

Show closes today at Veronafiere. Next edition: 28 September - 1 October 2016

MARMOMACC - NEW RECORD FOR 50TH EDITION: 67,000 VISITORS (+3%) FROM 150 COUNTRIES

Veronafiere's international exhibition dedicated to the natural stone industry (30 September-3 October) attracted 1,524 936 companies, with 936 from 55 countries. Even more operators from abroad, up to 57% of total (+9% compared to 2014 edition).

Verona, 3 October 2015 – Marmomacc, the largest exhibition in the world dedicated to natural stone business and culture, closes its **50th edition** today at Veronafiere hallmarked by growth. In just four days, the event has attracted 67,000 specialist operators - 3% more than visitors at last year's show. The international character of the event expanded even further, with international attendance up to 57% of total (+9%) from 150 countries, 5 more than in 2014 (www.marmomacc.com).

Marmomacc confirmed its status as the global centre for marble, granite, natural stone, machinery and processing technologies, thanks to the presence of 1,524 companies (occupying a show area of more than 77,000 square meters), including 936 from 55 countries - with debuts by Albania, Bosnia and Herzegovina, Cameroon, Venezuela and Georgia.

There was also a positive performance as regards organised delegations, which this year came from 55 States - 11 more than the last edition of Marmomacc.

In keeping with its traditions as a venue promoting trade in natural stone field, Marmomacc set a new record for the number of buyers arriving from Europe (Germany and United Kingdom in particular, followed by Spain and France), with a significant increase in visitors from the United States, Canada, India and Australia, as well as Israel, Poland and Iran; figures for incoming operators from Turkey, Russia, Brazil, China, Morocco and Egypt were consolidated.

Ettore Riello, President of VeronaFiere: *"This result is doubly rewarding for us. First and foremost, we have achieved all the goals we set ourselves for the 50th edition in terms of qualified attendance, trade delegations and professional operators, with across the board increases that helped create important and new business development opportunities and partnerships for our customers and for Veronafiere itself alike. Secondly, we demonstrated to the Government the validity of our conviction of the exhibition tool and its high-profile events as a vital asset for business by SMEs, especially in terms of exports, thereby including Marmomacc - on the strength of major results achieved in the course of fifty editions and its high level of internationality - in the Special Made in Italy Promotion Plan through a structured project also involving the ICE-Italian Trade Agency and Confindustria Marmomacchine."*

Giovanni Mantovani, CEO & Director General of VeronaFiere: *"The show achieved extremely high levels of internationality on all fronts, with significant increases even by geographic areas where we have already been directly and continuously active for many years, through our companies, partnerships, initiatives and events. At the same time, this edition enabled us organise an agenda of meetings at the highest institutional and business levels, which will help us develop new partnerships on strategic markets for the core business of Veronafiere itself."*

The Show - for the second consecutive year - was held in conjunction with **Abitare il Tempo**, Veronafiere's event dedicated to contract, design and interior decor sectors.

The next edition is scheduled 28 September - 1 October 2016.

Marmomacc Photo – [50th edition](#)

Marmomacc Photo - [blocks of stone](#)

Marmomacc Photo – [outside areas](#)

Marmomacc Photo – [exhibitions and design](#)

Marmomacc YouTube channel – [links to videos, reports and interviews](#)

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