



## A new portal to promote Aefi

A new Aefi portal which unites and showcases the two faces of the Italian trade fair system, making it more attractive for Italian and foreign visitors. On one hand there are the exhibition events (over 1,000 in 2008, foreign, national, international, regional and local) and on the other all the Aefi associates, 42 districts with calendar, information and a mini-site set up in collaboration with the Touring Club.

The internet site was created using state-of-the-art technology linking the portal to such major web services as Google Maps and Via Michelin. And in the near future, amongst other services, it will be possible to book air and rail tickets to get to the fair, find and book hotel rooms, hire cars, via the internet.

All the contents of the new Aefi portal are available now in Italian and English, and very soon other languages will be added (nine, including Arabic and Russian). Italian fairs view internationalization as an important element of their strategy for expansion in overseas markets.

## Trade fairs go abroad to beat the crisis

From Milan to Bologna: internationalization is the way forward  
The strategy to avoid Europe's coming recession

We need a framework law to strengthen the sector and help trade fairs too, to beat the current global financial crisis. The request came at a meeting at Aefi on October 22, and is to be made official at a conference in Milan on December 10. According to exhibition organizers, the government must take coordinated action to enable organizations to step up the pace towards internationalization and to tackle the current economic crisis as if it were a cold and not a severe case of bronchitis.

But the fairs, to cushion the effects of the probable recession, have already acted in good time. Independently and without waiting for government action, they have formulated plans of action and priority. Rationalization of calendars and promotion overseas are the two ways forward along which their strategies will be repositioned. According to Giovanni Mantovani, chief administrator of Fiera Verona, speaking in New York just before the inauguration of the sixth edition of the Vinitaly US tour, "internationalization must be the platform from which we can launch expansion of Italian firms overseas". Fiera Verona has prepared an industrial plan up to 2010 with scheduled investments of 68 million euros and also plans to set up a network to foster relations between Italian SMEs and natio-



nal financial agencies and banks operating abroad, from Unicredit to Intesa Sanpaolo. Commenting instead on the first fruits of the agreement between Fiera Milano and the Hanover fair to operate in the Chinese trade fair market - the two Italo-German events in Shanghai have already had 80 thousand bookings for visitors - the president of the Milanese group, Michele Perini, proclaimed "a victory of the real economy over the paper economy, with the manufacturing sector showing its strength and investing in the future". Claudio Artusi, CEO of FieraMilano, added: "We have to return to making the customer our priority -

which means companies. And particularly small and medium sized firms, which are the most vulnerable in the current unfavourable scenario".

But along with these proposals, during such a difficult time for the economy, good news continues to arrive from the Italian fairs. Eima, the international exhibition of agricultural machinery organized by Bologna Fiere in mid November, has had a record number of visitors - proof of the excellent state of health of the Italian manufacturing system and particularly that of the trade fair system, which has long been a strong performer in the real economy.



# Export, knowledge and image. The points of strength of our trade fairs



Adolfo Urso

The big challenge for Italian trade fairs? "To broaden our field of operations and support companies". The financial crisis? "Exhibitors will have to adapt their strategies to face the changing promotional demands of the Italian productive system". This is how Adolfo Urso, Under-secretary for Economic Development with proxy to foreign trade views the current scenario for the Italian exhibition sector

## THE INTERVIEW

**D** *Hon. Urso, what is your view on expansion of Italian trade fairs abroad?*

**R** The Italian trade fair market, in terms of exhibition space, has enjoyed steady growth over the last 15 years. Now it has to face a two-pronged challenge caused by increasing competition in European and national markets and a new threat from emerging markets. In this scenario, I believe it is important for Italian fairs to broaden their field of operations, as only by confronting the challenge of global competition will they be able to acquire competencies and continue to be a driving force for our system of small and medium sized enterprises.

**D** *Which are the most interesting markets for Italian fairs and viceversa, which are the foreign fairs which favour the Italian market?*

**R** Since the Italian fair system is dominated by international export fairs, it tends to favour those foreign markets which are more interesting for the export driving sectors (fashion-clothing, food, machinery and building), or the so-called Bric's, the Persian Gulf and the Americas. For the organizers of foreign fairs it could also be interesting to turn to the Italian market for import events aimed particularly at the Mediterranean area.

**D** *Will the current economic crisis risk affect expansion of Italian fairs abroad?*

*of Italian fairs abroad?*

**R** Unfortunately the recession which is hitting the world's economy is likely to disadvantage firms, concerning both investments and exports. Italian fairs will also have to reconsider their commercial strategies, and adapt to the changing promotional demands of the Italian productive system.

**D** *What steps has the new government taken to support Italian fairs abroad?*

**R** The role of public policies, both national and regional - we must not forget that trade fairs are under the jurisdiction of the Regions - should be to support and promote the growth of the

fair system. The Minister of Economic development has supported and co-financed, since 2004, through an agreement of the sector with the regions, the Aefi the Cfi and the Cft, programmes to internationalize Italian fairs, both to increase awareness abroad of outstanding Italian events and to support the export of services and trade fair brands.

**D** *What advantages do Italian fairs gain by participating in missions abroad?*

**R** The presence of Italian fairs abroad is important in order to raise visibility and consolidate our overall image, our first rate events, productive systems and territories.



# Tourism is the fairs' new business

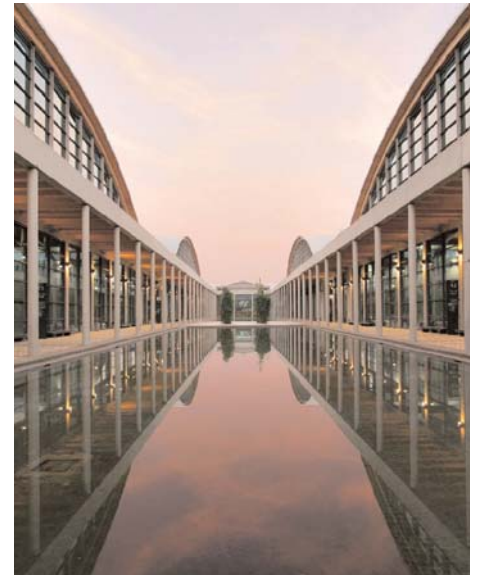
The most recent estimates, particularly regarding events in Milan and Rome, indicate that 60% of the allied industries of fairs involve tourism expenses connected to the fairs themselves. It is almost a Copernican revolution for organizers. It is no coincidence that the capital and Rimini, which have invested in trade fair infrastructure on a vast scale, have chosen to make the most of their architectural heritage to boost the appeal of the districts.

The exhibitions can be considered as tourist attractions, the hardware of which is the district around the fair and the software the events themselves. In this prospective, the first aspect to analyse is the capacity of the different events to attract tourists. The exhibitions

differ in fact both for the number and type of the tourists they draw. It is possible to classify them on the basis of indicators: the breadth of the offer guaranteed by exhibitors and that of demand, i.e. of visitors.

On the basis of this, a matrix can be formulated with at least four types of fair events: those in which both visitors and exhibitors are prevalently local, those in which instead exhibitors are local and visitors extra-local (fairs based on offer), those in which exhibitors are not local but visitors are well (fairs based on demand) and finally those which are a meeting point for exhibitors and extra-local visitors (exchange fairs).

The latter bring the biggest boost for local tourism.



FIERA DI RIMINI - THE PORCH

## A Copernican revolution for trade fairs

Not just a marketing tool: exhibitions generate considerable income for the surrounding areas

Companies have traditionally regarded trade fairs as a marketing tool. Fair enough, although it should be pointed out that only recently has their value has been appreciated in terms of opportunities for development of

the territory, both in terms of promotion of districts and production lines and for urban and architectural development. Moreover, exhibitions are now recognised to have a new and almost revolutionary role; that of "attractor".

Recent studies on allied industries created by fairs, in fact, have unequivocally shown that, through the organization and management of a multiplicity of events, fairs are responsible for many positive repercussions for

the territory, including a boost for tourism which should not be undervalued.

In the light of these considerations, therefore, the trade fair system should be regarded as conceptually comparable to any other tourist attraction. In this context, on one hand it becomes important to identify the existing ties between the types of fair events and the types of tourists attracted, and on the other investigate the criticality which can prevent a territory from becoming competitive in the global scenario of trade fairs. By studying what is happening overseas it is also possible to identify the best means of intervention to improve the international competitive position of the Italian system.

**Raffaele Cercola**



# Fiera di Roma speaks American and German

Cars, information technology and textiles are the most valuable operations of the group which can boast offices throughout Europe and in most Arabic Countries



ROBERTO BOSI, PRESIDENT OF DI FIERA DI ROMA (LEFT) AND MICHAEL VON ZITZEWITZ, CHAIRMAN OF MESSE FRANKFURT

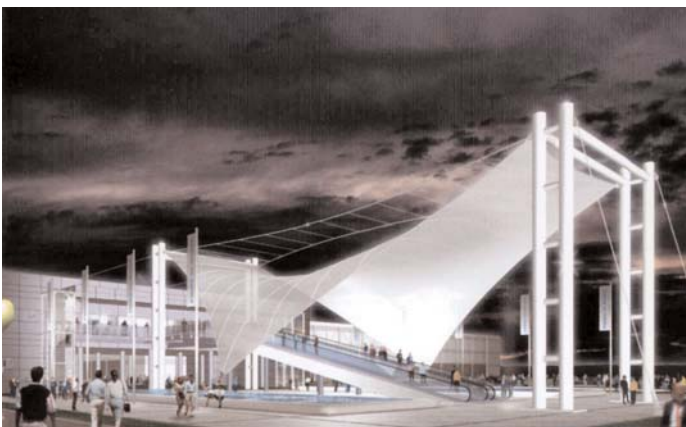
Germans and Americans. Messe Frankfurt, and EJKrause, based in Maryland. In the last two years the Fiera di Roma has made two significant alliances -one in Europe and one in the USA - in order to raise its international profile. The partnership with Messe Frankfurt began in 2008 with the Automechanika exhibition in the capital's new trade fair district. The project, organized by the managing director, brought to the capital the biggest event dedicated to the sectors of car ac-

cessories and office services, expressly for operators from countries around the Mediterranean. The strategic alliance with Messe Frankfurt (which also has a close partnership with Fiera Milano for China), Germany's biggest fair and the second in the world with a volume of business of 400 million euro, began in September 2006. "It is the first international event that Frankfurt has exported to Italy", former managing director Marco Sogaro pointed out at that time. Another sector

that offers great synergies with the Germans is textiles: the Fiera di Roma has opened several agencies abroad to present its activities: two in France (Lyon and Paris), in Germany in Düsseldorf, in the UK in London, in Barcelona, Spain and in Tunisia, from where relations are maintained with Algeria, Libya and Morocco.

The second, more recent international alliance of the Fiera di Roma is equally significant: with the American firm EJKrause, a company founded in Mary-

land in 1984, to organize a series of events in the capital. The company, headed by Roberto Bosi, is preparing a joint venture for Expo Comm Italia, a B2B event dedicated to Information & Communication Technology, in particular broadband services and wireless technology, orientated towards the Emea area (Europe, the Middle East, Africa). The fair will be held from December 2-4, and sponsored by Telecom Italia. EJKrause is one of the biggest private companies operating in the organization of events, with offices in Asia, Europe and Latin America, where it organizes over 80 events in 16 different sectors. "We are not known internationally, so we need to raise our profile - stressed the president Bosi - also because we have covered a deficit in central southern Italy, where we are the principal structure, for size and quality, for hosting international events".



Since 2004 355 million euro has been invested to build the new Fiera di Roma, inaugurated in September 2006. The Fiera Roma srl group, which manages the trade fair centre, is 100% controlled by Fiera Roma spa, which has among its

shareholders the Chamber of Commerce ( 47.4%), the Municipality of Rome (27.6%), the Lazio Region and Sviluppo Lazio (both with 12.4%) and other minor partners; the developer Pierluigi Toti sold his capital last March.

Last year closed with earnings doubled to 30 million euro (twice that of the previous year, though the data are not comparable) with around half a million visitors. In 2007 there were 30 events, 11 of them new, held in an ex-

hibition area of 920 thousand square metres (with 302 thousand square metres of green space) and 14 thousand parking places. This year the Fiera di Roma has an even more ambitious target: to run 40 events.

Excellent results

## Record investments and doubled revenues



# Pitti Immagine and Florence: the Fiera at its best

January's collections for men, women and children have become a can't miss event for the fashion world. "An increasingly international appointment"



**P**itti Immagine and Firenze. A pairing that has glorified Italian fashion at home and abroad. And which will be bearing fruits again on January 13 when Firenze Fiera inaugurates Pitti Uomo. "We want to put companies in touch with buyers from countries that love Italian design and which still have good spending power - stressed Gaetano Marzotto, president of Pitti Immagine - But govern-

ments have to play their part too, and it is vital to have an incomes policy in Italy to trigger a virtuous circle of confidence.

The robust health of the fashion world is confirmed by export figures: in the period January-June (the latest data available) sales grew by 0.2% to 13.73 billion euros. And Pitti Immagine aims to be "even more international", confirmed CEO Raffaello Napoleone.

In the next edition of the menswear show (January 13-16, at the same time as the womenswear show), there will be special guest appearances of Thom Browne, currently the most innovative American designer, who collaborates in Italy with Moncler, and Giambattista Valli, the most international of the young Italian designers (he shows in Paris, where the house that bears his name is based). "The show dedicated to womenswear collections, W-Woman, has reached its third edition - added

Napoleone - and has already found a niche in the crowded global panorama of trade fairs, mostly due to painstaking research in our choice of brands".

Finally, from January 22 to 24, at Fortezza da Basso the spotlight will be on Pitti Bimbo. "The only international event which comprehensively covers the world of children's fashion - says Agostino Poletto, vice-director of Pitti Immagine - the show which best satisfies market demands and offers the best solutions".



**P**rofits are up with earnings at 18 million euros (+20% on 2006) thanks to the driving force of conferences (+84% to 9.4 million) with an operating loss practically halved. For Firenze Fiera 2007-2008 were two big comeback years, both nationally and internationally. Firstly with the takeover of Fortezza da Basso, a valuable exhi-

bition centre worth an estimated 150 million euros, from state property to local autonomy: a vital transition to boost property investments.

Last year there were 245 events, of which 35 were international, 88 national and 122 regional. 24 fairs were hosted, 10 of which were organized by Firenze Fiera with professional exhibition

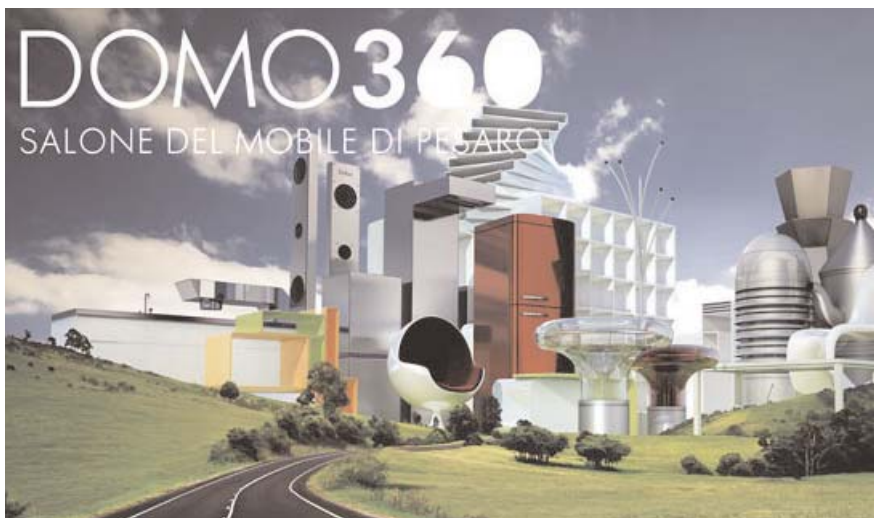
## Revenues on the upswing Debt almost cancelled Here comes Fortezza da Basso

space of 50 thousand square metres. As well as Fortezza da Basso, the company also manages Palazzo dei Congressi, a beautifully restored villa built in the nineteenth century by the Strozzi family, and Palazzo degli Affari, a modern, polyvalent, flexible building, designed by the architect Spadolini in 1974. Among the principal sha-

reholders of Firenze Fiera are: the Region of Tuscany, the Municipality, Province, and Chamber of Commerce of Florence and the Municipality, Province and Chamber of Commerce of Prato as well as all the principal associations of the area. A dedicated team committed to relaunching the trade fair centre.

# Pesaro wins at home and away

A full house is expected for the Salone del Mobile. The exhibition also benefits from its presence at the Mebel of Moscow and at the gigantic Index of Dubai



The Fiera of Pesaro continues to be an important reference point for all the small and medium sized enterprises in the Marche region. In September 2009 the refurbished Salone del Mobile will attract an enormous number of foreign visitors. The litmus test of the phenomenon is the record number of local furniture producers abroad: 58 companies at Mebel in Moscow, 15 producers of furniture components and accessories at the Zow event, also in the Russian capi-

tal, and at the same time 12 operators at the Index in Dubai, the sector's principal event in the Middle East. The trade fair district extends over an area of 110 thousand square metres, of which 36 thousand are covered, subdivided into six complementary pavilions, with heating and air-conditioning units, free of architectural barriers, with interconnecting covered corridors and galleries with separa-

te entrances, and the possibility of adding external tension structures, for up to a total of a covered 45 thousand square metres.

At the beginning of October, the Fiera of Pesaro hosted the 14th edition of the Expo Workshop Internazionale Turismo del Mare featuring the latest developments in coastal tourism, wine and food and

local traditions. A meeting point for national and international buyers, tour operators, travel agencies and companies. The event hosted operators from Austria, Belgium, the Czech Republic, Denmark, France, Germany, Great Britain, Hungary, the Netherlands, Norway, Poland, Russia, Slovakia, Sweden and Switzerland.



From cars to furniture, from antique markets to the latest photovoltaic systems. The Fiera di Ferrara is a dynamic exhibition centre, designed by the architect Vittorio Gregotti, which covers an area of 26 thousand square metres, 16 thousand of which are covered and 10 thousand in two large piazzas for open air events. To this will be added a parking area of 5

thousand square metres providing another 1,000 parking places. The building complex is T-shaped, consisting of six pavilions and four services blocks. The last edition of Habitat, which was held at the beginning of November, was an exhibition of furniture of all types, products for eco-housing, and for gardens and areas around housing. With 200 exhibitors and

over 22 thousand visitors, the event was a great success, and was twinned with Ferrara Sposi (Brides and Grooms-to-be) 2008 which exhibited products, clothes and all services relating to the big day.

A strong point of Ferrara Fiere Congressi srl is that it is part, together with Modena, of the BolognaFiere group, forming a unique regional multi-site cen-

tre in Europe. The chief characteristic of the Ferrara district lies in the nature of its events of great cultural and environmental interest. The company currently runs 15 events a year, also attracting considerable numbers of foreign visitors, and the conference centre organizes several events for universities, organizations and companies.

## Ferrara at the altar

Big numbers for the brides and grooms fair, organized together with Habitat 2008



## Marmotec and tourism, a winning combination for Carrara

Impressive results also for the Seatec building technology show

CarraraFiere was inaugurated in 2005 under the management of Internazionale Marmi e Macchine Carrara. Headed by Giorgio Bianchini, the fair has a busy calendar for 2008, starting in January with the 4th exhibition of products and services for brides and grooms-to-be and the 7th edition of the exhibition of itinerant tourism with caravanning, camping and the outdoors. This year the Fiera di Carrara has lined up four new events, giving the go-ahead for another edition of its most important exhibition, dedicated to marble. With the

2008 edition, at the end of May, Marmotec became biennial (alternating with Nuremberg) and will focus on architecture, design and stonework materials. Besides marble, the other main fair is Seatec, dedicated to shipbuilding technologies

and subsupplying. The four new events concern the building trade, health and nature, motor shows and, first and foremost, composite materials, which are used in many sectors, from aeronautics to biomedicine, from marble to boating.



## At Arezzo antiques are all the rage

Great success for the Fair organized together with the Modena Municipality

In partnership for the antiques trade. On Saturday, October 18 a protocol of understanding was signed between the antiques Fiera of Arezzo and that of Modena and their respective municipalities to promote the antiques sector. The signing took place at Modena, during celebrations to mark the thirtieth anniversary of the inauguration of the local fair. It is an important commitment through which the two exhibition centres will collaborate to promote activities of the antiques trade in order to spread the culture and favour the reciprocal hospitality of exhibitors and to "extol the virtues of the antiques and collecting trades as

ambassadors of quality, culture, tradition and the richness of a territory".

Expressing his satisfaction, Piero Ducci, local chairman of productive activities, said that "we need to focus greater attention on this sector of the economic world. This agreement with the Fiera of Modena lays the basis for us to seriously compete with other fairs in the sector". The president Paolo Nicchi agreed, adding that "the signing of this protocol of understanding is important. I am certain that a similar protocol with the Fiera of Parma will follow, and during the recent edition of Mercante in Fiera there were early indications that this should occur".

## Trieste is well worthy an espresso

There were over 6 thousand visitors (+18% on the last edition in 2006) 41% of whom came from abroad (79 countries). The 209 exhibitors came from 27 countries and exhibition space was up 30% to 11 thousand square metres. These are the statistics for Trieste-espresso 2008, held in Trieste from December

13 to 15. The exhibition is held every two years and this year too attracted crowds of coffee specialists from around the world, eager to see - in the country that introduced the world to espresso coffee - the latest developments in the market. A flagship event, that always arouses great international interest.

## Umbrafiere opens to private investors

Investments and opening of the capital to shareholders. Umbrafiere, the principal exhibition centre in Umbria wants to expand. "The first step - president Lazzaro Bogliari recently explained - is to increase the company's equity and then a capital increase of 285 thousand euros, from the current 285.000 euros to 3 million". Meanwhile the company is undertaking an investment plan: 4 million euros from community funds and authorities to refurbish trade fair pavilions and increase exhibition space. In 2008 Umbrafiere at Bastia will generate turnover of 2 million which will rise to 5 million including the exhibitors of the regional trade fair centre.

The most eagerly awaited event is Expo Tecnom, from February 1-5 - the big exhibition for the bars and catering sector, with machinery, equipment, furnishings and products in three pavilions and 450 stands. The latest technologies and products for public caterers, restaurants, agritourism, confectioners, pizzerias, pubs, bakeries and ice-cream parlours.



## January 2009

- ( January 11 - January 18  
**FIRST. THE JEWELLERY SUPREMACY**  
Vicenza  
International exhibition  
of gold jewellery, silverwear,  
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
- ( January 11 - January 18  
**T-GOLD - THE TECHNOLOGY  
SIDE OF JEWELLERY**  
International exhibition of machines  
and equipment for gold jewellery  
and precious metals. Gemmological  
instruments  
Vicenza  
**Fiera di Vicenza S.p.A.**  
Via dell'Oreficeria 16  
36100 Vicenza  
tel. 0444/969111  
fax 0444/969000  
www.vicenzafiera.it  
vicenzafiera@vicenzafiera.it
- ( January 14 - January 17  
**75° PITTI IMMAGINE UOMO**  
Firenze  
**Pitti Immagine s.r.l.**  
Firenze  
tel. 055/3693210  
fax 055/3693200  
www.pittimmagine.com  
dir.generale@pittimmagine.com
- ( January 15 - January 18  
**JOSP FEST**  
International festival dedicated  
to journeys of the spirit  
Roma  
**Fiera Roma srl**  
Via Portuense 1645-1647  
00148 Roma
- ( January 15 - January 19  
**FESTIVITY**  
Rho-Pero (MI)  
**Salone Internazionale  
del Giocattolo srl**  
Via Petitti, 16  
20149 Milano  
tel. 02/325621  
fax 02/33001415  
www.salonedelgiocattolo.it  
info@salgioc.it
- ( January 16 - January 18  
**INTERNATIONAL  
BIKE EXPO SHOW**  
Padova  
**PadovaFiere spa**  
Via N. Tommaseo 59  
35131 Padova  
tel. 049/840111  
fax 049/840570  
www.padovafiery.it  
info@padovafiery.it

## January 2009

- ( January 16 - January 18  
**MOTORBIKEEXPO**  
Verona  
**Ente autonomo  
per le Fiere di Verona**  
Viale del Lavoro 8  
37135 Verona  
tel.045/8298111  
fax 045/8298288  
www.veronafiery.it  
info@veronafiery.it
- ( January 16 - January 19  
**MACEF PRIMAVERA  
CHIBI & CART 2009**  
International Show for tablewear,  
household goods, silverwear,  
gold jewellery, watches  
Rho-Pero (MI)  
Fiera Milano International spa  
Via Varesina, 76  
20156 Milano  
Tel. 02/485501  
www.fmi.it  
info@fmi.it
- ( January 17 - January 20  
**EXPO RIVA SCHUH**  
Riva del Garda (TN)  
**Riva del Garda Fierecongressi spa**  
Parco LidoRiva del Garda (TN)  
tel. 0464/520000  
fax 0464/555255  
www.exporivaschuh.it  
info@exporivaschuh.it
- ( January 17 - January 21  
**MILANO MODA UOMO**  
Milano  
**Camera Nazionale della Moda**  
Via Gerolamo Morone, 6  
20121 Milano  
tel. 02/7771081  
fax 02/77710850  
www.cameramoda.it  
info@cameramoda.it
- ( January 17 - January 21  
**SIGEP**  
International exhibition of artisan  
production of ice-cream, pastry,  
confectionery and bakery  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiery.it  
riminifiery@riminifiery.it
- ( January 18 - January 20  
**WHITE HOMME**  
Collections of menswear and  
accessories and pre collections of  
womenswear and accessories  
Milano  
**M.Seventy Srl**  
Via Santa Croce, 7/B  
40122 Bologna  
tel.051/5288104  
fax.051/52881103  
info@mseventy.com

FAIRS  
SCHEDULE

## January 2009

- ( January 22 - January 25  
**KLIMAHOUSE**  
Bolzano  
**Fiera Bolzano SpA  
Messe Bozen AG**  
Piazza Fiera, 1  
39100 Bolzano  
tel. 0471/516000  
fax 0471/516111  
info@fierabolzano.it  
www.fierabolzano.it
- ( January 22 - January 26  
**ARTE FIERA**  
International exhibition  
of contemporary art  
Bologna  
**BolognaFiere spa**  
Via della Fiera, 20  
40127 Bologna  
tel. 051-282111  
fax 051-6374004  
www.bolognafiery.com  
dir.gen@bolognafiery.it
- ( January 23 - January 25  
**68° PITTI IMMAGINE BIMBO**  
Firenze  
**Pitti Immagine s.r.l.**  
Firenze  
tel. 055/3693210  
fax 055/3693200  
www.pittimmagine.com  
dir.generale@pittimmagine.com



## February 2009

- ( February 3 - February 6  
**MILANO UNICA**  
Rho-Pero (Mi)  
Italian Textile Fair:  
Ideabiella - Ideacom - Moda In  
Prato Expo Primavera/Estate 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.ideacom.com  
ideacom@ideacom.com  
**Ascontex 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
- ( February 4 - February 6  
**62° PITTI IMMAGINE FILATI**  
Firenze  
**Pitti Immagine s.r.l.**  
Firenze  
tel.055/3693210  
fax 055/3693200  
www.pittimmagine.com  
dir.generale@pittimmagine.com
- ( February 4 - February 7  
**MADEEXPO**  
Rho-Pero (MI)  
**Federlegno-Arredo S.r.l.**  
Foro Buonaparte, 65  
20121 Milano  
tel. 02.80604440  
fax 02.80604397  
www.madeexpo.it  
info@madeexpo.it

## February 2009

- ( February 5 - February 7  
**6° SEA TEC**  
Marina di Carrara (MS)  
CarraraFiere spa.  
V.le G. Galilei, 133  
54036 Marina di Carrara (MS)  
tel. 0585/787963  
fax 0585/787602  
info@carrarafiere.com  
www.carrarafiere.com
- ( February 12 - February 15  
**SAMULEGNO**  
Exhibition of woodworking  
machinery and technology  
**Pordenone Fiere S.p.A.**  
Viale Treviso 1  
33170 Pordenone  
tel.0434-232111  
fax 0434-572712  
infofire@fierapordenone.it  
www.fierapordenone.it "
- ( February 14 - February 17  
**MIA ALIMENTAZIONE-FUORICASA**  
International Eating Out  
Food Show  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ( February 14 - February 17  
**ORO GIALLO**  
International Exhibition  
of Extravirgin Olive Oil  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ( February 14 - February 17  
**PIANETA BIRRA – BEVERAGE & CO**  
Beverage & co International  
exhibition of beers, drinks,  
equipment and furnishings  
for pubs and pizzerias  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it

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## February 2009

- ( February 14 - February 17  
**MEDITERRANEAN  
SEAFOOD EXHIBITION**  
Exhibition of technologies  
and fishing products  
for the Mediterranean  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ( February 19 - February 21  
**FLORMART - MIFLOR**  
International gardening a  
nd nursery gardening exhibition  
Padova  
**PadovaFiere spa**  
Via N. Tommaseo 59  
35131 Padova  
tel. 049/840111  
fax 049/840570  
www.padovafiere.it  
info@padovafiere.it
- ( February 19 - February 22  
**QUADRUN SACA**  
Mouldings, frames, graphics and  
technologies  
Bologna  
**New Company srl**  
Via A. Gramsci, 26  
80122 Napoli  
tel. 081-7613913  
fax 081-7613394

## February/ March 2009

- ( February 19 - February 22  
**BIT**  
International Conference  
on Tourism  
Rho-Però (MI)  
**Expo Cts S.p.a.**  
Via Generale G. Govone, 66  
20155 Milano  
Tel. 02/349841  
Fax 02/33600493 -  
www.expocots.it  
expo@expocots.it
- ( February 25 - March 4  
**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"
- ( February 26 - March 1  
**LEGNO & EDILIZIA**  
Professional international exhibition  
on the use of wood in building  
Verona  
**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
- ( February 26 - March 1  
**CLOUDNINE**  
Milano  
**Pitti Immagine s.r.l.**  
Via Faenza 111  
Firenze  
tel. 055/3693210  
fax 055/3693200  
www.pittimmagine.com  
dir.generale@pittimmagine.com
- ( February 27 - March 1  
**PLANET CREATIVITY**  
International exhibition of manual  
arts and creative hobbies  
Rimini  
**Geco Italia srl**  
via Pini 57  
43100 Parma  
tel. 0521/290702  
fax 0521/989197  
www.planetcreativity.com  
expo@planetcreativity.com
- ( February 27 - March 2  
**MILANOVENDEMODA**  
Collections of womenswear  
Milano  
**Expo Cts S.p.a.**  
Via Generale G. Govone, 66  
20155 Milano  
Tel. 02/349841  
Fax 02/33600493 -  
www.expocots.it  
expo@expocots.it

## February/ March 2009

- ( February 27 - March 2  
**WHITE - COLLEZIONI**  
Womenswear and accessories  
Milano  
**M. Seventy Srl**  
Via Santa Croce, 7/B  
40122 Bologna  
tel.051/5288104  
Fax.051/52881103  
info@mseventy.com
- ( February 28 - March 8  
**MERCANTEINFIERA PRIMAVERA**  
International trade-fair  
of modernism, antiques,  
art and design  
Parma  
**Fiere di Parma spa**  
via F. Rizzi 67/a  
43031 Baganzola (PR)  
tel 0521-9961  
fax 0521-996270  
www.fiereparma.it  
management@fiereparma.it
- ( March 4 - March 7  
**ANTEPRIMA**  
Milano  
**Anteprima - Trend Selection srl**  
Via Brisa, 3  
20123 Milano  
tel. 02/8807711  
fax 02/860032  
www.trendselection.com  
trend@trendselection.it
- ( March 4 - March 7  
**MICAM SHOEVENT**  
International Exhibition  
of Footwear  
Rho-Però (MI)  
**A.N.C.I. Servizi srl**  
Via Monte Rosa, 21  
20149 Milano  
tel. 02/438291  
fax 02/43829233  
www.micamonline.com  
segreteria@micamonline.com
- ( March 4 - March 7  
**MIPEL - THEBAGSHOW**  
International Exhibition  
of Leather Goods  
Rho-Però (MI)  
**Aimpes Servizi S.r.l.**  
V.le Beatrice d'Este, 43  
20122 Milano  
tel. 02/584511  
fAX 02/58451320 -  
www.mipel.com  
segreteria@mipel.it
- ( March 4 - March 8  
**MIFUR**  
International Fur and Leather  
Exhibition  
Rho-Però (MI)  
**Ente Fieristico MIFUR**  
Corso Venezia, 38  
20121 Milano  
tel. 02/76003329  
fax 02/76022034  
info@mifur.com



## March 2009

- ( March 6 - March 8  
March 13 - March 15  
**LUXURY & YACHTS**  
International exhibition of luxury  
Vicenza  
**Optimist srl**  
Via Bardella 8  
36100 Vicenza  
tel. 0444/305302  
fax 0444/315245  
www.luxuryyachts.it  
info@optimistevents.com
- ( March 6 - March 9  
**MIDO**  
International Optics, Optometry  
and Ophthalmology Exhibition  
Rho-Però (MI)  
**Mido S.r.l.**  
Via Petitti, 16  
20149 Milano  
Tel. 02/32673673  
fAX 02/324233  
www.mido.com  
www.mido.it  
infomido@mido.it
- ( March 7 - March 10  
**VALENZA GIOIELLI**  
Spring edition  
Valenza (AL)  
**Valenza Expo Events S.r.l.**  
Valenza (AL)  
tel. 0131/941851  
fax 0131/946609  
www.valenza.org  
aov@interbusiness.it

## March 2009

- ( March 7 - March 15  
NAUTICSUD  
International Boat Show  
Napoli  
**Editalia srl**  
via Orazio, 22  
80122 Napoli  
tel. 081/660836  
fax 081/2482178  
info@nauticsud.info  
**Mostra d'Oltremare SpA**  
v.le Kennedy, 54  
80125 Napoli  
Direzione Marketing  
Dr. Carlo Cigliano  
tel. 081/7258021  
fax 081/7258029  
marketing@mostradoltremare.it  
www.mostradoltremare.it  
www.nauticsud.info
- ( March 11 - March 12  
FILO  
Milano  
**Assoservizi Biella srl**  
Via Torino, 56  
13900 Biella  
tel. 015/8483290  
fax 015/8485363  
www.filo.it  
monfermoso@ui.biella.it
- ( March 12 - March 15  
PROGETTI & PAESAGGI  
Bologna  
**BolognaFiere spa**  
Via della Fiera, 20  
40127 Bologna  
tel. 051-282111  
fax 051-6374004  
www.bolognafiere.com  
dir.gen@bolognafiere.it
- ( March 14 - March 16  
TASTE: IN VIAGGIO  
CON LE DIVERSITÀ DEL GUSTO  
Firenze  
**Pitti Immagine s.r.l.**  
Firenze  
tel. 055/36931-212622  
fax 055/3693200  
www.pittimmagine.com
- ( March 14 - March 22  
SALONE NAUTICO DI VENEZIA  
Venezia  
**Expo Venice spa**  
Marittima, Fab. 103  
30135 Venezia  
tel. 041/5334850  
fax 041/5334760  
www.salonenaucodivenezia.com  
info@saloneve.it
- ( March 18 - March 21  
SAIESPRING  
Event dedicated to locks,  
lock technologies, shutter systems  
and interior furnishings  
**BolognaFiere spa**  
Via della Fiera, 20  
40127 Bologna  
tel. 051-282111  
fax 051-6374004  
www.bolognafiere.com  
dir.gen@bolognafiere.it

## March 2009

- ( March 18 - March 21  
ENADA PRIMAVERA  
International amusement  
and gaming machine show  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ( March 18 - March 21  
BER - BOWLING EVENT RIMINI  
Rimini  
**Rimini Fiera spa**  
Via Emilia 155  
47900 Rimini  
tel. 0541-744111  
fax 0541-744200  
www.riminifiera.it  
riminifiera@riminifiera.it
- ( March 19 - March 21  
EUROSTAMPI  
European dies & mold, presses  
and injection machines exhibition  
Parma  
**Senaf srl**  
Via Eritrea, 21/a  
20157 Milano  
tel. 02-3320391  
fax 02-39005289  
www.senaf.it  
info@senaf.it
- ( March 19 - March 21  
MECSPE  
Specialized mechanics: treatments  
and finishes of surfaces; foundry  
and die-casting, power transmission,  
tools, metal engraving, fasteners,  
occupational safety in the  
engineering sector, engineering,  
machinery, automation  
Parma  
**Senaf srl**  
Via Eritrea, 21/a  
20157 Milano  
tel. 02-3320391  
fax 02-39005289  
www.senaf.it  
info@senaf.it
- ( March 19 - March 21  
SAT EXPO EUROPE 2009  
Roma  
**Fiera Roma srl**  
Via Portuense 1645-1647  
00148 Roma
- ( March 21 - March 24  
30° ORO AREZZO  
Arezzo  
**Centro Promozioni e Servizi Arezzo**  
tel. 0575/9361-382846  
fax 0575/383028  
www.cpsarezzo.it  
amministrazione@cpsarezzo

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## March 2009

- ( March 23 - March 26  
FIERA DEL LIBRO PER RAGAZZI  
Bologna  
**BolognaFiere spa**  
Via della Fiera, 20  
40127 Bologna  
tel. 051-282111  
fax 051-6374004  
www.bolognafiere.com  
dir.gen@bolognafiere.it
- ( March 24 - March 28  
PLAST '09  
International Exhibition for Plastics  
and Rubbers Industries  
Rho-Pero (MI)  
**Promaplast**  
Centro direzionale Milanofiori  
Palazzo F3  
20090 Assago  
Tel. 02/8228371  
Fax 02/57512490  
www.plast09.org  
info@promaplast.org
- ( March 24 - March 28  
IPACK-IMA  
Processing, Packaging  
and Material Handling  
Rho-Pero (MI)  
**Ipack-Ima S.p.a.**  
C.so Sempione, 4  
20154 Milano  
tel. 02/3191091  
fax 02/33619826  
www.ipackkima.it  
ipackkima@ipackkima.it
- ( March 24 - March 28  
GRAFITALIA 2009  
Graphic arts, print media  
and communication  
Rho-Pero (MI)  
**Centrexpo S.p.a.**  
C.so Sempione, 4  
20154 Milano  
tel. 02/3191091  
fax 02/341677  
www.centrexpo.it  
centrexpo@centrexpo.it



