



## **VERONAFIERE AS THE EXPORT HUB FOR THE ITALIAN INDUSTRIAL SYSTEM**

**As the leading direct organiser of exhibitions in Italy and among the first in Europe, Veronafiere has operated in the exhibition sector for more than a century and places its knowledge, contacts, relationships, events and exhibitions at the service of institutions and economic sectors with the objective of being a platform for international promotion of Italian products and creating value for the local area in which it operates.**

**An equity structure combining public and private sectors, an increased endowment fund, approval of the updated business plan for 2012-2016, a local area boasting an optimal geo-economic location (Italy's second financial centre) with inter-modal infrastructures and world-class logistics - all this makes Veronafiere one of the Exhibition Centres in Europe with the highest growth potential.**

**North and South America, China, Russia, India, North Africa and the Arabian Peninsula are the international scenarios where Veronafiere has set up important foundations for growth in coming years.**

Exhibitions are a fundamental aspect of Italian industrial policy and a platform for exports of Italian culture and products to consolidated and emerging markets. They are the cornerstones of Veronafiere's political-economic efforts and its leadership for over a century (since 1898) in the Italian and European exhibition sector.

One of the leading players in the association world, including Aefi (Italian Exhibition Association), Emeca (European Major Exhibition Centres Association) and Ufi (The Global Association of the Exhibition Industry) where Veronafiere respectively holds the Presidency with Ettore Riello (President of Veronafiere), the Vice-Presidency with Giovanni Mantovani (CEO & Director General of Veronafiere) and membership of the Board of Directors. Veronafiere thereby implements a system approach on a European and national scale intended to enhance the role of the exhibition sector on behalf of companies, be they major industries or small-medium businesses, with a special emphasis of internationalisation.

While the Veronafiere's primary mission is to be a platform promoting Made in Italy on consolidated and emerging markets, this objective is equally attained by providing high added value services to its clients, exhibitors and visitors, at the same time as expanding, precisely through operations abroad, attendance by professional operators at its events scheduled in Italy.

**The 2012-2016 Business Plan** focuses on these conditions and the AGM at the end of 2012 approved an increase of its Endowment Fund (as required by statutes) of 15 million euros, finalised on implementing the strategies of the business plan that envisages the Veronafiere Group achieving by 2016 turnover in excess of 100 million and 40 million euros of investments.

The main outlines of the business plan envisage the consolidation of the current portfolio of events and the development of new events to cover emerging sectors and ensure a high index of rotation for the exhibition centre and its facilities, thereby further increasing allied business in the local area currently estimated at 1 billion euros.

The business plan essentially aims to strengthen international activities through a permanent presence on markets currently achieving high growth and increased efficiency of infrastructures through asset operations aimed at enhancing appeal and competitiveness.

Thanks to the simultaneous approval of the updated business plan for 2012-2016 and the increased endowment fund, as well as an equity structure combining public and private sector, a local area boasting an optimal geo-economic location (Italy's second financial centre) with inter-modal infrastructures and world-class logistics, Veronafiery is one of the Exhibition Centres in Europe with the highest growth potential.

Competition in the exhibition market will be increasingly played out abroad, with special reference to growth in turnover, and in this context 2012 for Veronafiery was not a year of waiting in the wings but one of major impetus in terms of creating partnerships and aggregations.

**North and South America, China, Russia, India, North Africa and the Arabian Peninsula** are the international scenarios where Veronafiery has set up important foundations for growth in coming years. Starting with India and Brazil, sub-continent where we have established two specific companies that will become fully operational by 2013 - Veronafiery Lems India Private Ltd. and Veronafiery do Brasil - for the organisation of exhibitions, events and workshops in fields such as building-construction, metalworking, energy, automation, furniture, food and agriculture and related technologies.

Vinitaly International has helped Veronafiery create strong roots in the United States, where for many years it has also been active in the natural stone and related processing technologies field, Russia and Hong Kong, where it is the partner of one of the most important wine events on the Asian market.

In North Africa, the schedule in Morocco and Egypt for 2013 already includes two important events dedicated to design, interior decorating and construction-building – from marble and granite to processing and excavating technologies to earth moving machinery.

In the Arabian Peninsula - specifically Saudi Arabia and Qatar – Veronafiery, lastly, will promote Made in Italy products, technologies and machinery for processing natural stone in partnership with two of the most important exhibitions in this area.

**Summary Press Release - integrate with data, statistics and the calendar of appointments in Who's Who Veronafiery.**

**Veronafiery Press Office**

**Tel.: + 39.045.829.82.42 – 82.85 – 82.10 Fax: +39.045.829.81.13**

**E-mail: [pressoffice@veronafiery.it](mailto:pressoffice@veronafiery.it)**

**Web: [www.veronafiery.it](http://www.veronafiery.it)**