

SAMOTER: CHANGES AT THE TOP.

New appointment for brand manager GianPaola Pedretti, who has been appointed Head of the International Office at VeronaFiere.

Verona, 25 March 2013 - The expansion of international activities through a permanent presence on foreign markets currently achieving higher growth is one of the priority objectives of Veronafiere's 2012–2016 business plan. This effective focus on internationalisation is confirmed by recent investments in acquisitions of overseas companies and exhibition brands in Brazil, India and Morocco. This strong and strategic policy of expansion now sees the appointment of Dott.ssa GianPaola Pedretti - brand manager since 2006 of SAMOTER and events in the building and construction sector - as Head of the International Office.

This undoubtedly challenging and prestigious role now joins GianPaola Pedretti's already impressive curriculum, characterised by qualified professional experience in the exhibition industry, who enthusiastically welcomed this new challenge for the future on the strength of her skills and abilities acquired over time, and clearly acknowledged and admired by top Veronafiere management in offering her this new assignment.

Events, especially including Samoter and Marmomacc, will now be entrusted to colleague Luciano Rizzi, Head of the Agriexpo and Technology Area.

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Press Office Samoter 2014
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