

A TASTE OF ITALIAN EXHIBITIONS

The value of exhibiting in Italy



Italian Exhibition and Trade Fair Association

Dubai, November 5th 2014



ITALIAN TRADE FAIR SECTOR

The Numbers

THE ITALIAN TRADE FAIR SECTOR

EXHIBITORS

Total: 200.000

Exhibitors at International Trade Fairs: 98.000,
about 28% coming from abroad

VISITORS

Total: 22.000.000

Visitors to International Trade Fairs: 13.000.000,
of which 10% coming from abroad



THE ITALIAN TRADE FAIR SECTOR

EXHIBITION SPACE

Total: 4.200.000 sq. meters

Indoor: 2.270.000 sq. meters

NUMBER OF EXHIBITIONS IN 2014

Total: 926

194 international

280 national

400 regional / local

92 organized abroad



THE ITALIAN TRADE FAIR SECTOR

60 BILLION EUROS

Business deals sealed every year during Trade Fairs

50% OF EXPORTS

Generated from contacts made during Trade Fairs

75% OF COMPANIES

recognize Trade Fairs as an essential tool for development, direct contact with the market, communication, seeking potential buyers





AEFI

Mission and purposes



AEFI

Italian Exhibition and Trade Fair Association

Founded in Rome in 1983

Current president: Ettore Riello

MISSION

- Create synergies among the most important Italian exhibition venues
- Represent and promote Italian Trade Fair System in Italy and abroad



AREZZO AREZZO FIERE E CONGRESSI Srl
BARI E. A. FIERA DEL LEVANTE
BERGAMO BERGAMO FIERA NUOVA SpA
BOLOGNA BOLOGNAFIERE SpA
BOLZANO FIERA BOLZANO SpA - MESSE BOZEN AG
BRESCIA BRIXIA EXPO - FIERA DI BRESCIA SpA
CAGLIARI FIERA INT. DELLA SARDEGNA
CARRARA CARRARAFIERE Srl
CERNOBBIO (CO) VILLA ERBA SpA
CESENA CESENA FIERA SpA
CREMONA CREMONA FIERE SpA
ERBA (CO) LARIO FIERE Centro Espositivo e Congressuale
FERRARA FERRARA FIERE CONGRESSI Srl
FIRENZE FIRENZE FIERA SpA
FOGGIA E. A. FIERA DI FOGGIA
FORLI' FIERA DI FORLI' SpA
GENOVA FIERA DI GENOVA SpA



34 MEMBERS



GONZAGA (MN) FIERA MILLENARIA DI GONZAGA Srl
LONGARONE (BL) LONGARONE FIERE Srl
MODENA MODENAFIERE Srl
NAPOLI MOSTRA D'OLTREMARE SpA
PADOVA PADOVA FIERE SpA
PARMA FIERE DI PARMA SpA
PIACENZA PIACENZA EXPO SpA
PORDENONE PORDENONE Fiere SpA
REGGIO EMILIA FIERE EMILIA Srl
RIMINI RIMINI FIERA SpA
RIVA DEL GARDA (TN) RIVA DEL GARDA FIERECONGRESSI SpA
ROMA INVESTIMENTI SpA
TORINO LINGOTTO FIERE
TORREANO DI MARTIGNACCO (UD) UDINE E GORIZIA FIERE SpA
VENEZIA EXPO VENICE SpA
VERONA E. A. PER LE FIERE DI VERONA
VICENZA FIERA DI VICENZA SpA



GOALS AND PURPOSES

- being the **preferred representative** for the Exhibition & Trade Fair System at national and regional level
- carry out **Research & Development** activities
- organize and realize **training programs** for its members
- provide **services** to trade fairs through the work of its professional specialized Committees
- foster **collaboration and partnership** between Italian and international Trade Fair Venues and Organizers





Moreover

AEFI is **member of UFI**, the Global Association of the Exhibition Industry

AEFI has promoted the constitution of **ISFcert**, the Institute for the Certification of Trade Fair Statistical Data



AEFI fosters certified Trade Fairs

- **Rigorous methodologies** developed according to the regulations of national and international trade fair industries
- Certified standardized data for **accurate comparisons**
- **Transparency** and **guarantee** for all participants, both exhibitors and visitors





ROAD TO EXPO

Meet Italian Excellence



Collaboration and partnership

Promotion activities

ROAD TO EXPO 2015

Methodologies

Services

Transparency



ROAD TO EXPO



ROAD TO
EXPO 2015

“Road to Expo 2015”

is a project aimed at enhancing the synergies created by the Italian agricultural and food industry system whose **leadership** and **uniqueness** remain undisputed.

www.aefi.it/roadtoexpo2015



CIBUS
International Food Exhibition
PARMA May 5-8, 2014
www.cibus.it

GELATO WORLD TOUR
RIMINI September 5-7, 2014
www.gelatoworldtour.it

SANA
International Exhibition of Organic and Natural Products
BOLOGNA September 6-9, 2014
www.sana.it

MACFRUT
International Exhibition of Equipment, Technology and Services for the Production, Conditioning, Marketing and Transport of Fruit and Vegetables
CESENA September 24-26, 2014
www.macfrut.com

INTERNATIONAL DAIRY CATTLE SHOW
CREMONA October 22-25, 2014
www.bovinodalatte.it

CIBUSTEC - FOODPACK
Food Processing & Packaging Exhibition
PARMA October 28-31, 2014
www.cibustec.it

ECOMONDO
International Trade Fair of Material and Energy Recovery and Sustainable Development
RIMINI November 5-8, 2014
www.ecomondo.com

KEY ENERGY
International Expo for Sustainable Energy and Mobility
RIMINI November 5-8, 2014
www.keyenergy.it

BIOLIFE
Trade Show for Certified Organic Products and Food Excellence
BOLZANO November 7-9, 2014
www.biolife.it

EIMA INTERNATIONAL
International Agricultural and Gardening Machinery Exhibition
BOLOGNA November 12-16, 2014
www.eima.it

MEET ITALIAN EXCELLENCE



20 TASTY TRADE FAIRS

INTERPOMA
International Trade Show for Cultivation, Storage and Marketing of the Apple, storage and marketing
BOLZANO November 20-22, 2014
www.interpoma.it

PIANETA GOURMARTE
The planet of the food in Lombardy
BERGAMO November 29th - December 1st, 2014
www.pianetagourmet.it

MIG
International Gelato Exhibition
LONGARONE November 30th - December 3rd, 2014
www.mostradelgelato.it

SIGEP
International Exhibition for the Artisan Production of Gelato, Pastry, Confectionery and Bakery
RIMINI January 17-21, 2015
www.sigep.it

CUCINARE
Exhibition of Food, Kitchen Technologies and Equipment
PORDENONE February 14-17, 2015
www.cucinare.pn

SOL & AGRIFOOD
International Quality Agro-Foods Event
VERONA March 22-25, 2015
www.solagrifood.com

FIERAVICOLA
International Poultry Exhibition
FORLÌ April 15-17, 2015
www.fieravicola.com

MOSTRA INTERNAZIONALE DELL'ARTIGIANATO
International Handicrafts Trade Fair
FIRENZE, Fortezza da Basso April 24th - May 3rd, 2015
www.mostraartigianato.it

FIERA CAMPIONARIA INTERNAZIONALE DELLA SARDEGNA
CAGLIARI April 24th - May 6th, 2015
www.fieradellasardegna.it

FOGGIA AGRICULTURE AND ZOOTECHNICS INTERNATIONAL TRADE FAIR
FOGGIA April 30th - May 3rd, 2015
www.fierafoggia.it



Growing the future!
Erba, April 25-27 2014

To raise, grow, process, consume, protect: resources, products, techniques and traditions at Kilometre Zero.





FIERAGRICOLA

Verona 6-7-8-9 Febbraio 2014

*International Agricultural Technologies Show
Verona, February 6-9 2014*

International exposure with coverage in more than 1,000 exhibitors in the areas of agricultural, animal husbandry, renewable energy, agricultural supplies, vineyards and orchards.





*International Food Exhibition
Parma, May 5-8 2014*

With 2,700 exhibitors, the most comprehensive exhibition dedicated to Italian cuisine at national and international level.





Gelato World Tour
Rimini, September 5-7 2014

An event dedicated to the eight world ice cream capitals.





*International Exhibition of Organic and Natural Products
Bologna, September 6-9 2014*

The news are mainly a catalogue, not only a contest.





*International Exhibition of Equipment, Technology and Services
for the Production, Conditioning , Marketing and Transport of
Fruit and Vegetables
Cesena, September 24-26 2014*

Packaging: proposals to reduce expenses and increase quality.





69^a Edizione
**Fiera Internazionale
del Bovino da Latte**

*International dairy cattle show
Cremona, October 22-25 2014*

The Italian appointment of World zootechny at the center of the most important Italian agro-livestock system, with a rich program of conferences and technical and scientific workshops.





Food Processing & Packaging Exhibition Parma, October 28-31 2014

Productive efficiency, food security and sustainability of production processes: in direct cooperation with the food industry.





*International Trade Fair of Material
and Energy Recovery and Sustainable Development
Rimini, November 5-8 2014*

A platform of reference for the Mediterranean dedicated to major European and international strategies for eco-Innovation and transformation of waste into resources, with more than 1,100 exhibitors.





*International Expo for Sustainable Energy and Mobility
Rimini, November 5-8 2014*

Bio-Green Processing: with the advent of bio-methane, biogas plant becomes a system of bio-refinery capable of creating value from waste from agriculture and livestock.





*Trade Show for Certified Organic Products and Food Excellence
Bolzano, November 7-9 2014*

Regional organic excellence from 200 small/medium producers, italian and foreign, with 2.000 unique products.





*International Agricultural and
Gardening Machinery Exhibition
Bologna, November 12-16 2014*

The international exhibition of agricultural mechanization occupies the entire Exhibition Centre in Bologna: 1,800 exhibitors, including around 600 from abroad.





International Trade Show for Cultivation, Storage and Marketing of the Apple

Bolzano, November 20-22 2014

The only event in the world dedicated exclusively to the cultivation, storage and marketing of apples





*The Planet of Food in Lombardy
Bergamo, November 29th – December 1st 2014*

Taste on display for a trade show worth to try, thanks to an original format focused on tasting and catering





*International Gelato Exhibition
Longarone, November 30th – December 3rd 2014*

Since 1959, the first international exhibition devoted to Italian artisanal ice cream: local production, natural flavors and organic products.





International Exhibition for the Artisan Production of Gelato, Pastry, Confectionery and Bakery

Rimini, January 17-21 2015

The most important exhibition in the world in artisan ice cream sector: 173.904 visitors, 600 exhibitors and 110.000 square metres of exhibition area.





CUCINARE
PER PIACERE, PER MESTIERE

*Exhibition of Food, Kitchen Technologies and Equipment
Pordenone, February 14-17 2015*

From the ground to the table, with Chef Stars at work.





International Quality Agro-Food Events Verona, March 22-25 2015

Olive oil, gastronomy and beer.

More than 80% of the visitors have found new suppliers ;
77,5% of them have made new business*

* Visitor survey in 2013





*International Poultry Exhibition
Forlì, April 15-17 2015*

Every two years, the meeting place dedicated to the quality of the entire production process to the finished product area.





*International Handicrafts Trade Fair
Florence, Fortezza da Basso, April 24th – May 3rd 2015*

Mastery and expertise since 1931: 6,000 square meters dedicated to the craftsmen of taste, both Italian and international.





International Exhibition of Industry, Craftsmanship and Agriculture of Sardinia
Cagliari, April 24th - May 6th 2015

The most important display for Sardinia economy.





*Agriculture and Zootechnics International Trade Fair
Foggia, April 30th - May 3rd 2015*

Typical products, techniques and cultures in the regions of the Mediterranean.





LOCATIONS

20 tasty fairs
in 14 beautiful cities



Firenze



Cremona



Parma



Verona



Pordenone



Rimini



Bergamo



Cagliari



Bologna



Cesena



Foggia



Forlì



Bolzano



Longarone

THANK YOU



Italian Exhibition and Trade Fair Association