

Veronafiere spa

Trade show
& events since 1898

Company profile

2022



VERONAFIERE

**INTERNATIONAL SYSTEM FOR
INTEGRATED PROMOTION OF COMPANIES
AND INDUSTRIAL VALUE CHAINS**

www.veronafiere.it





309,000

square meters of exhibition area

70

events and initiatives

1.1 MILLION

visitors and buyers

15,000

exhibitors

Who's who



Veronafiere has organized trade fairs, congresses and events since 1898. Its mission is to multiply relationships and connect people, markets and ideas through advanced physical and digital show formats.

Veronafiere is a **modern international network** active in Italy and around the world that provides companies and industrial supply chains with **innovative and tailor-made business solutions**.

Veronafiere is an integrated and multi-channel promotion system that offers clients:

- support for internationalization through 20 events and trade fairs held abroad in 14 countries;
- market intelligence tools;
- digital b2b platforms to augment the potential of attended events;
- training and professional updating academies;
- design and construction of exhibition stands;
- congress activities.

Veronafiere Group: subsidiary, investee and associate companies

Veronafiere Spa

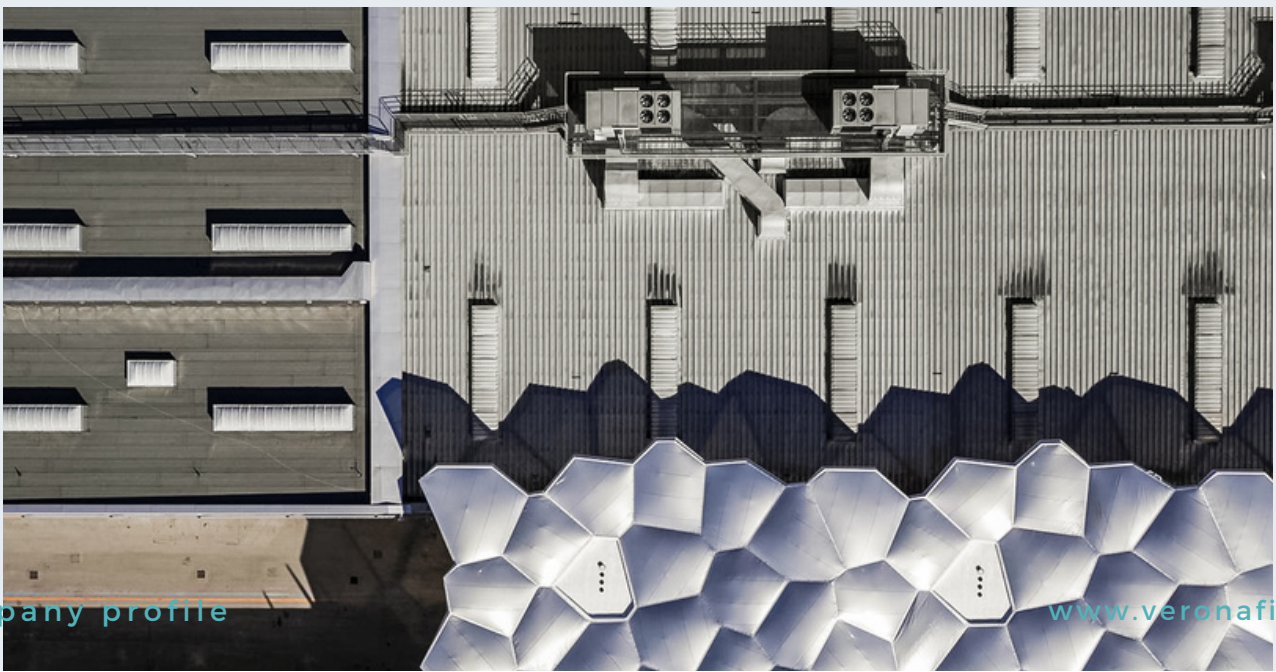
Veronafiere S.p.A. is the parent company of Veronafiere Group. Founded in 1898 and a joint-stock company since 2016, Veronafiere is the creator, owner and direct organizer of landmark trade fair brands such as Vinitaly, Marmomac, Fieragricola, Samoter and Fieracavalli. This experience, combined with high standards for services, physical infrastructures and digital platforms, ensures support for integrated promotion of products, events and entire industrial chains on an international scale.

Veronafiere Servizi Spa (70%)

Veronafiere Servizi S.p.A. is the Veronafiere Group company responsible for the design and construction of customized exhibition stands and set-ups. Founded in 1979, in 2019 it took on direct control of Eurotend S.p.A., a company dealing with rental, sale and installation of marquees, and Dumas Intex S.p.A., a company specializing in set-ups for trade fairs and events, with branches in the United States and China.

Piemmeti Spa (100%)

Piemmeti S.p.A. is the Veronafiere Group company with specific know how relating to specific events in the wood supply chain, be it for generating heat and energy or for use in the building and furniture industry. Acquired by Veronafiere in 2006, Piemmeti S.p.A. organizes Progetto Fuoco, the most important trade fair event in the world for the biomass heating sector, as well as Italia Legno, PF Technologie and Wood Experience.



Veronafiery do Brasil (51%)

Veronafiery do Brasil is the subsidiary of the Veronafiery Group founded in 2012 to operate on the South American market. It owns 60% of the shares of Milanez&Milaneze, the Brazilian company that manages the country's two main marble and granite trade shows - Vitória Stone Fair and Cachoeiro Stone Fair - as well as Mec Show, an exhibition on engineering, automation and energy, and Wine South America, an international wine exhibition.

Veronafiery Asia Ltd (100%)

Veronafiery Asia Ltd is the Chinese holding company of the Veronafiery Group. It holds 51% of the shares in Shenzhen Baina International Exhibitions. This new.co was founded in 2019 in partnership with Pacco Cultural Communication Group. It organizes b2b trade fairs and events in China that target the Asian market. Since 2020, Veronafiery Asia Ltd. has organized the Wine To Asia exhibition in the Shenzhen Exhibition Centre specifically for operators in the wine sector.

Metef Srl (50%)

Metef S.r.l. is the Veronafiery Group joint venture that owns the Metef brand, an international exhibition dedicated to aluminium, foundry, metals and innovative materials technologies, launched in Italy by Edimet in 1997. The acquisition by Veronafiery S.p.A. took place in 2012 and a 50:50 joint venture was then set up in 2020 with BolognaFiere to develop new synergies and ensure further growth for the brand.

VPE (50%)

VPE (Verona Parma Exhibitions) was founded in 2017 by Veronafiery and Fiere di Parma. The new 50:50 company was set up to bring together the respective skills of the Vinitaly and Cibus brands and thereby develop new system initiatives to promote the wine & food supply chain. In 2018, VPE acquired a 50% stake in Bellavita Expo, an English company active in the Made in Italy food & beverage trade show sector.



VERONAFIERE S.P.A. EQUITY STRUCTURE

Verona City Council (39.483%), Fondazione Cassa di Risparmio di Verona, Vicenza, Belluno & Ancona (24.078%), Verona Chamber of Commerce (12.985%), Cattolica Assicurazioni (7.075%), Banco BPM Spa (7.009%), Agenzia Veneta per l'Innovazione nel Settore Primario (5.379%), Province of Verona (1.401%), Intesa Sanpaolo SpA (1.354%), Banca Veronese Cooperativo di Concamarise (0.883%), Immobiliare Magazzini Srl (0.188%) and Veneto Region (0.161%).

President

Federico Bricolo

Vice Presidents

Romano Artoni
Matteo Gelmetti

CEO

Giovanni Mantovani

Managing Director

Maurizio Danese

Board of Directors

Romano Artoni
Maurizio Danese
Matteo Gelmetti
Alberto Segafredo
Alex Vantini
Mario Veronesi



Italy

Veronafiere's strength is that it has always been the **direct organiser** of its events, thereby generating almost 90% of turnover.

Vinitaly, Marmomac, Fieragricola, Fieracavalli and Samoter are some of the highly successful products in a portfolio highlighting historic specialisation in value chains such as wine&food, agro-food, the equestrian world, natural stone and construction machinery.

Over the years, the offering has been expanded to embrace other sectors such as the world of art (**ArtVerona**), schools and training (**Job&Orienta**), the biomedical industry (**Innovabiomed**), the organic world (**B/Open**), heating with wood biomasses (**Progetto Fuoco**), motorbikes (**Motor Bike Expo**) and sustainable inter-modal logistics (**LETExpo**).







Abroad



Veronafiere's operations have a strong focus on world markets through its international exhibitions organised directly in the **United States, China, Russia, Brazil, Canada, Germany, England, Holland, Mexico, Poland, Thailand, Hong Kong, Morocco and Peru.**

The wine sector is served by **Vinitaly International** roadshows, as well as the b2b **Wine South America** and **Wine To Asia** events.

Natural stone, design and processing technologies are at the heart of **TISE-Stonexpo/Marmomac** and **Vitória Stone Fair/Marmomac Latin America.**



Veronafiere around the world



- | | | | | |
|---|---|---|--|---|
| 1 Vinitaly Roadshow
(New York, USA) | 6 Wine to Asia
(Shenzhen, CINA) | 10 Vinitaly Russia
(Moscow, RUSSIA) | 15 Wine South America
(Bento Gonçalves, BRASILE) | 20 Bellavita Expo
(Mexico City, MESSICO) |
| 2 TISE- Stonexpo/Marmomac
(Las Vegas, USA) | 7 Veronafiere
(Shanghai, CINA) | 11 Vinitaly Russia
(St. Petersburg, RUSSIA) | 16 Bellavita Expo
(Londra, UK) | 21 Bellavita Expo
(Varsavia, POLONIA) |
| 3 Bellavita Expo
(Chicago, USA) | 8 Vinitaly China
(Chengdu, CINA) | 12 Vinitaly Roadshow
(Moscow, RUSSIA) | 17 Vinitaly Roadshow
London Press Lunch
(Londra, UK) | 22 Bellavita Expo
(Bangkok, THAILANDIA) |
| 4 Bellavita Expo
(Toronto, CANADA) | 9 Vinitaly
China-Road Show
(Pechino, Xi'an,
Zhengzhou, Guangzhou,
CINA) | 13 Vitória Stone Fair
Marmomac Latin America
(Vitória, BRASILE) | 18 Bellavita Expo
(Riga, LETTONIA) | 23 Vinitaly Hong Kong
(Hong Kong) |
| 5 Bellavita Expo
(Amburgo, GERMANIA) | | 14 Veronafiere do Brasil
(Bento Gonçalves, BRASILE) | 19 Bellavita Expo
(Amsterdam, OLANDA) | 24 Veronafiere Asia Ltd
(Hong Kong) |

Veronafiere also boasts a network of international representatives covering 60 countries, a permanent office in Shanghai and the Veronafiere do Brasil and Veronafiere Asia Ltd companies.

This coverage has the strategic objective of promoting and developing events organized abroad, encouraging incoming buyers to attend trade fairs in Italy and monitoring its reference sectors.

Safety

Veronafiere gives top-level priority to **protecting the safety** and health of employees, exhibitors and visitors. Everything that happens inside the Exhibition Centre is governed by a **specific safe business protocol** approved by the Technical Scientific Committee (CTS) of the Civil Protection Department.

Entrance and movement methods in the Veronafiere Exhibition Centre ensure social distancing and an intelligent network of 400 video cameras identifies any gatherings through a computer vision algorithm.

Special attention is paid to sanitisation of venues and air conditioning systems. These procedures have received **GBAC STARTM certification** from the Global Biorisk Advisory Council which today is the most advanced international standard in terms of cleaning, disinfection and prevention of infectious diseases.

Attention to the **environment** and **health** are priority aspects for access to the market at Veronafiere. This commitment is reflected in the decision to **develop an increasingly ethical and sustainable business model**.

Veronafiere was the **first exhibition centre in Italy to receive ISO 50001 certification** and to use 100% recyclable eco-certified aluminium and fabric stand fittings.

It also generates **clean energy** from more than 2000 square metres of solar panels installed on the roofs of exhibition halls and is one of the top exhibition centres in Europe as regards recycling waste generated during events (in excess of 70% of total).

The objective of **reducing electricity consumption** by 47%, gas by 52% and water by 17% has been achieved in just 10 years. This **virtuous approach** is continuously implemented. In 2021 Veronafiere was the first international organizer to obtain the integrated sustainability certification "**Si Rating**" by ARB SBpA and launch constant monitoring to improve the environmental, social and good governance impact, pursuing the 17 objectives defined by the United Nations in the 2030 Agenda.

environmental responsibility

membership



The world trade fair system generates business worth more than **250 billion euros** every year, connects **300 million** professionals and employs **3.2 million** people.

This is why Veronafiere is convinced of the importance of contributing to the development of the sector by sharing its experience, values and history within the scope of the main national and international sector associations.

- A.E.F.I. Italian Association of Exhibition Centres and Trade Fairs
- CFI Trade Fair Industry Committee
- UFI Union des Foires Internationales
- E.M.E.C.A. European Major Exhibition Centres Association AISBL
- Eurasco The European Federation of Agricultural Exhibition and Show Organisers

our history



1898

The historic centre of Verona was home 14-16 March to the first edition of the great semi-annual horse fair promoted by the city council: is the "official birthday" of Veronafiere.

1930

The March trade fair was officially transformed into the Agriculture and Horse Fair. On 30 October of the same year, the self-governing authority for agricultural and horse fairs was founded by institutional partners including the Local Council, the Province, the Chamber of Commerce, Cassa di Risparmio of Verona & Vicenza, Banca Mutua Popolare and the self-governing General Stores Authority.

1948

The trade fair celebrated its 50th official edition and moved out of the city centre, with the creation of the Exhibition Centre in Borgo Roma: 200,000 square meters of which 24,000 inside with halls, stables and technical plant.

1964

The first edition of the international exhibition of earthmoving, construction and building machinery, the future Samoter, was held at the time of Italy's "economic miracle".

1967

22-23 September - Palazzo della Gran Guardia in Verona hosted the Italian Wine Days. this was the starting point for Vinitaly.

1979

Veronafiere was entrusted with the management of the Marble and Machinery Exhibition (today's Marmomac) formerly held since 1961 in Sant'Ambrogio, province of Verona.

1987

First edition of the Olive and Olive Oil Show (today Sol&Agrifood) presenting the finest Italian olive oil production and related technologies to international operators.

1996

Veronafiere joined EMECA, the organization that brings together the main European exhibition centres.

1998

In its centenary year, Veronafiere confirmed and relaunched the international status of Vinitaly by taking Italian wine to Shanghai in China, with China Wine.

2005

Veronafiere with Marmomac began its first collaboration in the United States with Hanley Wood Exhibitions, a publishing company, leader in the building and construction sector and organizer of StonExpo.

2012

Veronafiere moved into Brazil with the new-co Veronafiere do Brasil, which acquired 60% of Milanez&Milaneze, the Brazilian company that manages the country's two main natural stone trade fairs in Espirito Santo State.

2015

For Expo Milano, The Ministry of Agricultural Policies appointed Veronafiere to develop the "Wine - A Taste of Italy" project - the first pavilion dedicated to Italian wine in the history of the Universal Exposition.

2016

Veronafiere S.p.A. was founded on 29 November. The Veronafiere AGM voted in favour of the legal conversion of the "Ente Autonomo per le Fiere di Verona" into a joint stock company that became operational in February 2017.

2017

Veronafiere and Fiere di Parma set up the new.co VPE (Verona Parma Exhibitions), combining their respective skills and resources for the international promotion of Italian wine & food brands.

2018

Veronafiere celebrated 120 years of operations with a new trademark: a coloured “V” inspired by the ground plan of the show halls in the exhibition centre.

Through VPE, Veronafiere acquired a 50% stake in Bellavita Expo, an English company active in the Made in Italy agro-food trade show sector.

Début for Wine South America . the new exhibition specifically for wine sector is held in Bento Gonçalves, in Rio Grande do Sul State, Brazil.

2019

The Shenzhen Baina International Exhibitions company is founded to organise trade fairs and events in China and Asia. Veronafiere Asia Ltd has a 51% share-holding in the new.co, with sole partner Shenzhen Taoshow Culture Media.

2020

The Covid-19 pandemic overwhelms the world trade fair system forcing a shut-down for more than 15 months. Veronafiere developed Marmomac Digital Restart, the first 100% online trade fair event organized by the Group. There was also a digital “Switch” for wine2wine, Fieracavalli and ArtVerona.

The modernization of the exhibition centre continued with the redevelopment of the Re Teodorico Gate thanks to a new geometric vault measuring 9,000 square meters supported by 12 tree-like steel uprights.

2021

A vaccination hub was implemented at the Exhibition Centre to combat the pandemic: more than 338,000 doses of Covid-19 serum were administered in six months.

On 18 June, Veronafiere - with Motor Bike Expo - was the first Italian exhibition centre to resume attended events in safety after the lockdown.

2022

The AGM approved the review of Veronafiere's Statutes to strengthen its positioning on the market even further. Governance also changed with a Board of Directors with seven members and the new figure of Managing Director.

an exhibition centre and its city



Veronafiere is the expression of a landmark city for the economy of North-East Italy and the country as a whole, with more 96,000 companies and 90 multinationals active in the local area.

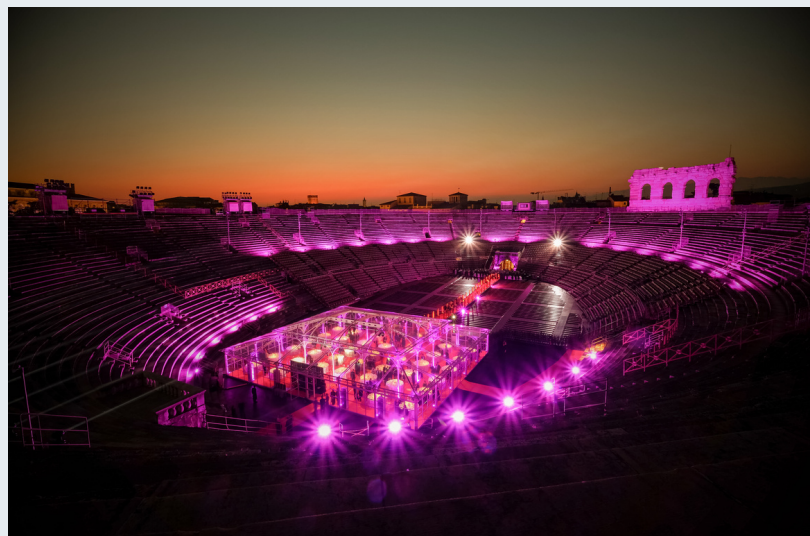
Verona is the leading Italian province for exports of wine, fruit and vegetables and technologies for natural stone processing, and second for trade in food products. It also boasts excellence in the heating systems, furniture and fashion sectors, ranking fifth in Italy for global manufacturing trade.

Verona enjoys a geographical position at the crossroads of two trans-European transport networks: the Scandinavian-Mediterranean corridor and the Mediterranean corridor. Inasmuch, **Verona is a primary hub for the logistics system** and its interport is the leading inter-modal hub in Italy and second in Europe in terms of freight traffic volumes.

Verona is a **UNESCO World Heritage Site** and the fifth most popular tourism location in Italy. Its Roman amphitheatre hosts one of the world's most important **opera festivals**.

Verona is a major destination for **cultural, food & wine, business and congress tourism**.

It is served by an airport and hospitality facilities capable of meeting the needs of all kinds of visitor.





#veronafiere

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