

The 53rd international natural stone, technology and design exhibition is scheduled 26-29 September

MARMOMAC 2018:

BUSINESS AND CULTURE AT VERONAFIERE EXPANDS THE NATURAL STONE GLOBAL COMMUNITY

www.marmomac.it

Milan, 6 June 2018 - Even more international with a focus on Miami and the launch of a network of marble ambassadors. Increasingly interactive with a new web portal dedicated to architects. And now also more attentive to the world of art alongside designers. These are some of the innovations Marmomac will present during the 53rd edition, scheduled at Veronafiere 26-29 September 2018.

The trade fair - presented yesterday during a press conference in Milan (at Terrazza Martini) by the President of Veronafiere, Maurizio Danese, and CEO, Giovanni Mantovani, joined by Luciano Galimberti, President of ADI, Raffaello Galiotto, designer, and Fulvio Irace, architect and architecture historian - is the most important global event dedicated to marble, granite, processing technologies, applied design and training.

Its leadership was confirmed by facts and figures for 2017: more than 1600 exhibiting companies (64% international from 56 countries) and almost 68,000 visitors (60% international from 147 countries): a result that Veronafiere expects to improve with this year's edition. Its exceptional international profile means that Marmomac is the landmark promotional platform for a sector involving trade worth more than 18 billion euros on a global scale. This is a market where processed products and stone technology Made in Italy hold second place in terms of exports - worth more than 3 billion euros - and the first for quality and added value.

Business opportunities linked with natural stone are as ever at the heart of the trade show through product categories that have been redefined this year to make them more stringent and rational: marble; natural stone; granite; agglomerates and conglomerates; marble blocks; unhewn stone and large formats; processing machinery and equipment; means of transport and lifting/hoisting; abrasives; diamonds; chemicals; services.

*"Marmomac is one of our most important business events," said **Maurizio Danese, President of Veronafiere**. Today, it is the absolute benchmark for trade fairs in this sector worldwide. This is demonstrated by the higher levels of satisfaction among our exhibitors compared to competing events and the fact that - more than four months from the start of the show - the exhibition space of more than 80,000 square meters for Marmomac has already been sold out; there is also a waiting list of more than 40 companies and requests for at least a further 1000 square meters, of which 90% from international companies."*

This guiding role has also been acknowledged by the Italian Ministry of Economic Development since 2015 - with the consequent inclusion of Marmomac in the Special Made in Italy Promotion Plan - as a strategic trade fair for the promotion of Italy's natural stone industry.

Within the scope of planned initiatives, collaboration between Marmomac, ICE-Italian Trade Agency and Confindustria Marmomacchine for incoming activities targeting international operators continues for 2018: 300 top buyers will be selected, invited and hosted in Verona to attend b2b meetings, technical training sessions and visits to local companies.

All this is once again joined by the International Stone Summit - the world conference involving the world's leading marble associations.

*"Internationality is one of the key words for understanding the success of Marmomac," said **Giovanni Mantovani, CEO & Director General of Veronafiere**. We have created a natural stone community that can also rely on the events we organize in consolidated as well as developing markets such as the United States, Brazil, Egypt and Morocco. We are keen to strengthen this network this year through the creation of Marble Ambassadors and thereby spread knowledge and use of stone materials, as well as Miami Calling - an initiative in partnership with Platform Magazine that seeks to analyse real estate opportunities in Florida."*

The *trade* development of the show relies on fundamental aspects such as innovation, design and training. This concept is interpreted at Marmomac by the exhibitions highlighted in *The Italian Stone Theatre*, the pavilion that brings together Italian research, experimentation, stone and technology. The theme for the 2018 edition is *Water and Stone*. This year also sees the debut of an initiative dedicated to artists to enhance dialogue between water and stone materials in hospitality and well-being contexts.

Another new item is the exhibition where major furniture and design brands - such as Baxter, Swarovski, Luxury Living Group - create specific projects for marble companies.

Considerable attention is also dedicated to architects arriving in Verona from all over the world. They benefit from exclusive training and refresher courses organised by the Marmomac Academy, as well as the new web portal [ta8ilor-made](#) for designers who use marble. This is an increasingly widespread trend since 88% of architects visiting the trade fair clearly state that stone will be included in their future projects.

Lastly, Marmomac also welcomes back two awards: the *Icon Award* identifies the work displayed in *The Italian Stone Theatre* that will be used as the image for the 2019 promotional campaign, while the *Best Communicator Award* acknowledges the care and originality that exhibiting companies dedicate to their stand set-ups.

Photo:

[Photo 1](#): Maurizio Danese and Giovanni Mantovani

[Photo 2](#): Raffaello Galiotto, Luciano Galimberti, Giovanni Mantovani, Vincenzo Pavan, Maurizio Danese, Aurelio Magistà and Fulvio Irace

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