

MARMOMACC

STONE + DESIGN + TECHNOLOGY INTERNATIONAL TRADE FAIR

Verona, ITALY
24/27 SEPTEMBER 2014**ABITARE IL TEMPO**

FURNITURE / DESIGN / PROJECT / TRADE FAIR AND CONFERENCE

SEPTEMBER 24.27/2014

VERONA, ITALY

Two events scheduled together at VeronaFiere 24-27 September

RIBBON-CUTTING CEREMONY TOMORROW FOR MARMOMACC AND ABITARE IL TEMPO 2014:

INAUGURATION WITH CALEND A (DEPUTY MINISTER OF ECONOMIC DEVELOPMENT) AND SQUINZI (PRESIDENT OF CONFINDUSTRIA)

The ceremony will also be attended by the Consul General of Morocco, El Khdar Ahmed.

Verona, 23 September 2014 – More than 1,500 companies from 58 countries (+77 exhibitors over 2013), the entire exhibition centre occupied (all twelve halls), 45 official trade delegations, buyers and operators expected from over 140 countries.

These are the facts and figures for the 49th Marmomacc, scheduled at VeronaFiere 24-27 September: the most important global event dedicated to the stone industry - from machinery to finished products - is being held for the first time in conjunction with Abitare il Tempo (2nd Floor, PalaExpo with more than 80 exhibitor companies), the b2b exhibition for contract professionals with the best proposals for materials, interior finishes and furnishings.

Both events will be inaugurated tomorrow (24 September) at 10.30 (in Hall 1, Santa Margherita Forum Area), by Carlo Calenda, Deputy Minister of Economic Development, and Giorgio Squinzi, President of Confindustria. They will be joined by Luca Zaia, Governor of the Veneto Region, Giovanni Miozzi, President of the Province of Verona, Flavio Tosi, Mayor of Verona, Ettore Riello and Giovanni Mantovani, respectively President and CEO of Veronafiere. The ceremony will also be attended by the Consul General of Morocco, El Khdar Ahmed.

With 3,340 production, processing and technology companies, Italy is the fifth country in the world in the natural stone sector, generating total turnover of almost 4 billion euros (3.9 billions, +2.2% over 2012), with an export quota in excess of 70% - that in the first six months of the year posted 1.4 billion (technologies and products). There are 33,700 employees, of whom 27.000 in production spheres.

Exports also sustain the Italian furniture industry (+5% in 2013) which continues to suffer at home because of the recession and falling consumption. This is the snapshot of an sector that last year posted turnover of 17 billion euros (-2.8%) with domestic consumption down (-11%), as well as employment (206,500, -3.6%) and the number of active businesses (29,700, -5.3%). Nonetheless, Italy is still the largest producer in Europe and third worldwide after China and the United States, holding 6% of the total furniture production and 9% of global furniture exports.

*"The presence of the Deputy Minister of Economic Development and the President of Confindustria," said the **President of Veronafiere**, Ettore **Riello**, "testifies to the attention the country-system pays to these two sectors - natural stone and furniture - that represent the manufacturing excellence of Made in Italy, complement each other in the value chain and respectively rank fifth and third among worldwide manufacturers."*

This is why Marmomacc always and increasingly looks abroad for development and, today, the Marmomacc in The World network of international events ensures an active presence on the most important markets for the present and future of this business: the United States of America, Brazil, Arabian Peninsula and North Africa.

*"This year we have further strengthened our international expansion," , says the **CEO & Director General of Veronafiere**, Giovanni **Mantovani**, "thereby consolidating our role as the leading natural stone centre in the world. In addition to traditional Marmomacc appointments in the United States,*

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Brazil, Qatar, Saudi Arabia and Morocco, in 2014 we have launched a new initiative in Oman, and in December, thanks to the new-found stability of the country, we will travel to Egypt with MS Africa and Middle East-The Marmomacc and Samoter Show."

Exhibitor countries (- 58

Marmomacc is one of Veronafiere's events boasting the highest levels of internationalisation. In addition to Italian companies, Marmomacc this year welcomes 58 countries taking part as direct international exhibitors: Afghanistan, Saudi Arabia, Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Cyprus, Columbia, Croatia, Egypt, United Arab Emirates, Finland, France, Germany, Japan, Great Britain, Greece, India, Iran, Ireland, Israel, Lebanon,, Malta, Morocco, Mexico, Norway, Netherlands, Oman, Pakistan, Palestine, Poland, Portugal, Czech Republic, South Korea, Macedonia, Dominican Republic, Romania, Russia, San Marino, Serbia, Singapore, Slovenia, Spain, United States, South Africa, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, Ukraine, Hungary, Vietnam and Zimbabwe.

This year's new entries are Afghanistan, Colombia, Malta, Mexico, Thailand, Ukraine and Zimbabwe.

International delegations – 45

Marmomacc selects importers and distributors of machinery and products, construction and processing companies, purchase managers for materials used in large projects (contractors) who during the exhibition follow up specific programmes of b2b meetings with exhibitors. This year there are foreign buyers from 45 countries: Argentina, Austria, Belgium, Bosnia And Herzegovina, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Egypt,

Philippines, France, Germany, Japan, India, Indonesia, Iran, Macedonia, Malaysia, Morocco, Mexico, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Romania, Russia, Serbia, Singapore, Spain, United States, South Africa, Switzerland, Uzbekistan and Vietnam.

Thanks to cooperation with ICE, commercial delegations are also expected from Algeria, Angola, Saudi Arabia, Azerbaijan, Congo, Kenya, Taiwan and Ukraine.

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