic.it
- ▷ April 15 - April 20
Milano
PITTI LIVING
Household accessories
Pitti Immagine s.r.l.
Via Faenza, 111
50123 Firenze
tel. 055.36931
fax 055.3693200
www.pittimmagine.com
dir.generale@pittimmagine.com

FAIR SCHEDULE

April 2009

- ▷ April 16 - April 18
Reggio Emilia
RASSEGNA SUINICOLA INTERNAZIONALE
International pig farming show
SIPER - Fiere di Reggio Emilia srl
Via Filangieri 15
42100 Reggio Emilia
tel. 0522.503511
fax 0522.503555
www.fierereggioemilia.it
info@fierereggioemilia.it
- ▷ April 17 - April 20
Genova
SLOW FISH
Slow Food
via Mendicità Istruita, 14
12042 Brà (CN)
tel. 0172 419611
fax 0172 413640
www.slowfood.it
info@slowfood.it
- ▷ April 17 - April 20
Milano
MIART
International modern and contemporary art fair
Fiera Milano International spa
Via Varesina, 76
20156 Milano
Tel. 02/485501
www.fmi.it
info@fmi.it
- ▷ April 18 - April 21
Brescia
EXA
Sporting arms, security and outdoor show
BRIXIA Expo spa
Via Caprera, 5
25125 Brescia
Tel. 030/3463470
Fax 030/3463468
www.brixiaexpo.it
info@immobiliarefiera.it

April/May 2009

- ▷ April 18 - April 21
Vicenza
KOINÈ
International church furnishings,
construction and liturgical exhibition
Conference Service srl
Via de' Butteri 5/a
40125 Bologna
tel. 051/4298311
fax 051/4298312
www.conferenceservice.net
conference@conferenceservice.net
- ▷ April 22 - April 27
Rho Pero (Mi)
**SALONE INTERNAZIONALE
DEL COMPLEMENTO D'ARREDO**
International furnishing accessories
exhibition
COSMIT S.P.A.
Foro Buonaparte, 65
20121 Milano
Tel. 02.725941
Fax 02.89011563
www.cosmit.it
info@cosmit.it
- ▷ April 22 - April 27
Rho-Pero (Mi)
EUROLUCE
International lighting event
COSMIT S.P.A.
Foro Buonaparte, 65
20121 Milano
Tel. 02.725941
Fax 02.89011563
www.cosmit.it
info@cosmit.it
- ▷ April 22 - April 27
Rho-Pero (Mi)
**SALONE INTERNAZIONALE
DEL MOBILE**
International furniture exhibition
COSMIT S.P.A.
Foro Buonaparte, 65
20121 Milano
Tel. 02.725941
Fax 02.89011563
www.cosmit.it
info@cosmit.it
- ▷ April 23 - May 4
Cagliari
**61° FIERA CAMPIONARIA
DELLA SARDEGNA**
Special International fair of Sardinia
**Azienda Speciale Fiera
Internazionale della Sardegna**
Viale Diaz 221,
09126 Cagliari
- ▷ April 25 - May 3
Firenze
**73° MOSTRA MERCATO
INTERNAZIONALE
DELL'ARTIGIANATO**
73rd International Handicrafts Fair
Firenze Fiera
Tel. 055.49721
Fax 055.4973257
www.firenzefiera.it
info@firenzefiera.it

May 2009

- ▷ April 29 - May 4
Foggia
**60° FIERA INTERNAZIONALE
DELL'AGRICOLTURA
E DELLA ZOOTECNIA**
60th International Agriculture
and Zootechnics Fair
Ente Autonomo Fiere di Foggia
Tel. 0881 632511
Fax: 0881.635414
www.fieradifoggia.it
info@fieradifoggia.it
- ▷ May 6 - May 8
Cernobbio
PROPOSTE
World preview of furnishing fabrics
and curtains
Proposte srl
Viale Sarca, 223
20126 Milano
Tel. 02.6434054
Fax 02.66119130
info@propostefair.it
- ▷ May 7 - May 10
Bologna
ZOOMARK INTERNATIONAL
International exhibition of products
and accessories for pets
BolognaFiere spa
Via della Fiera, 20
40127 Bologna
Tel. 051.282111
Fax 051.6374004
www.bolognafiere.com
dir.gen@bolognafiere.it
- ▷ May 7 - May 10
Rho Pero (Mi)
TRASPOTEC LOGITEC
International Exhibition of road
transport
TL-TI Expo S.p.A.
Via Guizza, 53
35125 Padova
Tel. 049.8809043
Fax 049.8809042
www.tltiexpo.it
segreteria@tltiexpo.it
- ▷ May 8 - May 10
Bologna
COSMOFARMA EXHIBITION
Products and services for health,
well-being and beauty in pharmacies
Cosmofarma srl
Via Filargo 38
20143 Milano
Tel. 02.796420
Fax 02.795036
www.cosmofarma.com
info@cosmofarma.com
- ▷ 8 maggio - May 10
Civitanova Marche (MC)
S.M.A.C.
International exhibition of footwear
factory machinery
E.R.F.
Ancona
Largo Fiera della Pesca 12
60125 Ancona
tel 071.58971
Fax 071.5897213
www.erf.it
info@erf.it

FAIRS
SCHEDULE

May 2009

- ▷ May 8 - May 10
Napoli
EDILMED
Biennial International
Building Exhibition
Mostra d'Oltremare SpA
v.le Kennedy 54
80125 Napoli
Direzione Marketing
Dr. Carlo Cigliano
Tel. 081.7258021
Fax: 081.7258029
www.mostradoltremare.it
marketing@mostradoltremare.it
- ▷ May 14 - May 18
Torino
**FIERA INTERNAZIONALE
DEL LIBRO**
**Foundation for Books,
Music and Culture
Torino**
Tel. 011.5184268
Fax 011.5612109
www.fieralibro.it
info@fieralibro.it
e
Biella Intraprendere S.p.A.
Tel. 011.5069709
Fax 011.5633519
www.biellaintraprendere.it
info@biellaintraprendere.it
- ▷ May 15 - May 18
Milano
CHIBIDUE 2009
International costume jewellery,
fashion and hair accessories show
Fiera Milano International spa
Via Varesina, 76
20156 Milano
Tel. 02.485501
info@fmi.it www.fmi.it

May 2009

- ▷ May 16 - May 20
Vicenza
CHARM
International exhibition of gold jewellery, silverware, watches and gemmology
Fiera di Vicenza S.p.A.
Via dell'Oreficeria 16
36100 Vicenza
Tel. 0444.969111
Fax 0444.969000
www.vicenzafiera.it
vicenzafiera@vicenzafiera.it
- ▷ May 16 - May 24
Padova
FIERA CAMPIONARIA INTERNAZIONALE DI PADOVA
International exhibition of manual arts and creative hobbies
PadovaFiere spa
Via N. Tommaseo 59
35131 Padova
Tel. 049.840111
Fax 049.840570
www.padovafiere.it
info@padovafiere.it
- ▷ May 20 - May 24
Bologna
AUTOPROMOTEC 2009
International biennial exhibition of equipment and products for the automotive industry
Promotec spa
Via Ragazzi 9
40011 Anzola dell'Emilia (Bo)
Tel. 051.6424000
Fax 051.733008
www.autopromotec.it
info@autopromotec.it
- ▷ May 21 - May 24
Bolzano
KUNSTART
International modern and contemporary art fair
Fiera Bolzano SpA Messe Bozen AG
Piazza Fiera, 1
39100 Bolzano
Tel. 0471.516000
Fax 0471.516111
www.fierabolzano.it
info@fierabolzano.it
- ▷ May 21 - May 24
Verona
FISHTECH
International exhibition of aquaculture and technologies for the manufacturing and distribution of fish products
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

May/June 2009

- ▷ May 21 - May 24
Verona
EUROCARNE
International exhibition of technologies for the production, preservation and distribution of meats
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
- ▷ May 22 - May 24
Ancona
67^ FIERA INTERNAZIONALE DELLA PESCA
69th International Fishing Fair
E.R.F. Ancona
Largo Fiera della Pesca 11
60125 Ancona
tel 071.58971
Fax 071.5897213
www.erf.it
info@erf.it
- ▷ May 23 - May 23
Milano
MODAPRIMA
Fashion exhibition
Pitti Immagine s.r.l.
Via Faenza, 111
50123 Firenze
tel 055.36931
Fax 055.3693200
www.pittimmagine.com
dir.generale@pittimmagine.com
- ▷ May 23 - June 7
Palermo
64^ FIERA DEL MEDITERRANEO CAMPIONARIA INTERNAZIONALE
64th International Fair of the Mediterranean
Fiera del Mediterraneo
Via Anwar Sadat, 13
90142 Palermo
Tel. 091.5000111
Fax 091.5000148
www.fieramediterraneo.it
info@fieramediterraneo.it
- ▷ May 26 - May 30
Rho-Pero (MI)
ENERMOTIVE
Electrical energy exhibition
Fiera Milano Tech S.p.A.
Via Gattamelata, 34
20149 MILANO
Tel. 02.3264282
Fax 02.3264284
www.fieramilanotech.it
direzione@fieramilanotech.it

FAIRS
SC
H
D
L
E
S
C
H
E
D
U
L
E

Giugno 2009

- ▷ May 26 - May 30
Rho-Pero (MI)
LIVINLUCE
Building industry event
Fiera Milano Tech S.p.A.
Via Gattamelata, 34
20149 MILANO
Tel. 02.3264282
Fax 02.3264284
www.fieramilanotech.it
direzione@fieramilanotech.it
- ▷ June 6 - June 9
Riva del Garda (TN)
EXPO RIVA SCHUH
Shoe fair
Riva del Garda Fierecongressi spa
Parco Lido
Riva del Garda (TN)
Tel. 0464.520000
Fax 0464.555255
www.exporivaschuh.it
info@exporivaschuh.it
- ▷ June 9 - June 12
Verona
PULIRE 2009
International trade exhibition for the production of cleaning technologies
Afidamp Servizi srl
Via Felice Casati 32
20124 Milano
Tel. 02.6744581
Fax 02.66712299
www.pulire-it.com
info@pulire-it.com

June 2009

- ▶ June 10 - June 13
Rho-Pero (MI)
TUTTOFOOD
Milano World Food Exhibition
Fiera Milano International spa
Via Varesina, 76
20156 Milano
Tel. 02.485501
www.fmi.it
Info@fmi.it
- ▶ June 10 - June 13
Rho-Pero (MI)
MILANOCHECKUP
Medical Science Expo
Fiera Milano Tech S.p.A.
Via Gattamelata, 34
20149 MILANO
Tel. 023264282
Fax 023264284
www.fieramilanotech.it
direzione@fieramilanotech.it
- ▶ June 12 - June 21
Napoli
FIERA DELLA CASA
Exhibition of home and garden
furnishings, handicrafts, consumer
goods and gastronomy
Mostra d'Oltremare SpA
v.le Kennedy 54
80125 Napoli
Direzione Marketing
Dr. Carlo Cigliano
Tel. 081.7258021
Fax: 081.7258029
www.mostradoltremare.it
marketing@mostradoltremare.it
- ▶ June 17 - June 20
Firenze
76° PITTI IMMAGINE UOMO
Men's fashion
Pitti Immagine s.r.l. Firenze
Tel. 055.3693210
Fax 055.3693200
www.pittimmagine.com
dir.generale@pittimmagine.com
- ▶ June 19 - June 22
Milano
SI SPOSAITALIA COLLEZIONI
Exhibition of high-class wedding
collections
Expo Cts S.p.A.
Via Generale G.Govone, 66
20155 Milano
Tel. 02.349841
Fax 02.33600493
www.expocts.it
expo@expocts.it

June /August 2009

- ▶ June 20 - June 24
Milano
MILANO MODA UOMO
Men's fashion
Camera Nazionale della Moda
Via Gerolamo Morone, 6
20121 Milano
Tel. 02.7771081
Fax 02.77710850
www.cameramoda.it
info@cameramoda.it
- ▶ June 21 - June 23
Milano
WHITE HOMME
Men's clothing and accessories
and pre-collections women's clothing
and accessories
M.Seventy Srl
Via Santa Croce, 7.B
40122 Bologna
Tel. 051.5288104
Fax.051.52881103
info@mseventy.com
- ▶ June 26 - June 28
Firenze
69° PITTI IMMAGINE BIMBO
Children's wear
Pitti Immagine s.r.l.
Firenze
Tel. 055.3693210
Fax 055.3693200
www.pittimmagine.com
dir.generale@pittimmagine.com
- ▶ July 1 - July 3
Firenze
63° PITTI IMMAGINE FILATI
Preview showing of yarn collections
Pitti Immagine s.r.l.
Firenze
Tel. 055.3693210
Fax 055.3693200
www.pittimmagine.com
dir.generale@pittimmagine.com

FAIRS
SC
SCHEDULE

August 2009

- ▶ August 1 - August 16
Messina
**70° FIERA DI MESSINA
CAMPIONARIA INTERNAZIONALE**
70th Messina International Fair
Fiera di Messina
Viale della Libertà
98100 Messina
Tel. 090.364011
Fax 090.5728818
www.fieramessina.it
info@fieramessina.it



PROPRIETARIO
Aefi - Associazione Esposizioni e Fiere Italiane
SEDE LEGALE
via dell'Arcadia, 2 - Roma
SEGRETARIA 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

EDITORE
Il Sole 24ORE Spa
DIRETTORE RESPONSABILE
Fabio Tamburini
SEDE LEGALE, DIREZIONE E REDAZIONE:
Via Monte Rosa n. 91 20149 Milano
tel: 02.3022.4602-3 - fax: 02.3022.481
COORDINAMENTO
Paola De Agostini
REDAZIONE
Cheo Condina
PROGETTO EDITORIALE, GRAFICO E 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
Copyright 2008 - Il Sole 24 ORE S.p.A
Radiocor Agenzia d'informazione
È vietata la riproduzione, anche parziale
o a uso interno con qualsiasi mezzo, non autorizzata