

Associates



Calendar



The National Trade Fair Calendar – produced by the Productive Activities Committee of the Conference of Regions and Autonomous Provinces and available on the AEFI website – is a useful tool that allows companies to plan their attendance and gives potential visitors a sector-by-sector overview of the national and international events that take place in our country.

267 international and 264 national EVENTS are scheduled for 2023.

The 267 international trade fairs are focused primarily on the fabrics-apparel-fashion, food-beverages-hospitality, sport-hobby-entertainments-art,

and engineering-industrial-manufacturing-machines sectors. Lombardy, Emilia-Romagna, Tuscany, Veneto and Campania are the regions which host the largest numbers of international trade fairs.

GED: The Global Exhibitions Day

Since 2016, UFI (International Trade Fair Association) and IAEE (International Trade Fair and Event Association) have held the Global Exhibitions Day during the month of June to bring together event organisers, trade fair centres and associations from around the world to promote the industry, review annual figures and discuss the future of the sector.

Every year, AEFI takes this opportunity to promote the sector nationally and above all internationally, and to draw the attention of the world to Italian trade fairs and the key sectors of the Made In Italy brand, with targeted events in Roma.

GED 2016



GED 2020



GED 2017



GED 2021



GED 2018



GED 2022



GED 2019



GED 2023



THE POWER OF ITALIAN EXHIBITIONS

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Mission

The aim of the Association is to promote the development of the Italian national trade fair system showing its cultural, economic and productive evolution, and to represent it, in its relations with institutions, administrations, as well as economic, political and social organisations, at a national, European and international level.

National representation

AEFI maintains relations with national, regional and local authorities to develop the requirements of the sector with particular reference to transparency, subsidiaries and IMU (Municipal Property Tax), as well as to raise awareness among institutions about the importance of trade fairs as a lever of our country's industrial policy.

International representation

AEFI, directly or through its associates, is present in various international organizations, including:

UFI - EMECA - EEIA - CEFA

National promotion

The promotion of the sector at a national level, when it is not part of the broader representation and communication activity, is mainly focused on the activities of the Networked Trade Fair Commission, through the study of the format of fairs widespread over the territory and through the promotion of small and medium-sized fairs. Recently, the growing attention to the territories and the economies linked to their values have led to a fruitful collaboration with the Ministry of Tourism.

International promotion

AEFI is strongly committed to the internationalisation of the sector. Thanks to the support of the Ministry of Foreign Affairs and International Cooperation, the Ministry of Enterprises and Made in Italy and the AEFI Internationalisation Commission, it stipulates agreements to support its associates with their expansion and growth in international markets.

Partnership

- ICE Agenzia
- Federcongressi&Eventi
- SACE e SIMEST

International Partners



Communication

- portal development
- web campaigns
- newsletters
- social networks
- agreements with Italian and international publishing groups
- marketing campaigns

Training

Educational initiatives have always been key to AEFI's work: for the competitiveness of the sector, constant updating on market trends and strategies adopted by institutions, districts and trade fair exhibition sites in Italy and abroad is essential.

Studies and research

- The AEFI economic observatory on the trade fair sector
- Top Ten, analysis of the international positioning of Italian trade fairs
- Certified statistical data about trade fairs
- Data about visitors, exhibitors and surface area of international trade fairs

Services

The AEFI Commissions – Legal-Administrative, Technical, Internationalisation and Networked Trade Fairs – are an effective forum for discussion. They support associates with constantly updated information about the progress of the sector, both at national and international level, as well as about regulations and changing legislation.

Key numbers of the Italian trade fair sector

EXHIBITION SPACE	4.200.000 SQ. METERS OF WHICH 2.361.690 SQ. METERS INDOOR
NUMBER OF EXHIBITIONS IN 2023	267 international 264 national
Source: AEFI analyses of Sector's Data, Trade Fairs Interregional Coordination, 2023 Calendar, up to date as of December 2, 2022	
NUMBER OF EXHIBITORS AT INTERNATIONAL TRADE FAIRS *	98.000 about 28% coming from abroad
TOTAL NUMBER OF VISITORS *	20.000.000
NUMBER OF VISITORS TO INTERNATIONAL TRADE FAIRS *	13.000.000
* AEFI estimates referring to 2019	

The macro-economic impact of the Italian exhibitions industry

In brief: trade fairs add 0,7% to the Italian GDP (*)

	DIRECT ACTIVITY OF THE NATIONAL ECONOMY		DIRECT, INDIRECT AND INDUCED EFFECTS	
PRODUCTION	8,9 bn €	- x2,5 -	22,5 bn €	0,7% of production
VALUE ADDED	4,3 bn €	- x2,4 -	10,6 bn €	0,7% GDP
EMPLOYMENT	96 k	- x2,1 -	203 k	0,9% workforce

(*) Net of the micro-economic effect on exhibiting companies estimated above

Certification

Certification of statistical data is essential to the competitiveness of events at international level. It also provides effective instruments to enable exhibitors and visitors to decide which trade fairs to attend.

That's why AEFI has promoted the foundation of ISFCERT, the Certification Institute for Exhibition Industry Statistics.

On 13 December 2012, ISFCert Srl was accredited as the certifying body for trade fair data, in compliance with established national and international regulations.

In 2022, 124 Italian trade fairs obtained the ISFCert certification pursuant to ISO 25639:2008.

Italian manufacturing

The excellence of AEFI trade fairs reflects important values such as know-how and excellence of execution. These in turn translate into the culture of beauty, love for detail and attention to the quality of products and services. All this, thanks to trade fairs, can spread from Italy all over the world. AEFI has always promoted the "Made in Italy" brand worldwide, and this has contributed to making the quality, beauty and culture of our country and territory known around the world.

Sectors



Agrifood



Construction, furnishing



Fashion, beauty



Leisure



Technology



Craftmanship