

## **HIT SHOW GROWS AND REINFORCES ITS INTERNATIONAL PROFILE**

*The Show, which ran from 11 to 13 February in the Vicenza Exhibition District, was organised for the first time by Italian Exhibition Group.*

Vicenza, 13 February 2017 – The **trend of growth** continues for **HIT SHOW**, the international hunting, target shooting and individual protection expo. The **third edition**, which ended today after three days in the **Vicenza Exhibition District**, recorded attendance of **nearly 40,000 visitors** from all over Italy, with the participation of **buyers** from **14 countries**, exceeding the expectations in the run-up and marking a new record following the positive performance of recent years. The **2017 edition boosted the international profile** of the Event in particular, consolidating HIT SHOW as the **benchmark** for enthusiasts and **business platform** for **top brands** and **operators** in the industries represented.

This **role** is **reinforced** by **Italian Exhibition Group SpA (IEG)**, leading trade fair player in Italy and among the biggest in Europe – resulting from a merger of Rimini Fiera and Fiera di Venezia – **organiser of HIT SHOW as of this year**, together with ANPAM (Italian Association of Manufacturers of Sport and Civilian Arms and Ammunition) and in collaboration with ASSOARMIERI (Italian Gunsmith and Dealer Association) and CONARMI (Italian Weapon Maker and Dealer Consortium). Also contributing to the growth of HIT SHOW was the presence of other important associations in the sector, which permitted the creation of a **network of expertise**, of **business** and of **high-level institutions**.

In addition to growth in terms of visitors, **this edition** of the **Show** marked a **17% increase** in the number of **brands**, which reached **413**, and **20% increase in exhibition space**, which expanded up to **37,500 square metres**. The **4 communities** – Hunting, Individual Protection, Target Sport and Dog Show – hosted the **top international brands, distributors** and **Italian excellence** in the sector of arms and ammunition for sport and civilian use, companies in the hunting sector, makers of tools and accessories for individual protection, technical clothing, optical systems and products for target shooting, the world of outdoors and dog lovers.

**HIT SHOW 2017** has **boosted the B2B and B2D profile** of the **format**, promoting the **sector of weapons** for **civilian, sport and hunting use**, which represents excellence within **Italian manufacturing** and is one of the most strategic sectors in terms of internationalisation, accounting for – including the various allied industries – turnover of roughly 8 billion euros, peak exports of 90% and around 95,000 jobs.

To **promote business matching** opportunities between companies and operators, **Italian Exhibition Group** has carefully prepared intense **activity encouraging buyers** from Austria, Great Britain, France, Finland, Spain, Cyprus, Macedonia, Serbia, Tunisia, the USA, Russia, Poland, Malta and Bulgaria. The **catchment area for professional operators** has also been extended thanks to the existence of profiled selection of **dealers** from, among other places, the **United States, Alpe-Adria** region and **Russian-speaking markets**.

The 2017 edition has also bolstered the **format** by **increasing the experience activities, in-depth events and conferences** on offer, making HIT SHOW an innovative **informational** workshop on the trends in the sector of **training** on the safe practice of the activities represented in the Show.

**Matteo Marzotto**, Executive Vice President of Italian Exhibition Group, stated: *"We are particularly satisfied with the results of HIT SHOW 2017, which in this third edition too proved a model of trade show with an international calling and a leading role in the European ranking for the sector. Thanks to IEG's Business & Content Provider expertise and know-how, and to established collaboration with ANPAM and with all the other associations involved, HIT SHOW represents an effective, efficient platform at the service of the sector, where responsible marketing and communication interact increasingly directly, an extremely important driver in the best and most typical of that Well Done in Italy, made up of craftsmanship, innovation, creativity, high tech and excellence in sport."*

**Stefano Fiocchi**, President of ANPAM, stressed: *"The continuing success of HIT SHOW is a reward for a sector that continues to invest and innovate to meet the needs of all interested parties to the fullest extent. Thanks to the great synergy that came first with Fiera di Vicenza and now with Italian Exhibition Group - leader in organising trade fair events dedicated to the finest industries in the Italian economy, this year the show has expanded on its international calling and brought Olympic shooting champions to the stage, exceptional testimonials for a sector that confirms the value of Italy as a leader in innovation, the culture of responsibility and manufacturing excellence worldwide."*

**Corrado Facco**, General Manager of Italian Exhibition Group, stated: *"The high-quality growth in terms of offering and formidable turnout recorded for this edition of HIT SHOW can only bring us a sense of satisfaction with the work carried out in these years. The results of the 2017 edition are of great importance to our project, not only because of the extraordinary, high-quality participation of the visitors, thousands of enthusiasts and professional operators, but also because the Show proved capable of growth in all of its many aspects. Because of the number of brands and amount of exhibition space used, Italian and international buyers and dealers involved, wealth of content, in-depth events and experience activities offered to the public. All of which confirms it as a winning format, which represents a benchmark at the European level. And so the work of planning HIT 2018 begins, with the greatest encouragement."*

Among the activity experiences, throughout **HIT SHOW** there was **a great deal of space given to target shooting**, a sector in which **Italy** is world **leader**, both in terms of the success of Italians in sport and of the role of Italian manufacturers in providing champions from other countries with excellent products and contributing to their victories.

To celebrate this major sport, the **inauguration** of the Show took place in the presence of **Olympic shooting athletes**, like **Giovanni Pellielo, Diana Bacosi, Chiara Cainero, Marco Innocenti, Massimo Fabbrizi, Jessica Rossi and Andrea Benelli** (national skeet coach and holder of two Olympic medals).

Staying with the area of sport shooting, in addition to the activities arranged at the **Montebello Shooting Range**, the **5<sup>th</sup> edition** of the **HIT SHOW Cup** took place, organised by IEG in collaboration with the Italian Clay Pigeon Shooting Federation (FITAV) at certain ranges in Veneto.

**HIT SHOW** has paid particular attention to aspects of **training**, to teach the most appropriate **safety** techniques during sporting and individual defence activities, concerning the **culture** that

revolves around these disciplines and around the world of hunting, as well as environmental sustainability and respect for nature.

Among the most interesting meetings, **opening** the Show was the **conference** entitled ***“Freedom and safety in the discipline of civilian and sporting weapons”***, which was an opportunity for dialogue on the use of weapons for sport, hunting and leisure in Italy, with the participation of major jurists and sociologists such as **Paolo de Nardis, Alfonso Celotto and Ugo Ruffolo**.

The conference was also the setting for the **degree Award ceremony in its third edition**, for degree dissertations concerning weapons, explosives and ammunition for the civilian market, named for Vito Genco, among the founders of ANPAM. The awards were presented to **Nirvana Aronica, Claudio Minardi and Paolo Rosatto**.

There was also success for **HIT DOG SHOW**, dedicated to the world of dog lovers, organised as part of HIT SHOW, with more than **1700 dogs** on show between Saturday and Sunday at Fiera di Vicenza. The first prize at the National Show of Vicenza CAC Breed Shows went to a miniature wire-haired Dachshund from the Casa Mainardi breeding kennel in Virgilio (Mantua).

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