

## **VERONAFIERE STRENGTHENS ITS TOP MANAGEMENT WITH TWO NEW APPOINTMENTS**

### **Raul Barbieri as Sales Director and Adolfo Rebughini as Chief Operating Officer (COO)**

**Verona, 13 March 2023.** The Veronafiere Group strengthens its top management team with two new appointments: **Raul Barbieri** and **Adolfo Rebughini**, respectively Sales Director and Chief Operating Officer (COO).

*"This operation," as **Federico Bricolo**, President of Veronafiere, explained "completes the process of strengthening the Group's decision-making and management assets, which began in 2022 with the new position of Managing Director. The appointment of these two managers, confirmed by the Board of Directors, seeks to acquire, integrate and enhance specific skills and experience in line with our strategic objectives so that we can compete even more successfully in an increasingly complex, volatile and challenging global market scenario."*

*"Barbieri and Rebughini are high-profile professionals in their respective roles. They will be facilitators for innovation in business, organisation and processes," said **Maurizio Danese**, Managing Director of Veronafiere. "We are confident that they will both add value in terms of vision, focus on people, development of skills, team spirit and planning. In a vital sector for the economy, which has seen far-reaching changes, input by the entire team is essential in achieving our growth objectives, through higher levels of efficiency and innovative products, as well as by accelerating digitisation and data intelligence developments at the service of partners and clients in Italy and abroad."*

**Raul Barbieri** has a degree in Business and Economics. In 1992, he joined Riello Condizionatori as Head of External Relations and Communications. In 1996, he joined Fiere di Vicenza where his career advanced to the role of Sales and Marketing Director for exhibitions not related to gold. He was Director General of PiacenzaExpo from 2004 until 2009, when he moved to the Fiera di Arezzo as Director General. In 2014 he joined Veronafiere Group as Director General of its subsidiary Piemmeti SpA which organizes Progetto Fuoco, the most important international event in the biomass sector, together with Wood-Experience, the only Italian exhibition dedicated to the entire wood supply chain. Experience in the exhibition sector continued to mature through to his appointment as Sales Director at Veronafiere in 2023.

**Adolfo Rebughini** has a degree in Economics and Financial Market Institutions from Università Cattolica del Sacro Cuore and a Strategic Human Resources Leadership certificate from eCornell University. Early in 2007 he left PriceWaterhouseCoopers to join the UniCredit Group, initially in the retail division and then in the role of International industrial relations officer and program manager. In 2014, he moved to Munich, as Human Resources Manager in Global financing and Advisory, Family Office and CIB France spheres. On concluding this experience in 2018, he returned to Milan as Human Resources Director for UniCredit Digital Group Area as Head of Human Resources, evolution of digital skills and strategic projects. At the beginning of 2023 he took up a new challenge in the exhibition world with his appointment as chief operating officer of Veronafiere.

### **Veronafiere Group**

Veronafiere has organized exhibitions and events since 1898. It is a modern international group that offers companies and industrial value chains an integrated and multi-channel business development system. Veronafiere's goal is to multiply relationships by connecting people, markets and ideas through events

attended in person and digital formats. Vinitaly, Fieragricola, Fieracavalli, Marmomac and Samoter are just some of the highly successful exhibition brands highlighting specialisation in value chains such as wine&food, agro-foods, the equestrian world, natural stone and construction machinery. Over the years, the offering has also expanded into other sectors, including sustainable logistics, biomedical, art, training, wood biomass heating and motorcycles. Veronafiere's strong-point lies in being the direct organizer of its own events. This experience, combined with the high standards of its infrastructures and online platforms, as well as international subsidiaries in China and Brazil, means that Veronafiere can effectively support the promotion of more 70 trade fair products in 12 countries. [www.veronafiere.it](http://www.veronafiere.it)

**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%).

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