



## VERONAFIERE - WHO'S WHO 2013

**Origins and mission:** the history of the Verona Exhibition Authority (Ente Autonomo per le Fiere di Verona - the legal name of VeronaFiere) traces its origins to shows linked with agriculture and horses launched in 1898 by Verona City Council. Today, VeronaFiere is the leading direct organiser of exhibitions Italy, second in terms of turnover and at the top in Europe, thanks to more than 100 years of experience in the sector and its strategic geographical position at the heart of Europe's main inter-modal routes. VeronaFiere's mission is to be a natural hub for the international promotion of the country's industrial system and excellence Made in Italy by providing facilities and high value-added services to its clients - visitors and exhibitors alike.

**President:** Ettore Riello

**Vice Presidents:** Damian Berzacola (Deputy President) and Guidalberto di Canossa (Vice President)

**Members of the Board of Directors:** Ettore Riello, Damiano Berzacola, Guidalberto di Canossa, Barbara Blasevich and Marino Breganze

**CEO & Director General:** Giovanni Mantovani

**Deputy Director General - Director of Administration, Finance, Purchasing and Director of Operations:** Mario Rossini

**Commercial Director:** Diego Valsecchi

**Director of Planning, Development and Control:** Claudio Solignani

**Equity holdings:** Verona City Council (36.34%), Cariverona Foundation (22.16%), Verona Chamber of Commerce (11.95%), Banca Popolare di Vicenza (6.50%), Società Cattolica di Assicurazione Soc. Coop (6.50%), Banca Popolare Verona – B.S.G.S.P. (6.45%), Veneto Agricoltura (6.45%), Province of Verona (1.29%), Intesa San Paolo Spa (1.29%), Banca Veronese CC di Concamarise (0.65%), Immobiliare Magazzini Srl (0.23%) and Veneto Region (0.19%).

**Operating segments and brands:** VeronaFiere is the leader in the agricultural and agro-foods sector, with a share of relative exhibition events in the field of 45%. Over the years it has developed new areas of interest such as the building industry, constructions and transport, furnishing, sport and tourism, without forgetting university and professional training. More than 87% of VeronaFiere's turnover is generated by its owned and directly organised exhibitions. The exhibitions organised by VeronaFiere refer to several different brand areas, each responsible for managing specific events in the calendar.

- **AgriExpo & Technology:** Bioenergy, Eurocarne, Fieragricola, Oil&nonOil, Pastatrend, Pulire, Pulire Outdoor, Siab
- **Wine & food:** Vinitaly Competitions (Wine and Packaging), Vinitaly, Sol&Agrifood, Enolitech, Opera Wine, Vinitaly International
- **Building Industry, Logistics and Construction:** Asphaltica, Geo Oikos, Marmomacc, Samoter, Stonexpo, Transpotec
- **Exhibition Development and Special Projects:** Abitare il Tempo 100% Project, Legno&Edilizia, Metef-Foundeq, Metalriciclo, Progetto Fuoco
- **Consumer events:** Art Verona, Classica Motori, Classical Music World, Elettroexpo, Fieracavalli, Job&Orienta, Mineral Show Geo Business, Mineral Show Geo Shop, Modelexpo Italy, Motorbike, Veronafil 1, Veronafil 2, Vivi la Casa

**Innovations in 2012:** VeronaFiere saw the debut in 2012 of Metef-Foundeq, the leading international trade exhibition dedicated to the aluminium industry, technological metals and foundry machinery and equipment, and Metariciclo-Recomat, an event focusing on recycling of industrial materials. Veronafiere has taken a 50% equity holding in both of these events. Veronafiere in 2012 also acquired Oil&nonOil, a biennial exhibition of car and driver services, S&TC-Stoccaggio e Trasporto Carburanti and Asphaltica, the exhibition of solutions and technologies for paving, safety and road infrastructures.

**2013 previews and major events:** the inaugural edition of Smart Energy Expo is scheduled in 2013, the exhibition and convention event dedicated to energy efficiency products and solutions and smart energy systems (9-11 October), together with a preview of Pasta Trend, exhibition focusing on production of pasta and Mediterranean products (during Sol&Agrifood, 7-10 April), and Pulire Outdoor, three days of conferences dealing with solutions for better quality urban life (21-23 May). The appointments with Vinitaly (7-10 April), Siab (25-29 May), Abitare il Tempo 100% Project (13-15 October), Marmomacc (25-28 September) and Fieracavalli (7-10 November) are also confirmed.

**International activities:** Veronafiere, in its role as a platform for promoting 'Made in Italy', oversees strategic established and emerging markets worldwide through a network of 60 delegates, two specifically created companies - Veronafiere Lems India Ltd. and Veronafiere do Brazil - and international events. The 2013 calendar boasts 13 events in 9 countries.

- **USA:** Vinitaly International in New York (28 January) and Miami (30 January), Stonexpo Marmomacc Americas in Las Vegas (29-31 January)
- **Brazil:** Siab/Fispal Food Service International techno-bake exhibition in São Paulo (25-28 June), Vitória Stone Fair-International marble and granite exhibition in Vitória (26 February-1 March), Mec Show – Exhibition of metalworking, energy and automation in Vitória (23-26 July), Cachoeiro Stone Fair-International marble and granite exhibition in Cachoeiro de Itapemirim (20-23 August)
- **North Africa:** Mèdinit expo-Italian exhibition of design and technology for interior decorating and construction-building in Casablanca (October), MS Africa Middle East Marmomacc Samoter Show-International exhibition of natural stone, design, technology, earth moving machinery and construction-building equipment in Cairo (9-12 December)
- **Middle East:** Saudi Stone Tech-The International stone and stone technology show in Riyadh (4-7 November), Qatar Stone-Tech-The international stone and stone technology show in Doha (6-9 May)
- **India:** Floors&Walls-International exhibition of covering materials for the building industry in New Delhi (July).
- **Russia:** Vinitaly International in Moscow (October)
- **China:** Vinitaly International in Hong Kong (November)

**Association Memberships:** Veronafiere is a member of *UFI-The Global Association of the Exhibition Industry* (the international union representing organisers and exhibition centres), *EMECA-European Major Exhibition Centres Association* (association of the most important European exhibition centres) and *AEFI - Italian Association of Exhibition Centres*.

VeronaFiere also belongs to *FKM-Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen* (company for the certification of exhibition data set up by German exhibition centres) and *EURASCO-The European Federation of Agricultural Exhibition and Show Organisers* .

**The Exhibition System in Italy:** the main international exhibitions held in Italy generate turnover of 60 billion euros for companies and 15% of total Made in Italy exports.

The “exhibition” instrument is the only means of promotion on markets for three industrial companies out of four and 88.5% of small-medium businesses; this also holds true on a European level.

### **VERONAFIERE 2012 DATA**

**Revenues:** 80 million euros

**Allied trade generated in the Verona-Veneto system:** more than 1 billion euros (study by Cermes Observatory, Bocconi University)

**Number of employees:** 125

**Number of exhibition events:** 51, of which 42 in Verona and 9 abroad in 7 countries

**Number of Visitors:** more than 1,300,000 (up by 7% over 2011), of whom 181,000 international (14% of total, with peaks of 52% for Marmomacc and 35% for Vinitaly)

**Number of Exhibitors:** 15,600 (+8% over 2011), of whom 2,600 international (17% of total)

**Net exhibition area sold:** 777,000 square meters

### **EXHIBITION CENTRE FACILITIES**

**Number of halls:** 13

**Number of entrance gates:** 7

**Total area:** 309,000 square meters

**Indoor exhibition space:** 152,000 square meters

**Outside exhibition area:** 157,000 square meters

**Maximum number of car parking places:** 12,300

### **EUROPA AND ARENA CONGRESS CENTRES**

The Veronafiere Congress Centre is among the top conference sites in the Northeast, thanks to its facilities and Verona's favourable location, served by efficient motorway, airport and railway links. Services include teleconferencing audio-video media, simultaneous translation support and Wi-Fi connection: an ideal location for meetings, conferences and events.

**Number of Halls:** 8, with capacities from 30 to 600 seats (Verdi Auditorium).

**Total number of places:** 1,400, with the possibility of setting up an additional Plenary Hall with 1,200 seats.

**Number of conferences:** 412

**Number of operators at congresses:** 76,000

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