The magazine for the global exhibition community

Issue 2 | 2019

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**Exhibitors** 

Stand designers Organisers

# Aligning the message

**Organisers from Venus** and design agencies from Mars?

Top left

Unleashing the

NEC's potential:

CEO interview

Is there a lingua franca for stand

Top right

design?

14

36



UFI – The Global Association of the Exhibition Industry promotes, represents and serves the interests of the world's leading show organisers, fairground owners and operators, major national and international associations of the exhibition industry and industry partners. As a non-political and non-profit organisation, UFTs main goal is to serve the exhibition industry worldwide and to emphasise its unique marketing characteristics for the development of world trade.

Present on six continents, in 84 countries, UFI is a unique and neutral forum for dialogue dedicated to all professionals involved in the trade fair business. Serving the exhibition industry since 1925, UFI applies its professional experience and renown to providing its members and the industry with the extensive know-how required to meet the challenges of everchanging needs.

changing needs. Being a member of UFI is a proof of quality and international recognition. Over 4,500 trade fairs and exhibitions are organised by its members. More than 900 of these are international exhibitions, approved by UFI, based upon strict and exacting quality criteria, assuring excellent services for the benefit of exhibitors and visitors.

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# In this issue:





# **NEWS & OPINION**

05	WELCOME
06	GLOBAL SNAPSHOT
09	ANALYSIS
12	UFI: TOTAL CUSTOMER-
	CENTRICITY
<b>BIG INTERVIEW</b>	
14	UNLEASHING THE POTENTIAL
	NEC CEO Paul Thandi on
	investment and hosting UFI
EDUCATION & STRATEGY	
33	<b>NEVERENDING LEARNING</b>
	Messe Muenchen India's
	Aparna Bhargava shares her

**THINK LOCALLY, DELIVER GLOBALLY** Informa experts on how to succeed in Life Sciences expos

45

49

**CEM** learning experience

**TIME TO RETHINK KPIS** Matthias Baur says a changing environment requires a different measurement framework for event success





Bottom left 52 Italy's AEFI shares insights and research Bottom right 58 Maastricht entreaty

# **REGIONAL FOCUS**

21	<b>NORTH AMERICA</b> Elon Musk's TBC in Vegas and FBI man in San Diego CC
23	<b>ASIA</b> Reed's BIG7 in India; GL events' controlling interest in China
25	<b>40TH ANNIVERSARY AT DWTC</b> An infographic look back over 40 years at Dubai World Trade Centre
29	<b>AUSTRALASIA</b> ICC Sydney Roadshow; Big Sight in Japan; AUD190m Bid Fund
THINK TANK	
21	<b>DEALMAKERS</b> Steve Monnington on the quickening pace of transactions in the M&A field
31	END OF ASIAN FAMILY SAGA?

Björn Kempe makes a plea to keep it in the family for the sake of innovation

# AEFI: THE POWER OF ITALIAN EXHIBITIONS

AREZZO FIERE E CONGRESSI S.r.l. - Arezzo NUOVA FIERA DEL LEVANTE S.r.l. - Bari UMBRIAFIERE S.p.A. - Bastia Umbra (PG) BERGAMO FIERA NUOVA S.p.A. - Bergamo BOLOGNAFIERE S.p.A. - Bologna FIERA BOLZANO S.p.A - MESSE BOZEN AG - Bolzano PRO BRIXIA - Az.Speciale CCIAA - Brescia FIERA - CENTRO SERVIZI PER LE IMPRESE - Cagliari CARRARAFIERE S.r.l. - Marina Di Carrara (MS) VILLA ERBA S.p.A. - Cernobbio (CO) CESENA FIERA S.p.A. - Pievesestina di Cesena (FC) CREMONA FIERE S.p.A. - Cremona LARIO FIERE - Erba (CO) FERRARA FIERE CONGRESSI S.r.l. - Ferrara FIRENZE FIERA S.p.A. - Firenze E. A. FIERA DI FOGGIA - Foggia FIERA DI FORLÌ S.p.A. - Forlì FIERA DI GENOVA S.p.A. - Genova FIERA MILLENARIA DI GONZAGA S.r.l. - Gonzaga (MN) LONGARONE FIERE S.r.l. - Longarone (BL) FIERA MILANO S.p.A. - Rho (MI) MODENAFIERE S.r.l. - Modena CENTRO FIERA S.s.A. - Montichiari (BS) MOSTRA D'OLTREMARE S.p.A - Napoli PADOVA FIERE S.p.A. - GEO S.p.A. - Padova FIERE DI PARMA S.p.A. - Parma PIACENZA EXPO S.p.A. - Piacenza PORDENONE Fiere S.p.A. - Pordenone FIERE EMILIA S.r.l. - Reggio Emilia ITALIAN EXHIBITION GROUP S.p.A. - Rimini - Vicenza RIVA DEL GARDA FIERECONGRESSI S.p.A. - Riva del Garda (TN) INVESTIMENTI S.p.A. - FIERA ROMA S.r.l. - Roma AZ. SPECIALE FIERE DI S. LUCIA DI PIAVE - S. Lucia di Piave (TV) GL EVENTS ITALIA S.p.A. - LINGOTTO FIERE - Torino UDINE E GORIZIA FIERE SpA - Torreano di Martignacco (UD) VERONAFIERE S.p.A - Verona

We promote Italian Excellence through more of **1000 trade fairs and exhibitions** each year, with **200,000 exhibitors** and **22,000,000 visitors**, narrating the values of know-how and craftsmanship, translated into the culture of beauty, love for details and quality, care for products and services.

We bring **Made in Italy** to the world, contributing to spread worldwide work, beauty and culture of our Country and its territory.



www.aefi.it | international@aefi.it

# Italian exhibition elan

*EW* taps into Italian tradefair association AEFI's research and helps discern some trends, as well as a unique national form of festivalisation

espite the slowdown of markets and the economy worldwide, the Italian exhibition sector appears to be doing well thanks to the capacity of its exhibitions to innovate and evolve.

The tradefair format is responding to the changing requirements of exhibitors and visitors, offering a full spectrum experience with the proper combination of exhibitions, training and digitalisation. This means revolutionising spaces, transforming formats, organising targeted and personalised events and increasing interaction between exhibitions and conferences, because exhibitions are also a place where professionals expect to learn and refresh their know-how.

Indeed, tradefairs are ever less physical spaces in which exhibitors showcase their solutions, and ever more partners and consultants for businesses.

Three-quarters (75.3%) of Italian businesses understand the fundamental role played by exhibitions in their growth as an indispensable promotional tool in approaching international markets, according to national tradefair association AEFI. That is a high recognition figure.

### No.2 in Europe

Every year, around 1,000 exhibitions are held in Italy, which AEFI estimates attract around 200,000 exhibitors and 20m visitors.

Italy's total available exhibition space is around 4,200,000sqm, of which 2,270,000sqm is under cover, which contributes to making Italian tradefairs the second largest in Europe and 4th worldwide.

Figures from AEFI show that Italy has 43 exhibition centres with more than 5,000sqm of exhibition area: six of which have more than 100,000sqm.

Over the years, Italy's exhibition venue owners have also become organisers, and

more than 51% of international fairs are now organised by AEFI members.

The 200 international tradefairs expected to take place during 2019 focus mainly on the textile-clothing-fashion sector (15%), sport-hobbies-entertainment-art (12%), jewellery-watches-accessories (9%), food-drinks-hospitality (9%) and industrytechnology-mechanics (7%) sectors.

### Trends

2018 was a good year for the industry: the indicators measured by the AEFI survey (exhibition surface, exhibitors, visitors and turnover) all have positive totals and there is also a significant relationship between the growth in foreign visitors (+17%) and the more than proportional increase in Italian exports (+22%).

### Investments

Internationalisation of Italian tradefairs is also supported by funding from MISE (Ministry for Economic Development) and is written into the Extraordinary Plan for the Made in Italy Brand.

There is an increasing trend of exhibition centres organising their own events, better to align the events with their requirements and more than half of international events are now organised directly by centres. Brand Italy, of course, is a hug draw for foreign visitors.

Italian exhibition centres are innovating in digital services, include profiling visitors, extending contacts beyond the event itself and spreading awareness about products and sectors, with digital matching of demand to offer.

The country's most prestigious sectors have long been fashion, furnishings and agrifood, but mechanical engineering, automotive, rubber and plastic goods, and pharmaceuticals are also becoming major players as far as international tradefairs in Italy are concerned.



### **Economic Observatory**

The 39th quarterly survey of trends run by AEFI's Economic Observatory for the period October-December 2018 showed an overall positive situation for the Italian tradefair sector - both relative to the previous quarter and in comparison with the same period of the previous year.

The sector has been so far able to resist the general economic downturn affecting the Italian economy.

The number of exhibitions started to grow again over the last quarter (42.29% of the districts in the survey hosted more shows and 46.18% recorded a static situation). The total +31% growth is higher than that of the third quarter of 2017, at +15%.

The number of exhibitors has also increased significantly, the Economic Observatory reported. Half (49.99%) of the 26 members who took part in the survey reported an increase, while 19.22% of them reported a downturn.

The balance of +31% – the difference between those who foresee an increase and those who foresee a decrease – indicates a positive performance, in line with the end of 2017 and slightly increased over the previous quarter (+29%).





# Equipment, Coffee and Food 41<sup>st</sup> International Hospitality Exhibition

# October 18\_22, 2019 fieramilano







Aefi Member





Country focus

There is a significant relationship between the growth in foreign visitors (+17%) and the more than proportional increase in Italian exports (+22%)

# Italian exhibition elan

Industry association AEFI tells *EW* about one version of 'festivalisation' and the power of the Fuori Salone

The fact that tradefairs bring wealth to destinations is historically recognised, although the awareness that destinations can also be a source of great added value for the events they host is relatively more recent. This is particularly true in Italy, where the environmental, cultural and gastronomic values represent an important phenomenon illustrated well by Fuori Salone (events during Milan Design Week).

The first Fuori Salone originated from the Salone del Mobile in Milan, and was born spontaneously in the early 1980s by companies in the furniture sector.

Over time the event phenomenon has become international and attracts thousands of visitors from all over the world. The project has expanded to become a creative showcase for both emerging and established design and architecture studios.

In Verona, starting some years ago, Vinitaly enriched its offer to visitors with the Wine Fuori Salone, where wine, culture, meetings and entertainment come together for a unique experience in the most evocative places of Verona, making the city the world capital of oenology.

In collaboration with the municipality, Arte Fiera Bologna every year promotes Art City, a programme dedicated to contemporary art with special projects and a selection of exhibitions and events.

Since 2017 Macfrut has also seen a Fuori Salone: Strawberry Days, a great event along the Romagna coast dedicated to the strawberry.

# Assocation profile: AEFI

AEFI - the Italian Exhibition and Tradefair Association - has 35 member exhibition centres organising 1,000 events which today cover a total area of 4.2m sqm.

AEFI member exhibition centres host almost all the international and national

tradefairs held in Italy and the association lobbies institutions on the importance of tradefairs as a component in Italy's industrial policy.

AEFI has a dedicated commission, which works in collaboration with the Ministry of Foreign Affairs and International Cooperation, to identify strategic markets and opportunities for growth.

To date, partnerships have been agreed with Iran, Taiwan, Lebanon, India, Thailand and South Africa, with AmCham, the American Chamber of Commerce in Italy, and with CENTREX, the International Exhibition Statistics Union.

This year, AEFI plans to reinforce its existing relations with Russia and China. In parallel, agreements with the ICE Agency, Simest and Sace contribute to finding new opportunities for industry operators.

AEFI is actively engaged in promoting the certification of its members and provides effective instruments to enable exhibitors and visitors to decide which exhibitions to attend.

In 2017, 79 Italian tradefairs obtained ISFCert certification pursuant to ISO 25639:2008.

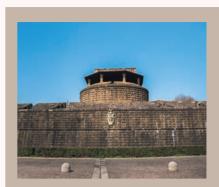
AEFI also is active in the annual Global Exhibitions Day and also promotes key sectors of the Made In Italy brand, with targeted events in Rome.

AEFI appointed a new President a few months ago, Giovanni Laezza, the Managing Director of Riva del Garda Fierecongressi.

Laezza served as Vice-President of the association for 12 years.  $\ensuremath{\mathbf{EW}}$ 

www.aefi.it





The greatest contribution to the total rented space was made by Italian exhibitors (up +23%), followed by other Europeans at +15%. The area booked by non-EU exhibitors remained largely unchanged.

Data regarding the flow of visitors – up for 40% of respondents, down for 36% – reflects a less encouraging performance. The total growth of +4% is less than for the end of 2017 (+15%).

There seems to be an optimism looking ahead into the year, with 38.44% of the districts that took part in the survey predicting an increase in the number of exhibitions, while around 54% predict an increase in exhibitors and space taken.

The new AEFI Observatory figures are confirmed through comparison with the analysis performed by ISFCERT, the Certification Institute for Exhibition Industry Statistics, recognised by ACCREDIA for the tradefairs certified.

If we compare the trend for the last two editions of 75 international Italian exhibitions (57 annual, 14 two-yearly and 4 three-yearly) - out of the total 94 ISFCERT-certified exhibitions held in 2018 - it is clear that the number of visitors is growing together with total rented space.

Visitors increased by 3.7% in total, with foreign visitor numbers growing 12.5%.

# **NE WORK WIDE**

# Saperi Innovazioni Interazioni Spazi Opportunità Conversazioni

At BolognaFiere **we work wide**. We believe in work, business and extensive networks.

People, design, architecture, food, transport, technology, health and beauty, art and culture, mechanical engineering, and agriculture: we believe that spanning many sectors nurtures relationships and that openness facilitates exchange.

We aim for wide perspectives, committing to the long term, enhancing experiences, providing tailor-made solutions to benefit people, companies and ideas.

We believe in continuity, proximity and vitality of each location: we widen work in Bologna, Europe and around the world.







**Ugo Ravanelli**, CEO of Italian Exhibition Group

# What are your top three pieces of exhibition business?

We could respond Vicenzaoro, SIGEP and stand fitting, but that would be restrictive, because our business is composite, interconnected and the result of a unitary strategy.

Organising expos and conferences and enriching our core business with collateral ones is not sufficient for us: we want to be the key players of markets' development. We'd therefore say, as far as the future is concerned, the gold sector, the food sector and the service sector.

# What is your current biggest challenge?

Definitely internationality. When talking about expos abroad, joint participations, events, interchanges are often referred to.

IEG is internationally structured with actual companies, other worldlevel expo organisers, such as VNU in China and Emerald in Las Vegas: along with them, we're developing expos in the jewellery, tourism and environment sectors.

In Dubai, we formed a company with Dubai World Trade Center and we have organised Vicenzaoro Dubai for four years.

In the US, we have acquired one of the country's most important stand fitting companies. For all exhibitors, we've launched an exclusive online platform for business match-making.

### What percentage of your exhibition business is organised by yourselves?

95% of IEG's expos are owned by the Group and this is the main feature

that distinguishes us from the majority of other expo centres. This is the basis of our success.

What are the main 3 trends on the Italian exhibition market and what do you feel your venue's USP is compared to competitors? Internationalisation, Digitalisation and Sustainability. Sustainability is definitely IEG's USP: it has been at the heart of our strategies for 23 years.

# Fiera Milano's Director of Communications Marina Tamagnini

# Your top pieces of exhibition business?

Our strategic plan takes an holistic approach to the value chain. To ensure we deliver sustainable long-term growth, the focus is not on a limited number of exhibitions. It goes beyond that. We are strengthening our directly organised exhibitions by reinvesting our profits and leveraging the unique ecosystem in which our company HQ exists.

# What is your biggest challenge?

With 80 exhibitions a year, we welcome 4.5m visitors and more than 35,000 exhibitors from SMEs to multinationals. Our challenge is to ensure that every one of them finds the experience they are looking for and that stepping into our shows means growth for businesses and bridges to new markets.

# What percentage of your exhibition business is organised by yourselves?

We do both and that is our main asset. As organisers of top ehibitions such as Host Milano, the leading exhibition for hospitality, we are fully aware of what our clients want, experiencing it ourselves on a daily basis.

What are the main trends on the Italian exhibition market and what is your venue's USP? It is a volatile world and, in the exhibitions world more than in other sector, the capability of reading the evolutions in the external environment and how those can influence trends, sectors and future development is key.

What makes Fiera Milano as a group a frontrunner with a lot of untapped potential is a mix of ingredients: our venue, the ecosystem in which we operate, the intrinsic capability of our country to serve excellence in key sectors such as fashion, lifestyle and food worldwide, and the courage to work to embrace new developments within the digitalisation sphere to make the experience in our shows unique. Antonio Bruzzone, General Manager of BolognaFiere

# Your top pieces of exhibition business over the last year?

The BolognaFiere Group's calendar includes 80 events in Italy and abroad. If we were to rank in terms of dimensions and number of exhibitors I would include Cosmoprof Worldwide Bologna, CERSAIE, EIMA International. Among the smaller events are the Bologna Children's Book Fair (1,300 exhibitors, of whom 1,200 come from abroad), MarcabyBolognaFiere, and SANA. All are planned with multi-year contracts, if not organised directly by BolognaFiere.

### You current challenges?

In just 10 months we have completed the first step in our development plan for the exhibition centre that will see an investment of €138m. September 2018 saw the opening of new pavilions 29-30. The first large organisers to use them were Confindustria Ceramica for CERSAIE and FederUnacoma. A second stage includes a large new pavilion.

Acquisitions last year include the Health and Beauty Group and Gruppo GiPLanet and integrating the new platforms is an important challenge.

The next steps are to reinforce some exhibition sectors abroad: the PET sector could see us involved in new markets, the publishing sector that in 2018 saw us create two new events: the New York Rights Fair and the China Shanghai International Children's Book Fair.

# What percentage of your business do you organise yourselves?

A significant percentage. We were the first Italian organiser to export our own events and a third of our revenues today are generated overseas. Our Group has a company dedicated to the Asian markets – BF China – involved not only in organising events but also in the incoming visits of Asian exhibitors. **EW** 

# ITALIAN EXHIBITION GROUP

Providing the future



# SHOW CALENDAR APRIL - DECEMBER 2019

• 06 - 07 APRILE/APRIL HUNTING SHOW SUD

The exhibition dedicated to hunting, target sports and outdoor. Marcianise (CE) Quartiere fieristico -Exhibition Centre. www.hit-show.com/it/hunting-show-sud

• 06 - 09 APRILE/APRIL OROAREZZO International jewellery exhibition.

Arezzo - Quartiere fieristico -Exhibition Centre. www.oroarezzo.it

### • 18 - 21 APRILE/APRIL SHANGHAI WORLD TRAVEL FAIR

The largest platform for outbound tourism in East China. Shanghai - Cina. www.worldtravelfair.com.cn/en/

• 25 - 28 APRILE/APRIL LO SHOW DEI MOTORI The power. Your passion. www.loshowdeimotori.it

• 27 - 28 APRILE/APRIL VICOMIX Fiere del fumetto. www.fieredelfumetto.it

• 05 - 07 MAGGIO/MAY MIR - MUSIC INSIDE RIMINI Innovation technology light & sound.

www.musicinsiderimini.it

• 08 - 10 MAGGIO/MAY **MACFRUT**  *Fruit & veg professional show.* www.macfrut.com

• 16 - 18 MAGGIO/MAY **EXPODENTAL MEETING** Share the future. www.expodental.it

• 30 MAGGIO/MAY - 02 GIUGNO/JUNE RIMINIWELLNESS

Fitness, wellness & sport on stage. www.riminiwellness.com

• 30 MAGGIO/MAY - 02 GIUGNO/JUNE FOODWELL EXPO Nutrition and wellness for people on the move.

www.riminiwellness.com/foodwell

30 MAGGIO/MAY - 03 GIUGNO/JUNE
 PREMIER LAS VEGAS
 www.vicenzaoro.com/it/las-vegas

• 14 - 15 GIUGNO /JUNE **THE COACH EXPERIENCE** www.thecoachexperiencerimini.it

• 21 - 30 GIUGNO / JUNE GINNASTICA IN FESTA www.ginnasticainfestarimini.it

• 04 - 14 LUGLIO/JULY SPORTDANCE www.riminisportdance.it

### • 09 - 11 LUGLIO/JULY ORIGIN PASSION AND BELIEFS

Milano - Quartiere fieristico -*Exhibition Centre.* www.originfair.com

• TBD AGOSTO/AUGUST T.GOLD INTERNATIONAL

The international show for machinery and the most innovative technologies applied to jewellery and precious metal processing. Mumbai. www.vicenzaoro.com

18 - 24 AGOSTO/AUGUST MEETING

PER L'AMICIZIA FRA I POPOLI "Your name was born from what you were staring at" www.meetingrimini.org

 07 - 11 SETTEMBRE/SEPTEMBER
 VICENZAORO SEPTEMBER
 International gold, jewellery, silverware and precious stone show.
 www.vicenzaoro.com

• 10 - 12 SETTEMBRE/SEPTEMBER **TTM - TRAVEL TRADE MARKET** Chengdu - Cina. www.ttmchina.com.cn

• 26 - 29 SETTEMBRE/SEPTEMBER **ABILMENTE ROMA** Roma - Quartiere fieristico - *Exhibition Centre*. www.abilmente.org

• 09 - 11 OTTOBRE/OCTOBER **TTG - TRAVEL EXPERIENCE**  *The International B2B Travel Marketplace* www.ttgexpo.it

• 09 - 11 OTTOBRE/OCTOBER SIA - HOSPITALITY DESIGN International Hospitality Exhibition. www.siaexpo.it 09 - 11 OTTOBRE/OCTOBER
 SUN - BEACH & OUTDOOR STYLE
 International exhibition of outdoor products.

Design, Furnishing, Accessories. www.sunexpo.it

### • 15 - 17 OTTOBRE/OCTOBER ENADA ROMA

International amusement & gaming show. Roma - Quartiere fieristico -Exhibition Centre. www.enada.it

# • 15 - 17 OTTOBRE/OCTOBER

ROMA AMUSEMENT SHOW The new entertainment experience for all ages. Roma - Quartiere fieristico -Exhibition Centre.

www.riminiamusement.it

## • 17 - 20 OTTOBRE/OCTOBER ABILMENTE AUTUNNO

The party of creativity. www.abilmente.org

### • 26 - 28 OTTOBRE/OCTOBER GOLD ITALY - AREZZO

International fair exclusively dedicated to Made in Italy jewellery. Arezzo - Quartiere fieristico -Exhibition Centre. www.gold-italy.it

• T.B.D OTTOBRE/OCTOBER CHILDREN AND FAMILY www.childrenandfamily.it

 05 - 08 NOVEMBRE/NOVEMBER ECOMONDO International trade fair of material & energy recovery and sustainable development. www.ecomondo.com

• 05 - 08 NOVEMBRE/NOVEMBER KEY ENERGY International expo for renewable energy and sustainable mobility. www.keyenergy.it

### • 5-8 NOVEMBRE/NOVEMBER DISTRIBUTED POWER EUROPE - DPE

Trade exhibition for conventional and stand-by power related products www.dpeurope.it

• 05 - 08 NOVEMBRE/NOVEMBER SAL.VE The biennial Environmental Motor Show.

www.ecomondo.com/settori/progetti-speciali/sal.ve

### • 9 - 12 NOVEMBRE/NOVEMBER COSMOFOOD

Expo - food - beverage - technology wine and food, catering, professional equipment. www.cosmofood.it

# 14-17 NOVEMBRE/NOVEMBER **VOD DUBAI INTERNATIONAL JEWELLERY SHOW** Dubai international jewellery show. Dubai.

www.jewelleryshow.com
16 - 19 NOVEMBRE/NOVEMBER

# FOODNOVA

Il network delle nuove esigenze alimentari. *The network for the new food needs.* www.foodnova.eu

# **GLUTEN FREE EXPO**

International leading fair dedicated to gluten free products and market. www.glutenfreeexpo.eu

### LACTOSE FREE EXPO

Leading fair dedicated to lactose free products and market. www.lactosefreeexpo.com

EXPO VEG

Fair dedicated to vegetarian and vegan food choice. www.expoveg.com

# ETHNIC FOOD EXPO

Fair dedicated to ethnic food products. www.foodnova.eu

• 27 NOVEMBER - 02 DECEMBER **ARTE VICENZA** www.artevicenza.net

### LEGEND

- FIERA DI RIMINI
- FIERA DI VICENZA
- OTHER LOCATIONS



Calendar subject to variation. For constantly updated: iegexpo.it/en/

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