



GLOBAL EXHIBITIONS DAY 2018

FINAL REPORT

OF THE ACTIVITIES



Associazione
Esposizioni e Fiere
Italiane

CONCEPT

“THE POWER OF ITALIAN EXHIBITIONS”

A synergy made of skills, values and contacts,
a real multiplier of opportunities.

LA FORZA DELLE FIERE ITALIANE

Una sinergia fatta di competenze, valori e incontri, un vero moltiplicatore di opportunità.

Roma, 6 giugno 2018

Sala del Tempio di Adriano della Camera
di Commercio - Piazza di Pietra

#GED18

#AEFIGED2018

info@aefi.it | www.aefi.it

VISUAL CONCEPT

True pictures of true exhibition people. Executives, managers, employees, cooperators from all AEFI associates together in the visual concept of 2018 Global Exhibitions Day to enforce and represent the synergy of talents, the opportunities and therefore the real POWER of Italian Exhibiton System.



VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



VIDEO GALLERY 1

"TALENTS IN EXHIBITION"



Selected and prestigious testimonials whose creative and / or entrepreneurial talent has had a benefit and a launch from the presence in Italian trade fairs.



"Talents in Exhibition" -
Ettore Riello per Global



"Talents in Exhibition" - Licia
Mattioli per Global



"Talents In Exhibition" -
Mons. Rino Fisichella per



"Talents In Exhibition" -
Alessandra Felluga per



"Talents In Exhibition" -
Matteo Ceola per Global



"Talents In Exhibition" -
Matteo Cibic per Global

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“An exhibition, for a designer, can be both an amusement park and a mine. An amusement park because it allows, in the designing process of boots and pavilions, to experiment new scenographic techniques, materials and finishes, and new technologies too. It is a mine because it allows you to discover within a few hours a cross-section of a very complex industry, from its production to distribution and in the meantime it becomes a source of inspiration for new projects.”

MATTEO CIBIL
Designer / Creative Director
Matteo Cibil Studio

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“In addition to being told, our product must also be seen, from this point of view a fair is the ideal place, we can meet many stakeholders: customers, suppliers, plant manufacturers.

Those are the moments in which we condense the work of many months, we intertwine relationships and take inspiration to plan future activities and the develop new products. The direct relationship with exhibition visitors allows us to have immediate, useful and above all sincere feedback on our products and our work.”

MATTEO CEOLA
Sales Managing Director
Crocco S.p.A.

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“In our sector, specifically wine, we have a very important fair, Vinitaly, an important fair in the world, which has been able to renew itself by offering both exhibitors and the public services and new and avant-garde opportunities, bringing the spirit of this same fair on a worldwide basis.

Participating is therefore an opportunity to consolidate relationships, to find new contacts, to compare with others, create network and explore new collaborations.”

ALESSANDRA FELLUGA
Owner
Castello di Buttrio

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“Well, the fair is this, we meet, we shake hands, because there are also pacts that must be preserved.

But above all I would say that it is a large square, where people once again rediscover the joy of being together, the joy of being able to value each other and appreciate each other's work.

In short, a chance to be able to return once again to men, to women of our time, an encounter, an encounter in which to look into one's eyes and appreciate one another.”

MONS. RINO FISICHELLA
President of the Pontifical Council for the Promotion of the New Evangelisation

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“It is justified by the numbers, shown by the numbers, that the exhibition world performs because we know that the business generated by fairs is worth over 50 billion euros and above all that half of our Italian exports, which I remember in the last year (2017) made 450 billion, an absolute record, is generated by trade fairs.

So the fairs are very important for us.”

LICIA MATTIOLI
C.E.O. at Mattioli S.p.A. and Vice President of Confindustria with the delegation to internationalization and attraction of investments in Italy.

VIDEO GALLERY 1

“TALENTS IN EXHIBITION”



“Global Exhibitions Day initiative started in 2016, and it is now becoming a strategic phase for our project and therefore it is really a great wish that I make to this event, now annual, because more and more it may help us to support the Italian exhibition system in a thousand complexities that exist but in the great capacity to propel Italian excellence.”

ETTORE RIELLO
President of AEFI

VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



The Exhibitions tell about themselves by explaining through a video their creative, innovative and talented features.



"Exhibitions of Talent" -
Bologna Fiere per Global



"Exhibitions of Talent" -
Longarone Fiere per Global



"Exhibitions of Talent" - IEG
Italian Exhibition Group per



"Exhibitions of Talent" - Fiera
Bolzano per Global



"Exhibitions of Talent" - Riva
del Garda Fiere per Global



"Exhibitions of Talent" -
Lariofiere per Global



"Exhibitions of Talent" -
Lombardia Fiere per Global



"Exhibitions of Talent" -
Veronafi per Global



"Exhibitions of Talent" -
Piacenza Fiera per Global



"Exhibitions of Talent" - Fiera
di Roma per Global

VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



"Exhibitions of Talent" - Riva del Garda Fiere per Global

RIVA DEL GARDA

the value of training to create business and opportunities.



"Exhibitions of Talent" - Fiera Bolzano per Global

BOLZANO

the fair is a start up village, which produces the most innovative ideas for mountain sports, tourism, hotel industry, environmentally sustainable construction, security and civil protection, encouraged by meetings and awards.



"Exhibitions of Talent" - Piacenza Fiera per Global

PIACENZA

the future is determined by the opportunities that we are able to generate with professional updating meetings, territorial marketing, investments for the territory.

VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



"Exhibitions of Talent" - Fiera di Roma per Global

ROMA

A look to young people and their future through an exhibition calendar that enhances start-ups in every sector.



"Exhibitions of Talent" - Lariofiere per Global

LARIO FIERE

Nourishing creativity and talent of the younger generations helps them to plan the future. Children go to fairs to learn, young people to plan their future, learn new job opportunities, for everyone an opportunity to meet with joy.



"Exhibitions of Talent" - Veronafiore per Global

VERONA

Energy comes from history and heritage, from the creativity of its sectors, and is therefore poured on the economy.

VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



"Exhibitions of Talent" -
Lombardia Fiere per Global

LOMBARDIA FIERE
(Bergamo, Montichiari,
Brescia and Cremona)

Creativity and talent also
come from experiences
abroad like the one in New
York with Beltalian.



"Exhibitions of Talent" - IEG
Italian Exhibition Group per

ITALIAN EXHIBITION
GROUP

The future is in cultivating
talents today with more
than 60 events in sectors
such as food, wellness,
jewelry, lifestyle and
tourism.

VIDEO GALLERY 2

“EXHIBITIONS OF TALENT”



"Exhibitions of Talent" -
Longarone Fiere per Global

LONGARONE

The future is in the history
and heritage that set an
example for new activities
and new sectors even
today.



"Exhibitions of Talent" -
Bologna Fiere per Global

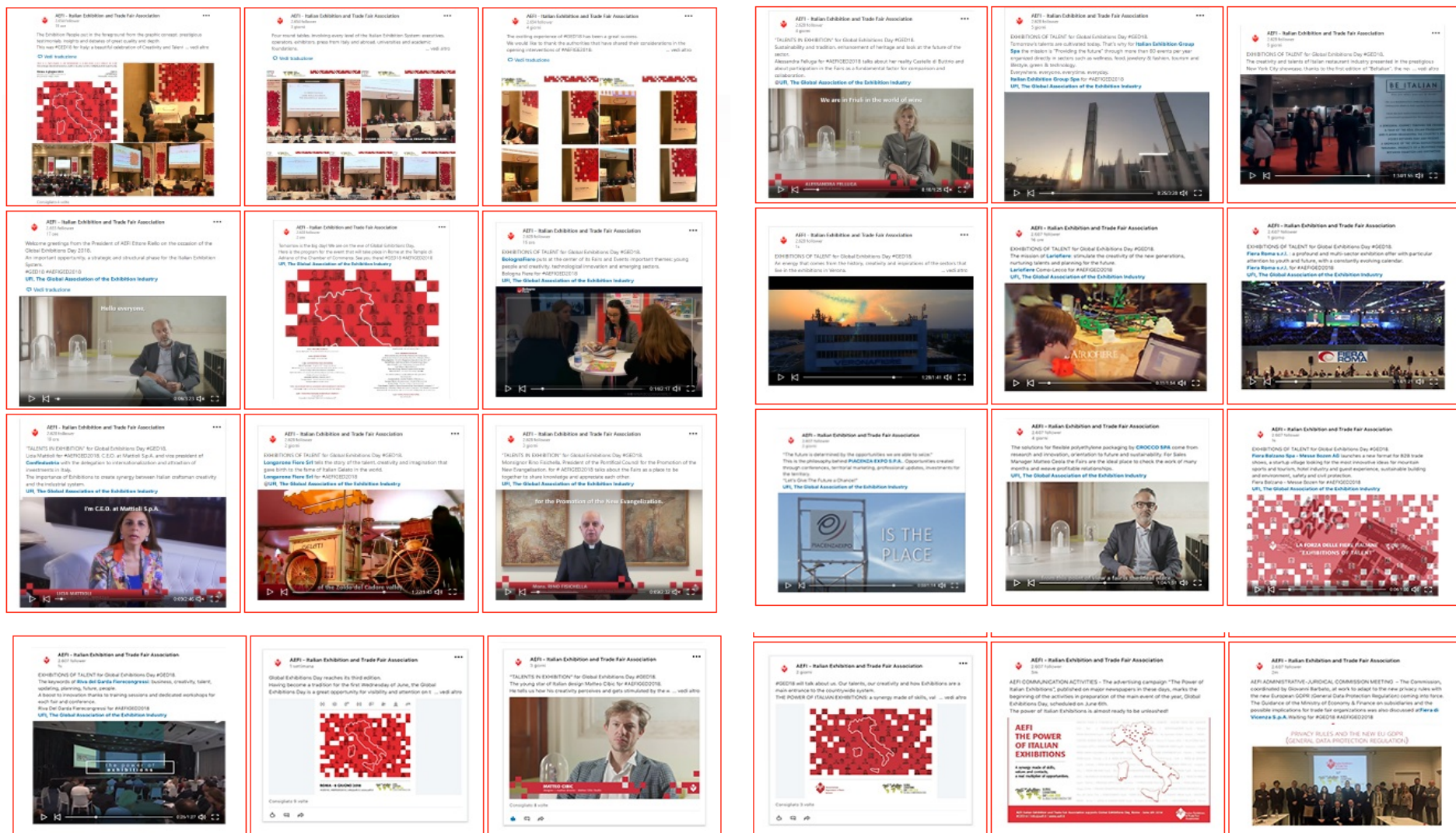
BOLOGNA

Young generations are
the exhibitions, from the
Children's Book Fair to
ArteFiera, from Sana to
Cosmoprof

SOCIAL MEDIA ACTIVITIES

LINKED IN

MORE AT: <http://www.aefi.it/Aefi/site/en/ged18/social-media>

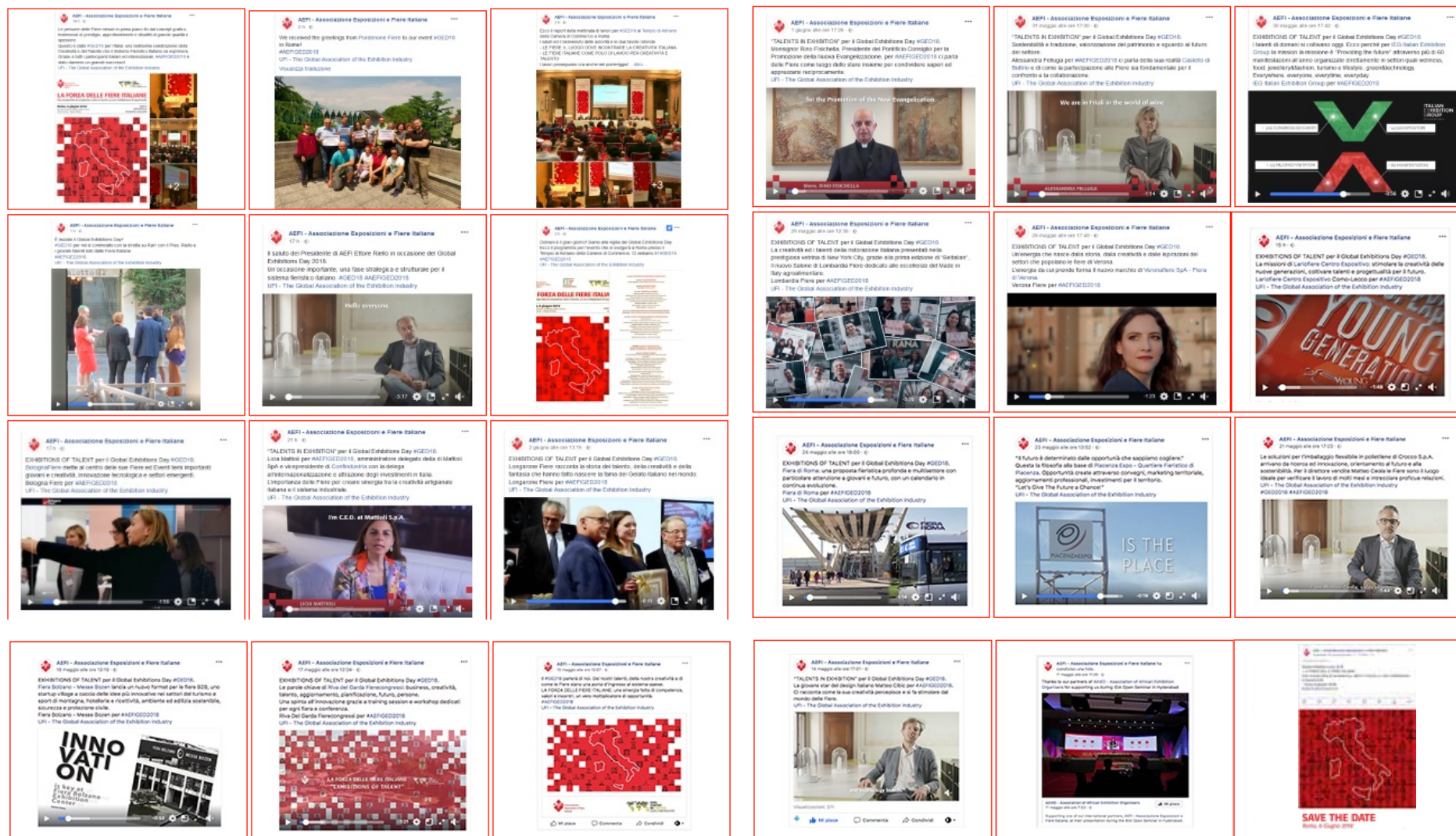


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FACEBOOK

MORE AT: <http://www.aefi.it/Aefi/site/en/ged18/social-media>

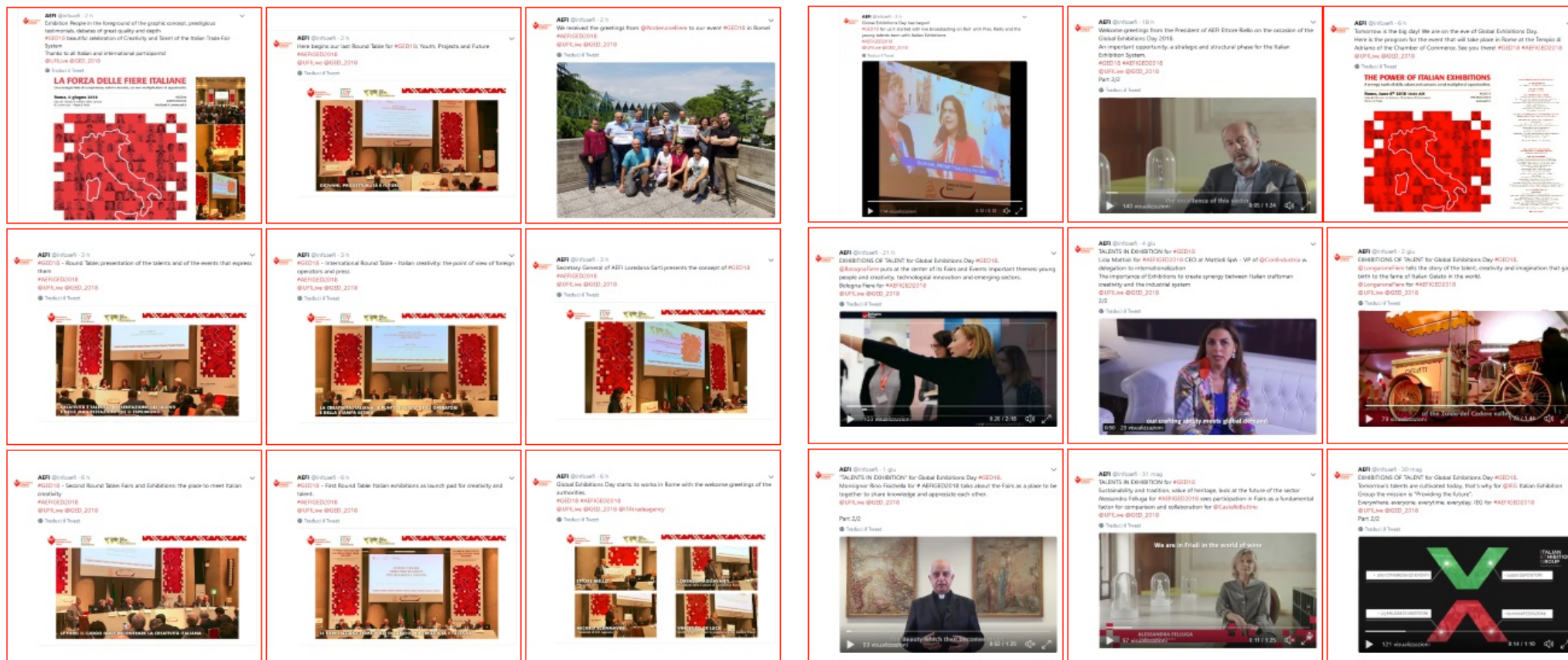


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Esposizioni e Fiere
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GLOBAL
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DAY 6 JUNE 2018
GLOBALEXHIBITIONSDAY.ORG

TWITTER

MORE AT: <http://www.aefi.it/Aefi/site/en/ged18/social-media>

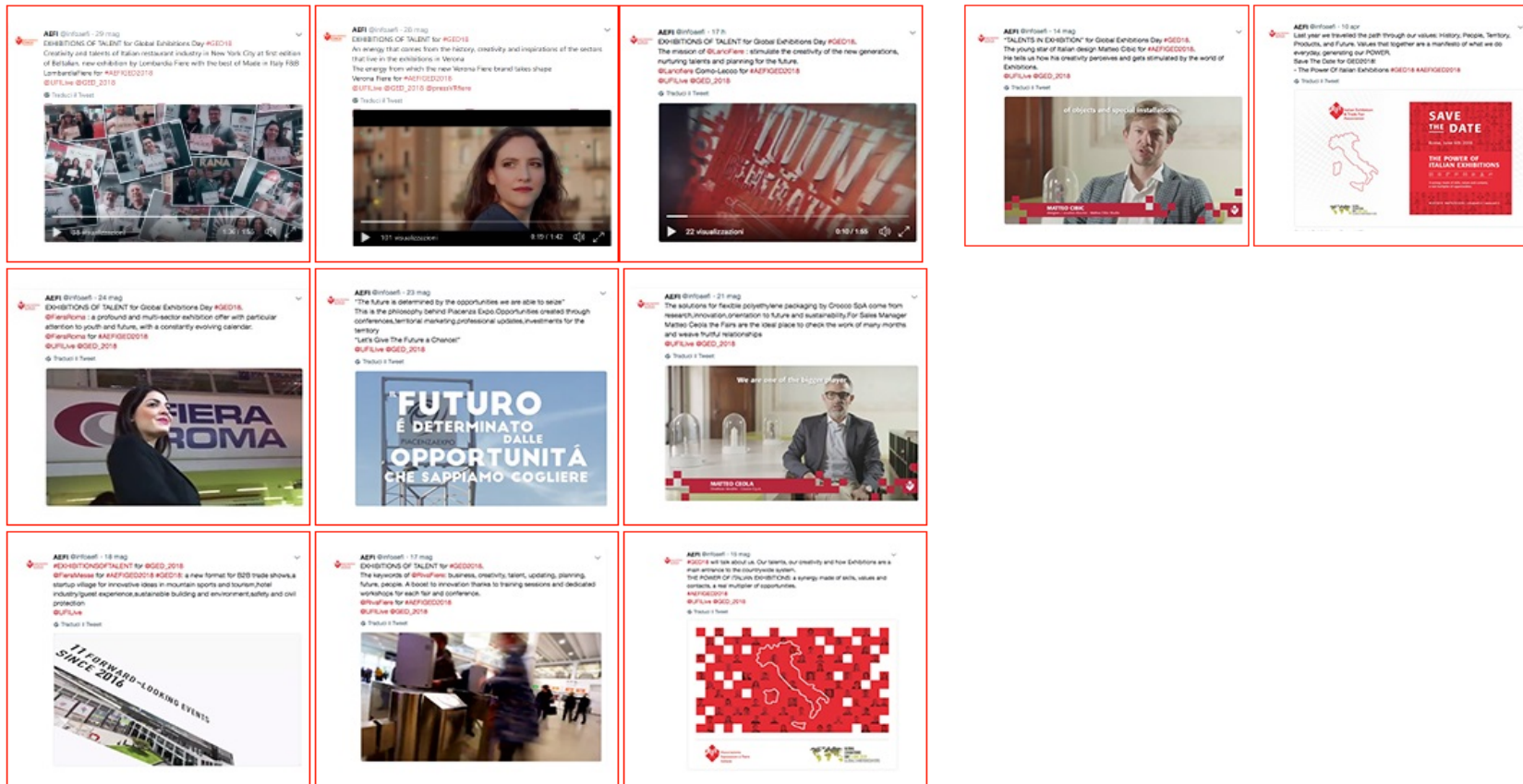


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TWITTER

MORE AT: <http://www.aefi.it/Aefi/site/en/ged18/social-media>



YOUTUBE



"Talents in Exhibition" - Ettore Riello per Global



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"Talents in Exhibition" - Mons. Rino Fisichella per Global



"Exhibitions of Talent" - Bologna Fiere per Global



"Exhibitions of Talent" - Longarone Fiere per Global



"Exhibitions of Talent" - IEG Italian Exhibition Group per Global



"Talents in Exhibition" - Alessandra Felluga per Global



"Talents in Exhibition" - Matteo Ceola per Global



"Talents in Exhibition" - Matteo Cibic per Global



"Exhibitions of Talent" - Lombardia Fiere per Global



"Exhibitions of Talent" - Veronafiere per Global



"Exhibitions of Talent" - Piacenza Fiera per Global



"Exhibitions of Talent" - Fiera Bolzano per Global



"Exhibitions of Talent" - Riva del Garda Fiere per Global



"Exhibitions of Talent" - Lariofiere per Global



"Exhibitions of Talent" - Fiera di Roma per Global

All video contents are available on our YouTube Channel

"RedazioneAEFI", as well as the contributions of:

Corrado Peraboni - UFI President

Stefano Bonaccini - President of the Council of European Municipalities and Regions.

and Greetings of AEFI President Ettore Riello to the Russian Union of Exhibitions and Fairs.



Global Exhibitions Day 2018 - Il saluto di Corrado Peraboni



Global Exhibitions Day 2018 - Il saluto di Stefano Bonaccini



Global Exhibitions Day - AEFI or RUEF - Welcome...

TRADITIONAL MEDIA CHANNELS

PRESS / TV

PRESS RELEASE

The Italian Press has given a great resonance to the event with dedicated articles, special dossiers and specific initiatives.

FULL PRESS RELEASE AVAILABLE ON <http://www.aefi.it/Aefi/site/en/ged18/press>



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REPUBBLICA - AFFARI E FINANZA



In collaborazione con:
ITCA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



LA FORZA DELLE FIERE ITALIANE

Una sinergia fatta di competenze, valori e incontri, un vero moltiplicatore di opportunità.

Roma, 6 giugno 2018

Sala del Tempio di Adriano della Camera
di Commercio - Piazza di Pietra

#GED18 | #AEFIGED2018

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Per informazioni e partecipazione: international@aefi.it



On the occasion of Global Exhibitions Day, La Repubblica in its supplement "Affari & Finanza" developed a "Fiere" dossier specifically dedicated to the initiative.

In the numerous contributions reported in the 8 pages, specific space has been dedicated to the positive values of the sector to promote economy, territory and ways of promoting creativity and talent.

We also planned an ADV page within the dossier to promote GED18



RAI 1 - NATIONAL LIVE BROADCAST

Fiere: Orgoglio Made In Italy

The first channel of RAI National Television RAIUNO dedicated a special contribution to Global Exhibitions Day on June 6th. Live Broadcast from the location of the event with interviews to AEFI President Ettore Riello and to young talents that used Fairs and Exhibitions as key booster and beginning to start and launch their creativity and their businesses.

SEE FULL VIDEO ON AEFI YOUTUBE CHANNEL: <https://youtu.be/BVYiaHg1e3Y>



Live Broadcast had 1.000.000 viewers, reaching the 18,6% share

THE EVENT

June 6th

Rome, Tempio di Adriano della Camera di Commercio



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Esposizioni e Fiere
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GLOBAL
EXHIBITIONS
DAY 6 JUNE 2018
GLOBALEXHIBITIONSDAY.ORG

THE EVENT June 6th

Rome, Tempio di Adriano della Camera di Commercio

Invitation and schedule



THE POWER OF ITALIAN EXHIBITIONS

A synergy made of skills, values and contacts, a real multiplier of opportunities.

Rome, June 6th 2018 10:30 AM

Sala del Tempio di Adriano, Chamber of Commerce
Piazza di Pietra

#GED18

#AEFIGED2018

www.aefi.it



10:30 - REGISTRATION OF PARTICIPANTS AND WELCOME COFFEE

10:45 - WELCOME GREETINGS

Lorenzo Tagliaventi - President of the Rome Chamber of Commerce

10:50 - SESSION OPENING

Elvira Rella - President of AEFI

11:00 - CONTRIBUTIONS FROM AUTHORITIES

Michele Scaramelli - President of IFA - Italian Trade Agency
Vincenzo De Luca - Director General for promotion of the Italian economic system,
Ministry of Foreign Affairs and International Cooperation
Fabrizio Locantore - Director General for internationalization and trade promotion policies,
Ministry of Economic Development
Beniamino Quintieri - Chairman of SACE
Giuseppe Tripodi - General Secretary of Unioncamere
Massimo Galbani - President of CFI

11:30 - ITALIAN TRADE FAIRS AS LAUNCHING HUBS FOR CREATIVITY AND TALENT

Giulia Sapielli - Professor of Economic History, Università degli Studi di Milano

12:00 - TRADE FAIRS: THE PLACE TO MEET ITALIAN CREATIVITY

Round table with:

Franco Bani - President of OFCant and Vice President of AEFI
Lorenzo Engomari - President of Italian Exhibition Group S.p.A. and Vice President of AEFI
Giampaolo Calchi - President of BolognaFiere S.p.A.
Fabrizio Curi - CEO of Fiera Milano S.p.A.
Maurizio Danese - President of Verandiere S.p.A.
Giovanni Loezza - CEO of Riva del Garda Rencogessi S.p.A. and Vice President of AEFI
Piero Piccinetti - Sole administrator of Fiera Roma S.r.l.
Salvatore Robertelli - Chairman of SAMST
Moderator: Marco Penasa - Journalist "Le Repubblica"

13:00 - LIGHT LUNCH

Wishes made by the Fairs

14:00 - Presentation and projection of the videos

"TALENTS IN EXHIBITION" and "EXHIBITIONS OF TALENT"

Loredana Sorbi - General Secretary of AEFI

14:15 - CREATIVITY AND TALENT

Italian creativity: the point of view of operators and foreign press
Carlo D'Onofrio - Brazilian Franchising Association, Feiras e Negócios, BRASIL
Marie Labbé-Morand - SVS Events Management, Dubai World Trade Centre, UAE
Rajiv Mathews - LEMS Lotus Exhibitions & Marketing Services, INDIA
Elena Chetyskina - REC Market Research Company, RUSSIA
Adam Stirling - Exhibition World, UK
Pham Nhat Cuong - Viavadeo, European Market Specialist
Pham Chi Thanh - The Saigon Times Group, VIETNAM

Presentation of talents and the exhibitions that express them

Round table with:

Daniella Chioldi - President of Mostra d'Oltremare S.p.A.
Giuseppe Oliviero - Managing Director of Mostra d'Oltremare S.p.A.
Luciano Siliotti - Chairman of Udine e Gardo Fiere S.p.A.
Fausto Bertolotti - President of Mostra Internazionale del Gelato Artigianale, Longarone S.r.l.
Giovanna Musumeci - Collaborator of National Competition "Carlo Pazzi - L'arte del gelato in passerella"
Blanca Gusevli - CEO Brandingmo, Mostra Internazionale dell'Artigianato, Firenze Fiere S.p.A.

15:30 - YOUTH, PROJECTS AND FUTURE

Round table with:

Guido Fabiani - Professor Emeritus, Università Roma Tre
Raffaello Cerchia - Professor of strategic marketing, Università degli Studi della Campania Luigi Vanvitelli
Francesca Galletta - Professor of strategic marketing, Università Bocconi
Edoardo Statti - Professor of marketing, Università Cattolica del Sacro Cuore di Milano
Giovanna Cassese - President of FIA Fornero
Sara Bullini - Master Touch Fair Architecture & Exhibit Space, Università IUMV di Venezia
Enrica Biacchi - Accademia Fondazione Hera Milano Director

Moderator: Laura La Posta - Editor in Chief "Il Sole 24 Ore", in charge of the supplement "Report 24"

16:45 - CLOSING SESSION

17:00 - COCKTAIL



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THE EVENT June 6th

Rome, Tempio di Adriano della Camera di Commercio



The conference organized in Rome on June 6th, with the same title as the campaign, has been an opportunity to illustrate fairs and exhibitions as the place to meet Italian creativity and the Italian fairs as a launching pad for creativity and talent to the authorities:

Ministry of Affairs Foreign and International Cooperation

Ministry of Economic Development

President of ICE Agency

President of of SACE

President of of SIMEST

Unioncamere

representatives of the Embassies, Regions, Provinces, Municipalities invited on the occasion

THE EVENT June 6th

Rome, Tempio di Adriano della Camera di Commercio



The afternoon round tables gave us hints on how to improve.
For sure, it is useful to improve the experience of other countries.

In the section **Italian creativity: the point of view of operators and foreign press** operators and journalists from Brazil, UAE, India, United Kingdom, Russia, Vietnam have given us an important contribution to our positioning and changes needed to address wider markets

THE EVENT June 6th

Rome, Tempio di Adriano della Camera di Commercio



To improve the experience of our associates is useful: in the section **Presentation of talents and exhibitions that express them** they presented significant stories, specific to how in different sectors creativity can be cultivated. To improve the experience of those involved in training, it is useful to give us ideas and tools.



The round table **"Youth, planning and future"** with important contributions by representatives of the academic world on the role of fairs in creating a future for young people

NUMBERS

Engagement, participation, sharing

NUMBERS

Engagement, participation, sharing

LIVE NATIONAL TV BROADCAST

more than 1.000.000 viewers of live event
with a 18,6 % share

PRESS

REPUBBLICA - AFFARI E FINANZA
186.000 copies 266.000 readers

FACEBOOK

4200 video visualizations
more than 12.000 people reached
more than 19.000 visualizations of content
more than 100 minutes of video visualized
555 followers acquired in 1 month of presence

LINKEDIN

more than 25300 visualizations on GED18 contents
more than 600 interactions on G
90 premium followers acquired in the last month

TWITTER

more than 300 “likes” to GED18 content
more than 150 “retweets” on GED 18 content