

*Event scheduled at Veronafiere 30 September - 3 October 2015*

## **50<sup>th</sup> MARMOMACC: NATURAL STONE SPEAKS ALL THE LANGUAGES OF THE WORLD**

**Inauguration tomorrow off the most important trade fair dedicated to natural stone sector business and culture. Growing internationalisation, in terms of exhibitors (936 foreign companies) and trade delegations (11 more countries than in 2014) alike. Marmomacc confirms its status as a global platform promoting Italian natural stone exports which, in the first half of the year, came close to 1.6 billion euros. Ribbon cutting ceremony at 10.30 (Hall 1) with Enrico Zanetti, Economics and Finance Undersecretary, and Giorgio Squinzi, President of Confindustria. The afternoon (15:00) welcomes the first sessions of the International Stone Summit involving 20 of the leading global natural stone and technology sector associations**

**Verona, 29 September 2015** – Trade delegations from 55 countries, 11 more than last year; 936 foreign companies are taking part out of 1,524, arriving from 55 countries worldwide - with debuts by Albania, Bosnia-Herzegovina, Cameroon, Georgia and Venezuela; visitors are expected from over 140 countries.

The **50<sup>th</sup> edition of Marmomacc** starts tomorrow at the Verona Exhibition Centre and more international than ever. The exhibition dedicated to marble, granite and natural stone scheduled from Wednesday 30 September to Saturday 3 October confirms its status as the world landmark for business, promotion and culture in the natural stone value chain ([www.marmomacc.com](http://www.marmomacc.com)).

This sector sees Italian industry up among the leaders in global trade: leadership is also confirmed by data for Italian exports published by the Marmomacc-Marmomacchine Confindustria Observatory.

In the first half of 2015, Italian **exports** came to almost 1.6 billion euros, an increase of 5.2% for unhewn and finished stone materials and 28.8% in the quarrying and processing machinery and technologies field.

The role of Marmomacc as a platform for the internationalisation of companies this year is also enhanced by the **Special Made in Italy Promotion Plan** launched by the Ministry of Economic Development (MiSE), in collaboration with ICE-Italian Trade Agency and Confindustria Marmomacchine, which has ensured that the event will be attended by two large delegations comprising 100 top buyers and 100 architects from abroad, who will be involved in b2b meetings, training courses and visits to local companies.

Thanks to Veronafiere's investments and activities to encourage **incoming operators**, Marmomacc will also be attended for the first time by an official mission of the Iranian Ministry of Industry, Trade and Industrial Activities in the Mining Sector. Other official visits include a delegation from the Department of Commerce of Vitoria State, Brazil, a group of 60 architects from Rabat, Morocco, and representatives of several top Egyptian construction companies.

### **Inauguration**

Tomorrow morning the ribbon cutting ceremony for the 50<sup>th</sup> Marmomacc takes place in conjunction with **Abitare il Tempo**, Veronafiere's event focusing on interior design and the contract sector ([www.abitareiltempo.it](http://www.abitareiltempo.it)). The ceremony is scheduled at **10.30** in the Forum Area of the **Italian Stone Theatre** (Hall 1). **Ettore Riello**, President of Veronafiere, will be joined in attendance by **Enrico Zanetti**, Undersecretary for the Economy and Finance, **Giorgio Squinzi**, President of Confindustria, **Robert Marcato**, Councillor for Economic Development and Energy of the Veneto Region, **Marco Ambrosini**, Councillor for Economic Activities of Verona City Council, and **Giovanni Sacchi**, ICE Director coordinating System Italy promotion services.

At 11.30, awards will be made to nine companies which have attended all 50 editions of Marmomacc and Sant'Ambrogio di Valpolicella Municipality.

### **Programme for the day**

At 15.00, the Puccini Meeting Room in the Arena Conference Centre (Gallery between Halls 6 and 7) will host the opening session of the first edition of the **International Stone Summit**, a Conference organized by MiSE, ICE, Confindustria Marmomacchine and Veronafiore involving 20 of the leading global natural stone and technology sector associations.

Also at 15.00, a snapshot of the global natural stone market will be provided during the presentation of the **26<sup>th</sup> World Stone Report** by Carlo Montani (Mascagni Meeting Room, Press Centre, Gallery between Halls 4 and 5).

Lastly, at 18.00 the Forum Area in the Italian Stone Theatre (Hall 1) will host the prize-giving ceremony for the 9<sup>th</sup> edition of the **Best Communicator Award** and the consignment of **Masters of Stone** diplomas.

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