



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.



Bolzano goes China

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

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.

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.

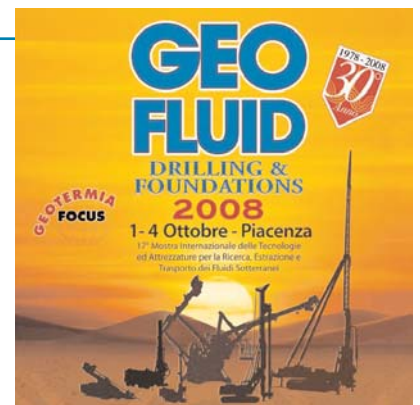
Piacenza: overseas visitors for Geofluid

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.

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.



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@ascontexpromozioni.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.expocts.it
expo@expocts.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.veronafierte.it
info@veronafierte.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.cremonafierte.it
affarigenerali@cremonafierte.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.bolognafierte.com
dir.gen@bolognafierte.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

FAIRS
SC
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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

FAIRS
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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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<http://www.aefi.it>

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