



*After Las Vegas, the next appointment is in Miami Beach 19-22 October*

**STONEXPO/MARMOMACC AMERICAS,  
UNITED STATES DRIVING ITALIAN MARBLE EXPORTS:  
+29% PROCESSED PRODUCTS; +9% MACHINERY AND TECHNOLOGIES**

Encouraging signals from the US market after the ninth edition of StonExpo/Marmomacc Americas, the most important exhibition in North America dedicated to the natural stone sector, organised in Las Vegas (28-30 January) by Hanley Wood in collaboration with Veronafiere. The US residential market is expanding (+25% in new projects for 2014 according to NAHB estimates) and is keen to purchase natural stone made in Italy. In the first ten months of 2013, processed and finished goods were shipped across the Atlantic worth 298 million euros. There was also a positive trend for Italian exports of machinery and equipment (+9% in the third quarter 2013).

**Verona, 10 February 2014.** The Stars and Stripes construction market continues to boom: the number of new homes has increased constantly for 27 months and new residential projects – in accordance with the forecasts of the US National Association of House Builders (NAHB) – will be 25% higher compared to 2013.

Positive signals emerge after StonExpo/Marmomacc Americas, the most important exhibition in North America dedicated to the natural stone sector held recently in Las Vegas (28-30 January 2014). The event, celebrating its ninth edition, was organised by Hanley Wood in collaboration with Veronafiere, and the involvement of Confindustria Marmomacchine.

The good state of health of the building industry in the United States is confirmed by the most recent Italian export data for marble and natural stone: In the first ten months of 2013, processed and finished goods were shipped across the Atlantic worth 298 million euros, up by 29% over 2012 (Source: Marmomacc Observatory based on Istat statistics). The performance by Italian marble quarrying and processing machinery and equipment also improved, with the United States ranking as fifth importer, totalling 41 million euros in the third quarter 2013, up by 9% over the previous year (Source: Confindustria Marmomacchine Business Centre).

*"The USA," said Ettore Riello, President of VeronaFiere, "in terms of business volumes is the leading outlet market in the world for the Italian processed stone materials. With StonExpo/Marmomacc Americas, Veronafiere ensures an important presence in this fundamental market, helping companies find important contracts and exporting technical knowhow thanks to the training courses organised by Marmomacc Stone Academy. And after success in Las Vegas, this year the appointment also doubles up on the East Coast: Miami Beach 19-22 October."*

StonExpo/Marmomacc Americas, together with Surfaces, the leading American exhibition dedicated to flooring and surfaces, this year was attended by 694 companies and more than

29,800 visitors (+6,5%) from all over the world, over a occupied area of more than 106,000 square metres. The edition, scheduled at the Mandalay Bay Convention Center in Las Vegas, was further enhanced by partnership with the Stone Fabricator's Alliance, an organisation representing operators in building industry and restoration sectors from all over the world.

*"The International Surface Event 2014 was one of the strongest in recent history" said Dana Teague, Vice President of Hanley Wood. "Over 80% of the show has already re-signed for the 2015 event which will be co-dated with the International Builders Show, the Kitchen and Bath Industry Show and the Las Vegas Market and we have tremendous interest in the recently launched event which will be in Miami Beach in October 2014."*

Las Vegas sees Veronafiore active in the Marmomacc Pavilion that also hosts the Italian exhibiting companies: Breton Spa, C.M.G. Macchine srl, Cereser Marmi Spa, Cogeim Europe srl, Dellas Spa, Fila Industria Chimica Spa, Nuova Mondial Mec srl, O.M.G.M.-Bellani srl, Samich srl, Steinex Srl, T & D Robotics srl and Trentino Sprint. The area also hosts M Stone & Tile, from India, and the Vitória Stone Fair/Marmomacc Latin America, from Brazil, the sector event (18-21 February 2014) that Veronafiore organises in South America through its subsidiary Milanez & Milaneze.

*"Through Marmomacc, we have created a full-scale global business network for the natural stone field," said Giovanni Mantovani, CEO & Director General of VeronaFiere. "StonExpo/Marmomacc Americas focuses on North America, yet the exhibition is also strategic for access to Mexico, one of the emerging economies of the MINT group, where Italian exports in the first ten months of 2013 grew by 31%. And since 2012, with the Vitória Stone Fair/Marmomacc Latin America, we have also established roots in Brazil, the direct gateway to countries in South America."*

Once again this year, training was an integral part of StonExpo/Marmomacc Americas. Tuesday 28 January in fact welcomed the course for designers and builders titled "Designing with natural stone" organised by Marmomacc Stone Academy, that will reveal the most interesting international materials and the most innovative marble processing technologies.

Veronafiore has organised seminars and workshops for 15 years dealing with the construction world in collaboration with professional institutions of international calibre: AIA (American Institute of Architects), for which Marmomacc is a provider of educational consulting for US architects, RIBA - Royal Institute of Architects, RAIC – Royal Canadian Institute of Architects, AIA - Australian Institute of Architects, SAIA - South African Institute of Architects and MEK – Hungarian Chamber of Architects.

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