



ABITARE IL TEMPO

FURNITURE / DESIGN / PROJECT / TRADE FAIR AND CONFERENCE

SEPTEMBER 24.27/2014

VERONA, ITALY

Event scheduled in Verona until tomorrow alongside Abitare il Tempo

ORGANIZED TRADE MISSIONS FROM 45 COUNTRIES AT MARMOMACC: NEW BUSINESS OPPORTUNITIES FOR COMPANIES

Investments in infrastructures in Brazil totalling 90 billion euros with a view to the 2016 Olympic Games. Veronafiore Do Brasil keeps close tabs on the country not the least with Marmomacc World Tour stop-offs at the Vitória Stone Fair/Marmomacc Latin America and the Cachoeiro Stone Fair. EXPO Construções will make its debut in Brazil in November under the Samoter brand.

Verona, 26 September 2014 – With 90 billion euros on investments in infrastructures planned over the next two years, including more than 6 billions set aside for the 2016 Olympics, Brazil is one of the most promising markets for the natural stone industry and the contract field. Rio de Janeiro is witnessing the construction of 13,700 new high-standard hotel rooms, not to mention work on Metro Line 4, the rapid bus system, and the modernisation of Galeao Airport and Porto Maravilha. These opportunities were presented today during the 49th Marmomacc, the leading international marble and granite trade fair, open until tomorrow at Veronafiore together with Abitare il Tempo, the exhibition dedicated to furnishing solutions and interior finishes.

"Brazilian companies and operators attending Marmomacc," said **Giorgio Rossi, Secretary-General of the Italo-Brazilian Chamber of Commerce**, *"are looking for potential partners in joint ventures and exchange of know-how."*

Major projects require decorative stones and furniture for luxury hospitality facilities and much more. The is growing demand in Brazil for natural stone technologies and processing machinery. Brazil, in fact, every year quarries raw material from 1,500 sites coming to more than 9 million tons, half of which is granite. Yet developing this sector requires more modern plant and this is why Brazil is looking to Made in Italy as a preferential channel: machinery worth about 150 million euros was imported in 2013 (+47% over 2012), of which as an impressive 93 millions from Italy.

"In this context," said **Giovanni Mantovani, CEO & Director General of Veronafiore**, *"Marmomacc is the main world hub for trade in stone and related promotion, with more than 1,500 exhibitors from 58 countries and trade delegations from 45 countries. As regards Brazil, in particular, we are the only Exhibition able to boast stable presence in the main production district of Espirito Santo, thanks to Vitória Stone Fair/Marmomacc Latin America, Cachoeiro Stone Fair and the upcoming debut of EXPO Construções in November under the Samoter brand name."*

In addition to the stop-offs by Marmomacc World Tour in Brazil, the United States, Qatar, Saudi Arabia, Egypt and Morocco, the network of 60 foreign delegates and major investments to promote incoming foreign buyers, Marmomacc has also signed important agreements over the years with the aim of developing the international status of the event that already today boasts 900 foreign exhibitors and 60% of visitors from abroad. The ICE-Agency, in collaboration with Confindustria Marmomacchine, has organized a mission of 46 foreign operators, managers of companies specializing in marble and granite quarrying and processing fields.



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"The expanded partnership between ICE-Agency and the natural stone sector, says **Alessandro Liberatori**, ICE Manager of the Engineering Chemical Energy Environment Office, "has ensured that a delegation from 17 countries has travelled to Verona this year. Over and above Marmomacc, we have scheduled a series of promotional events in Iran, Turkey, Mozambique, Palestine and Burma."

And while speaking of Myanmar, a delegation of companies and representatives of the Myanmar Ministry for Mining Activities is visiting Marmomacc accompanied by **Unido Itpo Italy**, the United Nations Organization for Industrial Development, and **Mise**, the **Italian Ministry for Economic Development**.

Marmomacc 2014: international markets and product culture

Marmomacc is the landmark world event for the marble-stone industry. The entire natural stone value chain is on hand at Veronafiere 24-27 September: from rough blocks to machining technologies, exhibitions and installations using the latest applications in the design field, through to Stone Academy professional training courses for architects.

The 49th edition attracted over 1,500 exhibitors (+77 companies compared to 2013) from 58 countries, with new entries from Afghanistan, Colombia, Malta, Mexico, Thailand, Ukraine and Zimbabwe. Official trade delegations are in attendance from 45 countries, while more than 56,000 buyers and professionals are also expected from more than 140 countries. The entire Exhibition Centre has been sold-out, with all 12 halls occupied, as well as all outdoor areas, for a total net exhibition area of 76,200 square meters.

Marmomacc is being held for the first time in conjunction with *Abitare il Tempo*, Veronafiere's b2b exhibition for operators in the contract sector, highlighting the best for furniture, interior finishes and contract proposals.

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