

ITALIAN TRADE FAIRS: a passport to the world





A TRADE FAIR FOR EVERY COMMUNICATION STRATEGY

Companies have an on-going need to broaden their contacts, showcase their product range for clients and interact directly with consumers.

This need is being met more and more by Italian trade fair events, an increasingly sophisticated marketing tool for companies.

There are various types of trade fair events:

- trade fairs addressing trade members (business to business);
- trade fairs addressing the public (business to consumer);
- trade fairs addressing Public Administration;
- exhibitions, trade shows and special events.

Italian trade fairs are able to meet the requirements of a constantly increasing and highly varied number of Italian and foreign trade members.

THE IDEAL TRADE FAIR FOR EACH COMPANY

For the increasing number of Italian and foreign companies who take part in them, Italian trade fairs offer an essential means for corporate development.

Recent surveys conducted by key research agencies have revealed that:

- trade fairs attract more manufacturing companies* than any other promotional activity;
- 75% of companies agree that exhibiting their products at trade fairs is one of the most important** - if not the most important – marketing tool they use
- the ideal means for promoting their products on the market.

*Eurisko, *Trade Fairs as a Marketing Tool for Manufacturing Companies*, 2004.

**Censis, *Survey on Medium-sized Industrial Enterprises*, 2002.



TRADE FAIRS ENABLE COMPANIES TO MAKE THE HIGHEST MOST COST-EFFECTIVE NUMBER OF CONTACTS

In Italy, trade fairs' cost per contact (i.e. the relationship between the cost of creating and publishing a form of promotion and the number of potential clients reached by the promotion) is significantly lower than that of a year's advertising in a trade/specialist publication, and even slightly lower than the cost per contact of publishing a single advertisement.



Table c/1 - Cost (space + contents) per potential contact of Trade Fairs and Journals (one year of issues) in the different sectors*

- Trade Fairs: Participation in 1 expo
- Journals: Ad run in all issues for a year

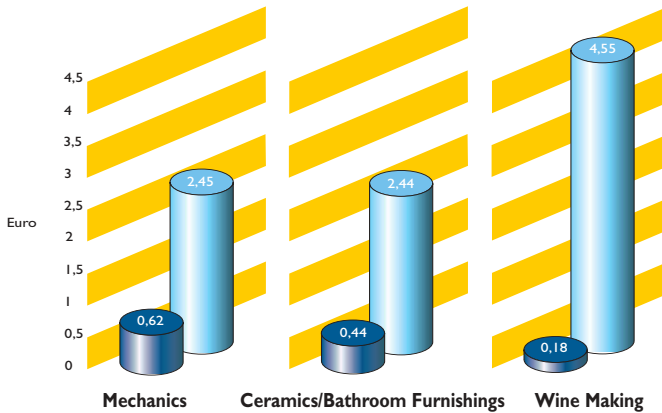
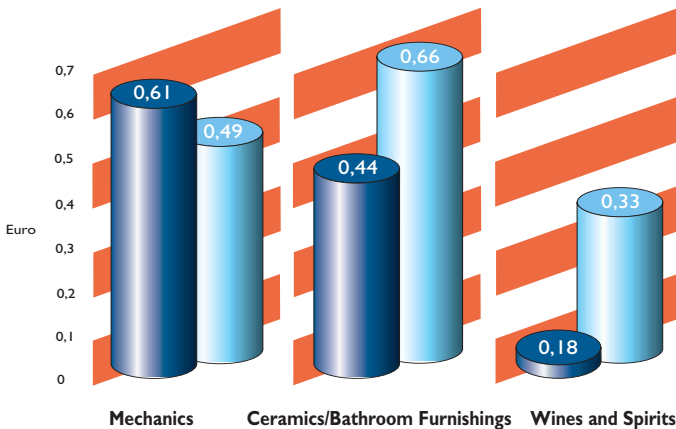


Table c/2 - Cost (space + contents) per potential contact of Trade Fairs and Journals (single issue) in the various sectors

- Trade Fairs: Participation in 1 expo
- Journals: 1 issue



*Cermes-Bocconi on *Effectiveness of trade fair events: the relative cost per contact, 2004*. (Certain specialized events and the trade press in the machine tool, wines and spirits and ceramics for the building trade and bathroom furnishings trades were taken into consideration.)

TRADE FAIRS ALSO GUARANTEE RESULTS

Italian trade fairs are important for small and medium-sized enterprises as well as large ones. Trade fairs are in fact among the most widely used means of promotion and marketing activity for the majority of medium-sized companies.

After the sales force, the highest promotional investment goes into trade fairs.

Nowadays, the main aims of taking part in trade fairs are:

- opening up to foreign markets, for which trade fairs are seen to be absolutely fundamental;
- launching and promoting new products;
- meeting new clients.

On this last point, an analysis of a sample of small and medium-sized enterprises showed that trade fairs enable companies to:

- make at least 50 useful contacts;
- develop new business relationships with at least 30% of them.





Trade fairs are not however just a means of making contact with trade members. They are also increasingly a way for communicating with consumers, through distributors, in a growing number of sectors.

Trade fairs therefore offer enormous potential.

THE TRADE FAIR SECTOR IN ITALY

Over 1,000 trade fair events are held in Italy every year.

- Approximately 200 are international events.
- Approximately 400 are national events.
- 500 are regional or local events.

Furthermore, every year in Italy:

- 200,000 Italian companies take part in trade fair events;
- More than 30,000 international companies participate in Italian trade fairs, to make contact with a constantly increasing number of key trade members, who come to Italy from all over the world;
- of the 22 million visitors, 12 million attend the international events;
- business deals worth 60 million euros are closed every year at trade fairs;
- Italy has trade fairs to thank for 10% of its export and its manufacturing system's image.





These figures show the importance of the Italian trade fair system.

It's a system that reflects Italy's industrial manufacturing structure, whose international success is the result of sectorial and regional specialization.

In recent years, the Italian trade fair sector has undergone important changes: expansion, legal transformation of trade fair organizations into limited companies and the decentralization of trade fair and exhibition responsibilities to regional level.

Along with the [Italian Institute for Foreign Trade, AEFI](#) (Italian Trade Fairs & Exhibitions Association) offers guidance on the world of trade fairs.



AEFI - ASSOCIAZIONE ESPOSIZIONI E FIERE ITALIANE
ITALIAN TRADE FAIRS & EXHIBITIONS ASSOCIATION

is an organization made up of 40 trade fair centres. It represents the interests of Italy's national trade fair system.

During this period of important changes on the Italian trade fair scenario, AEFI is working in conjunction with the Italian Parliament and Government and the various Italian regions to enable the Italian trade fair system to face international competition in the best possible manner.

It is organizing initiatives aimed at ensuring Italian trade fairs a higher international profile.

It is collaborating with the Italian Ministry of Foreign Affairs, Ministry of Manufacturing Activities and the National Institute for Foreign Trade. It is also at the disposal of foreign exhibitors and visitors and realizes initiatives on key markets.

AEFI encourages interaction with similar associations at international level.

It is the association representing Italian trade fairs within the UFI (Union des Foires Internationales). It informs exhibitors and visitors about dates, venues and types of expos held in Italy.

Each year, AEFI publishes an official calendar of internationally recognized Italian trade fair events and their relative statistics.





MEMBERS

ASSOCIAZIONE ESPOSIZIONI E FIERE ITALIANE
ITALIAN TRADE FAIRS AND EXHIBITIONS
ASSOCIATION

BERGAMO FIERA NUOVA S.p.A.

info@bergamofieranuova.it www.bergamofieranuova.it

BOLOGNAFIERE S.p.A.

segreteria.generale@bolognafiere.it www.bolognafiere.it

BRIXIA EXPO Immobiliare Fiera di Brescia S.p.A.

brixiaexpo@immobiliarefiera.it www.brixiaexpo.it

CARRARAFIERE S.r.l.

info@carrarafiere.com www.carrarafiere.com

CENTRO AFFARI E CONVEGNI

Arezzo

info@cpsarezzo.it www.centroaffariarezzo.it

CESENA FIERA S.p.A.

info@cesenafiera.com www.cesenafiera.com

CREMONA FIERE S.p.A.

affarigenerali@cremonafiere.it www.cremonafiere.it

E. R. F. Ente Reg. per le Manifestazioni Fieristiche

Ancona

info@erf.it www.erf.it

FERRARA FIERE CONGRESSI S.r.l.

info@ferrarafiere.it www.ferrarafiere.it

FIERA BOLZANO S.p.A.

info@fierabolzano.it **MESSE BOZEN AG**
www.fierabolzano.it

FIERA DEL LEVANTE E. A.

Bari

messaggi@fieradellevalente.it www.fieradellevalente.it

FIERA DEL MEDITERRANEO E. A.

Palermo

info@fieramediterraneo.it www.fieramediterraneo.it

FIERA DI FOGGIA E. A.
info@fieradifoggia.it www.fieradifoggia.it

FIERA DI FORLÌ S.p.A.
staff@fieraforli.it www.fieraforli.it

FIERA DI GENOVA S.p.A.
fierage@fiera.ge.it www.fiera.ge.it

FIERA DI MESSINA E. A.
info@fieramessina.it www.fieramessina.it

FIERA DI ROMA S.p.A.
direzione.fdr@fieradiroma.it www.fieradiroma.it

FIERA DI VICENZA S.p.A.
vicenzafiera@vicenzafiera.it www.vicenzafiera.it

FIERA DI TRIESTE E. A.
info@fiera.trieste.it www.fiera.trieste.it

FIERA INT. DELLA SARDEGNA Cagliari
info@fieradellasardegna.it www.fieradellasardegna.it

FIERA MILANO S.p.A.
fieramilano@fieramilano.it www.fieramilano.com

FIERA MILLENARIA DI GONZAGA S.r.l.
info@fieramillennaria.it www.fieramillennaria.it

FIERE DI PARMA S.p.A.
info@fiereparma.it www.fiereparma.it

FIERE DI PESARO S.r.l.
fierapesaro@fierapesaro.com www.fierapesaro.com

FIERE DI VERONA E. A.
info@veronafiere.it www.veronafiere.it

FIRENZE FIERA S.p.A.
info@firenzefiera.it www.firenzefiera.it

LARIO FIERE Centro Espositivo e Congressuale Erba
info@lariofiere.com www.lariofiere.com

LINGOTTO FIERE / PROMOTOR INTERNATIONAL S.p.A. Torino
info@lingottofiere.it www.lingottofiere.it

LONGARONE FIERE S.r.l.
fiera@longaronefiere.it www.longaronefiere.it

MODENA ESPOSIZIONI S.r.l.
info@modenafiere.it www.modenafiere.it

MOSTRA D'OLTREMARE S.p.A. Napoli
info@mostradoltremare.it www.mostradoltremare.it

PADOVA FIERE S.p.A.
info@padovafiere.it www.padovafiere.it

PIACENZA EXPO S.p.A.
info@piacenzaexpo.it www.piacenzaexpo.it

PORDENONE FIERE S.p.A.
infofiere@fierapordenone.it www.fierapordenone.it

RIMINI FIERA S.p.A.
riminifiera@riminifiera.it www.riminifiera.it

RIVA DEL GARDA FIERE CONGRESSI S.p.A.
direzione@riva.fc.it www.rivadelgardafieracongressi.it

SIPER - FIERE DI REGGIO EMILIA S.r.l.
info@fierereggioemilia.it www.fierereggioemilia.it

UDINE E GORIZIA FIERE S.p.A.
info@fieraudine.it
info@goriziafiere.it www.udinegoriziafiere.it

UMBRIA FIERE S.p.A.
info@umbriafiere.it www.umbriafiere.it

VILLA ERBA S.p.A. Cernobbio
direzionegenerale@villaerba.it www.villaerba.it

Visitors to the AEFI Web site can find information on members, previous trade fairs and the sectors for which the events are ideal showcases (all in their own language).

On the AEFI web site, trade members can find details of events relevant to their business activities and visitors suggestions that help make their stay as profitable and enjoyable as possible.

ASSOCIAZIONE ESPOSIZIONI E FIERE ITALIANE
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Distribuzione geografica degli Associati AEFI

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 Pieve del Gallo: **StudioGalleri**, **RelazioniGalleri**

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 Palermo: **Fiera Internazionale della Sardegna**

Lazio
 Roma: **FIERA ROMA**

Basilicata
 Potenza: **CIPIA NEL MEDITERRANEO**
 Matera: **Fiera Internazionale di Matera**

ABEIA RISERVATA

- Chi siamo
- Mission
- Organizzazione
- **Associati**
- Setti
- Settore rappresentato
- Documenti (ufficiali)
- Programmi d'attività
- Il settore fieristico
- News
- Assistenza stampa
- Manifestazioni
- Training
- Internationalizzazione

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From any country in the world, information on Italian trade fairs can be obtained from the offices of the ICE (Italian Institute for Foreign Trade).

The ICE is the public body headed by the Italian Ministry of Foreign Trade responsible for developing, facilitating and promoting economic and business relations with other countries, concentrating particularly on to the needs of small and medium-sized enterprises and the consortia and associations/groups to which they belong.

With a view to this, the ICE provides the following services:

- information on foreign markets and business opportunities;
- assistance on entering and becoming established on foreign markets;
- promotion of Italian products abroad;
- multilateral cooperation;
- training for Italian and foreign trade members.

On the Institute's official web site, www.ice.gov.it, information and guidelines can be found for obtaining and using on-line services provided by ICE offices in Italy and abroad.

ICE activities are financed by public funds and by the companies that make use of its promotion, training and assistance services.

In close collaboration with the Italian Ministry of Foreign Trade, the ICE draws up an annual program of promotional activities, carrying out the necessary initiatives and direct handling its publication.

The ICE has its headquarters in Rome, a network of 17 offices in Italy and 111 offices in 83 countries throughout the world.



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Ministero dello Sviluppo Economico



AEFI
Associazione Esposizioni e Fiere Italiane
Italian Trade Fairs & Exhibitions Association
General Secretariat
Via Emilia, 155
47900 Rimini, Italy
Tel. +39 0541 744 229
Fax +39 0541 744 512
info@aefi.it
www.aefi.it



ICE
Istituto Nazionale per il Commercio Estero
Italian Institute for Foreign Trade
Via Liszt, 21
00144 Rome, Italy
Tel. +39 065 9921
Fax +39 065 422 0108
ice@ice.it
www.ice.gov.it



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