

# VERONAFIERE

**120 years at the service of international business promotion**

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

More than 1.2 million visitors, over 13,800 exhibitors, 764,000 square meters of show areas and stands sold, 68 events organized - 52 in Italy and 16 abroad in 11 countries - and a consolidated turnover of 86 million euros. These are the results posted by Veronafiere in 2017, confirming its status as one of the most important international promotional platforms for company and trade business.

A role that it has constantly played for 120 years.



**HISTORY** – The history of Veronafiere in fact goes back to 1898, with the six-monthly agriculture and horse shows set up by Verona City Council. The Ente Autonomo per le Fiere di Verona was founded in 1930 and became Veronafiere SpA in 2016, thereby taking the legal status of an equity company.

**EVENTS** – Vinitaly, Marmomac, Fieragricola, Fieracavalli, Samoter, Sol&Agrifood and Enolitech are just some of the successful trade fair events in Veronafiere's portfolio, with a special focus on wine and agro-food sectors, as well as natural stone and construction machinery.

Yet such specific vocations have by no means prevented diversification of the offering over the years, extending into other sectors such as heating based on wood biomasses (Progetto Fuoco), custom motorbikes (Motor Bike Expo) and bicycles (CosmoBike Show), not forgetting the world art (ArtVerona Project Fair), education and training (Job&Orienta) or the biomedical sector (Innovabiomed).

All this is joined by the conference activities managed by Veronafiere in its dedicated facilities, which in 2017 hosted 384 events attended by almost 95,000 people.

**INTERNATIONAL MARKETS** – Veronafiere's operations have always focused firmly on consolidated and emerging world markets thanks to a network of 60 foreign delegates, a specifically founded company (Veronafiere do Brasil), a permanent office in Shanghai and another in Cairo, as well as its own global events - first and foremost those involved in the Vinitaly International Tour, covering the United States, Brazil, Russia, China, North Africa, the Middle East and Australia.

**EXPO 2015 & THE WINE PAVILION** – This highly international profile was also acknowledged by the Ministry of Agriculture which in 2015 entrusted Veronafiere with the construction of the Italian wine pavilion at Expo in Milan, as well as the Ministry of Economic Development which has included Vinitaly and Marmomacc since 2015 in the Special Made in Italy Promotion Plan implemented by the ICE Trade Agency.



**Veronafiere Press Office**

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**TURNOVER** – VeronaFiere achieved turnover at the group level of €86 million in 2017, with a gross operating margin of 11.2%. This result ranks VeronaFiere Spa among the 40 most important exhibition centres in the world, standing 12th in Europe for exhibition space and 13th for visitor numbers. Veronafiere's strength also comes being the leading direct organizer of events in Italy and owner of almost all the events in its calendar, thereby generating more than 85% of turnover.

**THE FUTURE** – The strategic development of Veronafiere, strengthened by its transformation into a joint-stock company and an important digital transformation project, envisages consolidating its leadership on reference markets, both in Italy and abroad.

This is the direction taken, for example, by Vinitaly's debut in Brazil with Wine South America, the new event dedicated to the wine sector scheduled in September 2018.

Other aspects driving growth identified in the Business Plan include: product and process innovation, upgraded services for exhibitors and visitors; improvement of the Exhibition Centre's appeal.



**PARTNERSHIP** – Agreements and acquisitions are another important aspect in the scope of Veronafiere's operations that, together with Fiere di Parma in 2017, gave life to the newco VPE, Verona Parma Exhibitions.

In January 2018, VPE in turn took a 50% equity holding in "Bellavita Expo", a British company operating in the "Made in Italy" agro-food sector tradeshow business in the United Kingdom, Holland, Poland, United States, Canada, Mexico and Thailand.

**SUSTAINABILITY** – Lastly, VeronaFiere has implemented an increasingly virtuous and sustainable business model in environmental terms. It was the first exhibition centre in Italy to receive ISO 50001 certification and have eco-certified aluminium and fabric fittings that are 100% recyclable.

It also generates clean energy from more than 2 thousand square metres of solar panels installed on the roofs of the exhibition halls and is among the top exhibition centres in Europe for recycling waste arising during events, with a quota in excess of 70% of total. Energy efficiency improvements of facilities in 2017 helped save 80 TEPs (equivalent tons of oil).

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## COMPANY PROFILE

### President:

Maurizio Danese

### Vice Presidents:

Claudio Valente

Romano Artoni

### Ceo :

Giovanni Mantovani

### Board of Directors:

Maurizio Danese

Claudio Valente

Romano Artoni

Barbara Blasevich

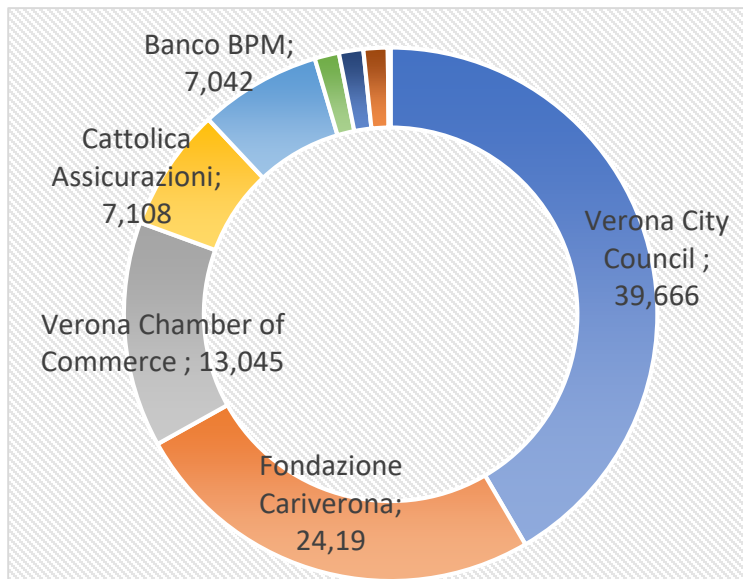
Manfredo Turchetti



Maurizio Danese



Giovanni Mantovani



### Equity holdings:

Verona City Council (39.666%), Fondazione Cassa di Risparmio di Verona, Vicenza, Belluno e Ancona (24.190%), Verona Chamber of Commerce (13.045%), Cattolica Assicurazioni (7.108%), Banco BPM Spa (7.042%), Agenzia Veneta per l'Innovazione nel Settore Primario (5.404%), Province of Verona (1.408%), Intesa San Paolo Spa (1.081%), Banca Veronese Cooperativo di Concamarise (0.705%), Immobiliare Magazzini Srl (0.189%) and Veneto Region (0.162%)

**Subsidiary, investee and associate companies:** Veronafiery Servizi Spa (90%), Piemmeti Spa (100%), Tandem Communication Srl (100%), Veronafiery do Brasil (51%), Metef Srl (100%), Médinit Srl (51%) e Designwine Srl (36,7%), VPE (50%)

**Association Memberships:** Veronafiery is a member of UFI-The Global Association of the Exhibition Industry (the international union representing organisers and exhibition centres) of which Giovanni Mantovani is Vice President of the European Chapter, EMECA-European Major Exhibition Centres Association and AEFI - Italian Association of Exhibition Centres. VeronaFiery 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). Veronafiery, finally, through its CEO Giovanni Mantovani, also sits on the board of the Italian-Egyptian Business Council, which was founded in 2006 to develop trading relationships between the two Mediterranean countries.

### Veronafiery Press Office

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