



*Brazilian event scheduled in Vitória until tomorrow 21 February*

## **VITÓRIA STONE FAIR/MARMOMACC LATIN AMERICA,**

### **THE MOST IMPORTANT TRADE FAIR DEDICATED TO THE NATURAL STONE SECTOR IN LATIN AMERICA UNDERWAY IN BRAZIL**

**Brazil confirms its status as the first country for Italian natural stone processing machinery and equipment exports: +36.4% in the first 9 months of 2013.**

**Verona, 20 February 2014** - The 2014 edition of the **Vitória Stone Fair/Marmomacc Latin America** – scheduled from 18 until 21 February at the Carapina Exhibition Centre in Vitória – marks the start of full operations by Veronafiere to export the highly successful formula of Marmomacc to Brazil. The Brazilian exhibition in the Espírito Santo State, in fact, is no longer merely an exhibition space dedicated to marble and granite but also ensures considerable attention to product design and culture thanks to the new training courses for architects and professionals.

The goal is to ensure even more effective support for the development of trade relationships between Italian operators in the industry and a country with the highest growth rates in the world and a gateway to South and North America alike.

The Brazil, in fact, constitutes one of the markets more promising for the field of building: is the fifth largest country in the world, the ninth world economic power and in coming years will see significant infrastructural investments as the host country of the 2014 World Cup and the 2016 Olympics.

With an area of 32 thousand square meters and 420 exhibitors (including 120 international from 17 countries, especially China, Turkey and Italy), the **Vitória Stone Fair/Marmomacc Latin America 2014** ranks as the most important Latin American event in the natural stone field and is welcoming visitors from all over the world.

The **Vitória Stone Fair/Marmomacc Latin America** aims to confirm the excellent performance of the local stone industry in 2013: Brazilian stone exports world-wide set a new record with more than 1,300 billion dollars in turnover. Espírito Santo State alone – which is home to the event and the main Brazilian stone quarrying and processing centre – saw an increase of over 20%, confirming it as a landmark for the international business market.

Brazil is also the leading destination market for **Italian natural stone processing machinery and equipment: in the first 9 months of 2013** Italian exports came to 77,199,237 euros, an **increase of 36.4%** over the same period in 2012 (56,587,351 euros).

And as regards macro-areas, after Europe and Africa, Central and South America is the third world market for Italian stone technology, worth 122,407,080 euros in exports in the period January-September 2013, an increase of 21.3% over the same period in 2012 (100,904,823 euros). \*Source, *Confindustria Assomarmomacchine Business Centre*.

Espírito Santo State has welcomed many Italian companies operating owned quarries: this is why many projects leaving Brazil, especially those shipped to North America and China, can actually claim to be to some extent "Made in Italy".

Trade between Italy and Brazil is not confined to machinery and technology, since Brazil is also the largest supplier of rough stone for Italian companies that, in the first 10 months of 2013, imported unhewn blocks worth 47.5 million euros, against 45.3 million euros (+4.7%) in the same period 2012.

This year, the Vitória Exhibition sees confirmed attendance by several Italian companies, especially from the Verona area, which have set up production and trading units in the Industrial District of Espírito Santo State, such as Testi Group, Marmi Bruno Zanet, Antolini Luigi Spa, Adria Abrasivi and Tenax.

There are also some of the most important Italian producers of technologies and machinery for processing natural stone, including Gmm, Intermac, Barsanti, Breton, Pellegrini Meccanica, Donatoni Macchine, Gaspari Menotti, Montresor, Klindex, Simec and Pedrini, as well as materials from companies such as Bach and Margraf.

Veronafiere's involvement in the Americas (where Stonexpo Marmomacc Americas has been active since 2008) has been strengthened over the past year thanks to the foundation of Veronafiere do Brasil – a company reporting to Veronafiere with a 49% share owned by Simest – which, at the end of 2012, took over 60% of Minanez&Milaneze, the company organising the leading exhibition event dedicated to the natural stone sector in South America.

*"Veronafiere do Brasil is a very important project in which we have invested a great deal to set in motion a major trade fair platform for South America as a whole dedicated to the natural stone industry and potentially capable of being extended into other sectors," said **Ettore Riello, President of VeronaFiere.** This is the first year that we can consider our business in Brazil to be fully operational - so much so that the Vitória Stone Fair presents itself with the new name of Vitória Stone Fair/Marmomacc Latin America "*

The Vitória Show will help promote Marmomacc and increase its visibility in a major market such as Brazil, thereby equally enhancing Veronafiere's role as an organizer of international events abroad.

*"With Marmomacc, we have created a full-scale business hub for the natural stone sector," says **Giovanni Mantovani, CEO of Veronafiere** . We have worked hard to boost the content of the Vitória Stone Fair: thanks to missions in several Latin American countries, Europe and Asia, we have attracted the attention of leading international buyers as a way of turning the show into the starting point for initiatives continuing throughout the year. The Buyers Latin America Project is an absolute innovation and will bring together entrepreneurs interested in new trends presented at the exhibition while also encouraging direct negotiations with exhibiting companies."*

*"Coverage of Latin America," added **Riello**, "completes Veronafiere's strategy of penetration into the continent following its involvement in the United States since 2008 with StonExpo/Marmomacc Americas. Our objective is to increasingly become a platform at the service of exports for the Country System equally providing support for competent institutions through our strongest brands."*

*Our initiatives abroad ensure further opportunities for companies over and above Marmomacc itself, held September in Verona and the undisputed world leader."*

Vitória Stone Fair/Marmomacc Latin America this year sees the debut of courses organised by the "Marmomacc Stone Academy" in collaboration with national and international authorities such as the AIA (American Institute of Architects) and the Royal Architectural Institute of Canada (RAIC). The project is characterised by a huge programme of educational meetings for North American and Brazilian architects and designers, complete with professional credits approved by the two prestigious Associations as well as visits to quarries and companies and lectures during the exhibition.

Alongside the Vitória Stone Fair/Marmomacc Latin America, Veronafiere's Brazilian subsidiary also organises Mec Show, again in Vitória (Exhibition of metalworking, energy and automation, 22-25 July 2014). This event is dedicated to two important sectors for Italy: industrial technologies and construction technologies. Lastly, in chronological order, the Cachoeiro Stone Fair (26-29 August 2014) is an international marble and granite exhibition dedicated to raw materials in the natural stone sector and held in Cachoeiro de Itapemirim, the main centre for stone sector trade and sales.

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