



## **Veronafiére International Department**

Promotion on emerging markets and internationalisation. Veronafiére is the leading direct organiser of events in Italy, second in terms of turnover and among the top exhibition centres in Europe; it devotes 10% of investments to expand its international activities. This year sees as many as 13 events scheduled in 9 countries (4 shows and 2 countries more than in 2012): North and South America, China, Russia, India, North Africa and the Arabian Peninsula are the areas where Veronafiére has laid important foundations for growth.

The "exhibition tool" - for three out of four industrial companies and 88% of SMEs in Italy - is the only method used to reach foreign markets. Studies carried out by AEFI (Italian Exhibition and Trade Fair Association) indicate that these events help concluded business agreements worth €60 billion, generating 15% of Italian exports.

Veronafiére has always been a pioneer in finalising an international development programme and keeps a consistently close eye on the opportunities offered by new markets and strategic sectors for exports of excellence "Made in Italy".

The offering of events is particularly impressive in fields such as building and construction, materials, machinery, furnishings. The last edition of Marmomacc saw Veronafiére sign new agreements boosting its international operations in Brazil, Egypt and Morocco - joining the USA, Saudi Arabia and Qatar as stop-offs for the Marmomacc World Tour.

Here is the calendar of upcoming events:

### ***Floors & Walls – 4 - 6 July 2013***

***New Delhi, India***

[www.floorsnwallsexpo.com](http://www.floorsnwallsexpo.com)

Floors and Walls India is the Veronafiére start-up dedicated to interiors sector in building and construction - the ideal base for entering the Indian market which is worth over 500 billion dollars. This high-profile international exhibition is a showcase of the best building and construction materials, as well as all kinds of claddings/finishings/coatings and surfaces: from wooden floors to ceramics and furnishing accessories.

### ***Mec Show – 23 - 26 July 2013***

***Serra, Espirito Santo, Brazil***

[www.mecshow.com.br](http://www.mecshow.com.br)

### ***Cachoeiro Stone Fair – 20 - 23 August 2013***

***Cachoeiro de Itapemirim, Espirito Santo, Brazil***

[www.cachoeirostonefair.com.br](http://www.cachoeirostonefair.com.br)

### ***Vitória Stone Fair– 18 - 21 February 2014***

***Vitória, Espirito Santo, Brazil***

[www.vitoriastonefair.com.br](http://www.vitoriastonefair.com.br)

Veronafiére - through Veronafiére do Brasil - takes a seat in the control room of Vitória Stone Fair and Cachoeiro Stone Fair in Espirito Santo State, the two Brazilian reference events for the stone industry as a whole in Latin America. The focus is on the major infrastructural investments ahead of the World Cup in 2014 and the Olympic Games in 2016.

Veronafiore has acquired 60% of Milanez & Milaneze, the Brazilian company that manages these two local marble and granite exhibitions whose recent editions have respectively seen 420 (Vitória) and 220 (Cachoeiro) exhibitors, with a total of 50,000 visitors from 66 countries. By acquiring the controlling share of Milanez & Milaneze, Veronafiore also takes on an important role in the context of Mec Show, now at its 5th Edition and focused on engineering, automation and energy.

### ***Saudi Stone Tech – 4 - 7 November 2013***

***Riyadh, Saudi Arabia***

[www.recexpo.com](http://www.recexpo.com)

Now at its 16<sup>th</sup> edition, the international exhibition dedicated to stone and related production technologies and equipment is organised by REC (Riyadh Exhibitions Company) in collaboration with Veronafiore and Confindustria Marmomacchine.

### ***Médinit Expò – 13 - 16 November 2013***

***Casablanca, Morocco***

[www.medinit.it](http://www.medinit.it)

First conceived in 2010 and now at its 4<sup>th</sup> edition, Médinit Expo is a showcase where leading "Made in Italy" companies can present their products and technologies to the "new" and constantly evolving market particularly interested in Italian quality and style. Its successful winning formula is to offer visitors, in a single "container" event, the best in the entire construction value chain: from domotics, furnishing, design, furniture and household textiles.

### ***MS Africa and Middle East – NEW EVENT! – 9 - 12 December 2013***

***Cairo, Egypt***

[www.msafrika.net](http://www.msafrika.net)

VeronaFiere focuses on the Mediterranean and takes the world of natural stone and construction equipment to Egypt. The new event is promoted by Veronafiore with Egyptian partners Art Line and ExpoLink; the aim is to penetrate markets associated with the building industry in North Africa and the Middle East. This initiative exploits the experience of Veronafiore's best-known brands in the construction industry, Marmomacc and Samoter (whose initials give the exhibition its name).

### ***StonExpo/Marmomacc Americas – 28 - 30 January 2014***

***Las Vegas, Nevada, USA***

[www.stonexpo.com](http://www.stonexpo.com)

StonExpo / Marmomacc Americas is the largest international natural stone trade fair held in the United States, attracting an average of nearly 200 companies and over 6,000 participants from all over the world. The 2014 edition will be the ninth in the series. StonExpo / Marmomacc Americas is scheduled alongside Surfaces, the top American event dedicated to floorings and surfaces, with a programme including courses, seminars and conferences dedicated to high-level training.