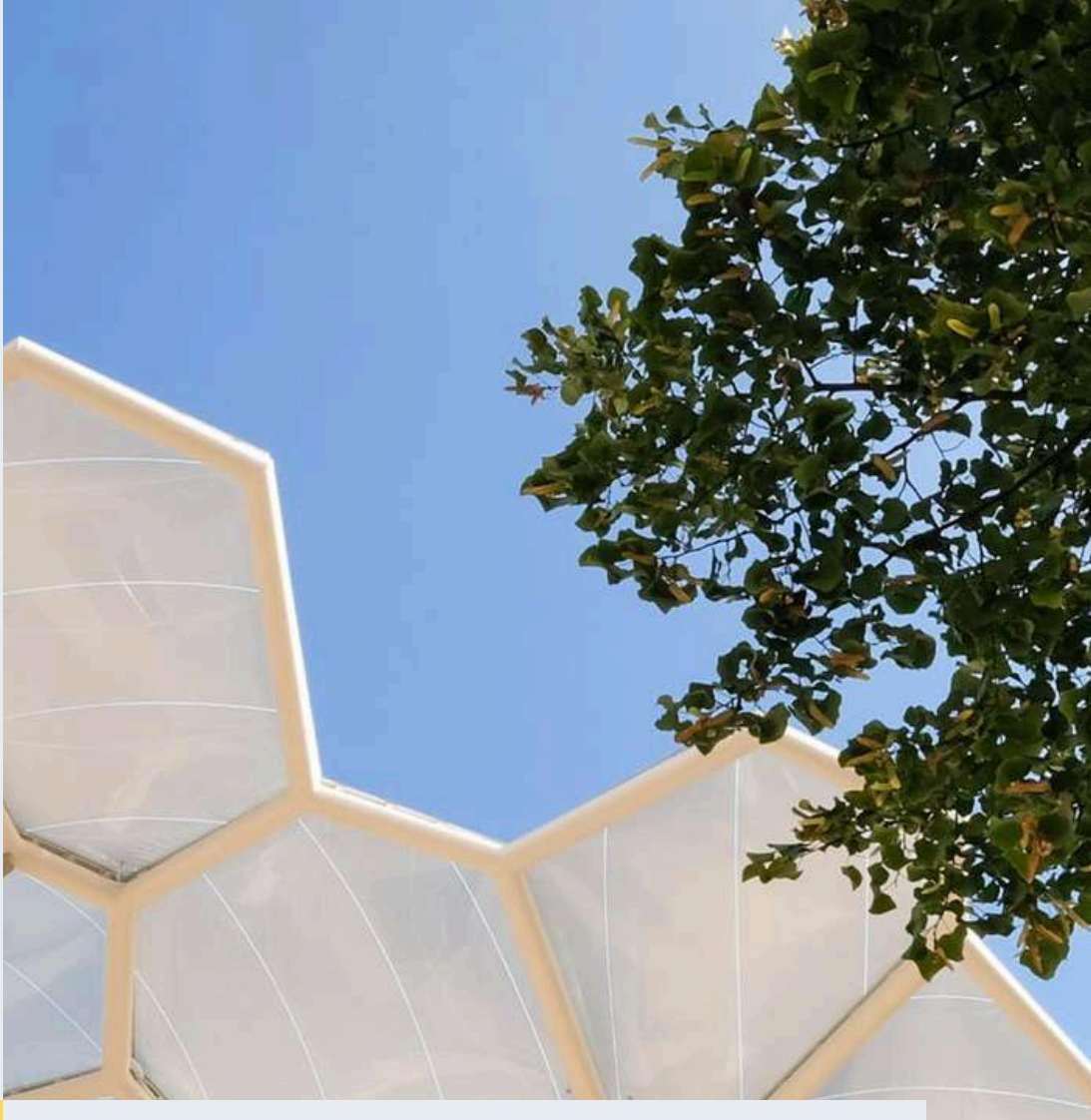
Veronafiere spa
Trade show
& events since 1898

Company profile



2026

VERONAFIERE

INTERNATIONAL SYSTEM FOR INTEGRATED PROMOTION OF COMPANIES AND INDUSTRIAL VALUE CHAINS

www.veronafiere.it

550,557

square meters of exhibition area

52

events and initiatives
39 in the Veronafiere exhibition center
13 abroad in 6 countries
(Brazil, China, India, Kazakistan, Serbia and United States of America)

670,254

visitors and buyers

10,580

exhibitors

274

meeting and congresses

46,205

Operators at conferences

who's who

Veronafiere has organised trade fairs, congresses and events since 1898.Veronafiere multiplies relationships and connects people, markets and ideas through physical and digital attendance formats with the aim of creating sustainable value over time for customers, the local area, companies and stakeholders.

Veronafiere has built an international network operating in Italy and around the world to provide companies and industrial supply chains with tailor-made solutions for business through sa calendar of trade fairs and other initiatives.

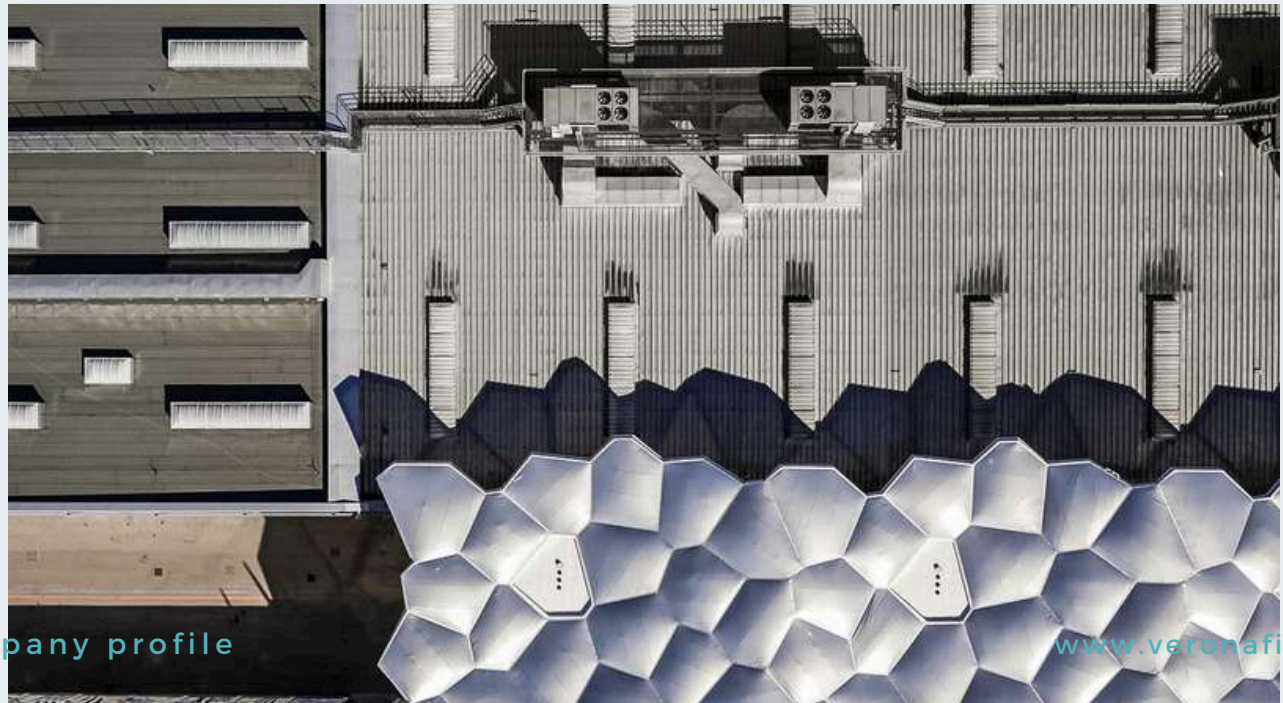
Veronafiere is an integrated promotion system that offers:

- support for internationalisation;
- 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 the Veronafiere Group, which includes Veronafiere Servizi, Veronafiere do Brasil, and Veronafiere Asia Ltd, and it directly controls Eurotend S.p.A. (100%), a company specializing in the rental, sale, and installation of tensile structures.
Founded in 1898 for the organization of the Agricultural and Horse Fair, it was established as the Autonomous Body for the Fairs of Verona in 1930 and became a joint-stock company in 2017.
Veronafiere is the creator, owner, and direct organizer of leading trade show brands such as Vinitaly, Marmomac, Fieragricola, Samoter, Fieracavalli, and Progetto Fuoco.
It connects businesses, people, ideas, and regions. It offers a modern exhibition center covering 300,000 square meters, both physical and digital B2B platforms, market intelligence tools, and customized exhibition solutions, to create long-term sustainable value for clients, shareholders, and stakeholders.
This experience enables Veronafiere to support the integrated promotion of products, events, and entire industrial supply chains on an international scale.



Veronafiere Servizi Spa (100%)

Veronafiere Servizi S.p.A. is the company within the Veronafiere Group responsible for the design and construction of customized exhibition stands and setups. The company specializes in fittings for trade fairs, exhibitions, conventions, special events, signage and visual communication, multi-vision systems, and the integrated design and production of graphics and advertising photography.
Thanks to its extensive experience, Veronafiere Servizi is able to deliver exhibition setups and advertising solutions at highly competitive costs, using cutting-edge materials and technologies.
Since 2019, it has directly controlled **Int.Ex S.p.A.** (100%), a company specializing in exhibition and event setups, with branches in the United States (Int.USA 100%).

Veronafiere do Brasil (99.9%)

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

Veronafiere Asia Ltd (100%)

Veronafiere Asia Ltd is the Chinese holding company of the Veronafiere Group. It holds 51% of the shares in **Shenzhen Baina International Exhibitions**. This newco 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, it has organized the **Wine To Asia** exhibition in the Shenzhen Exhibition Centre specifically for wine sector operators.

governance

VERONAFIERE S.P.A. EQUITY STRUCTURE

Verona City Council (39,4832%), Fondazione Cassa di Risparmio di Verona, Vicenza, Belluno e Ancona (24,0784%), Verona Chamber of Commerce (14,3642%), Banco BPM S.p.A. (7,0094%), Generali Italia S.p.A. (6,0106%), Agenzia Veneta per l'Innovazione nel Settore Primario (5,4920%), Province of Verona (1,4019%), Intesa Sanpaolo S.p.A. (1,3541%), Banca Veronese Cooperativo di Concamarise (0,6179%) and Immobiliare Magazzini S.r.l. (0,1883%).

President
Federico Bricolo

Vice Presidents
Romano Artoni
Marina Montedoro

CEO
Barbara Ferro

General Manager
Giovanni Sacripante

Board of Directors
Romano Artoni
Barbara Ferro
Marina Montedoro
Silvia Nicolis
Alfonso Sonato
Désirée Zucchi

BOARD OF AUDITORS

President
Silvana Anti

Effective members
Alberto Centurioni - Paolo De Mitri

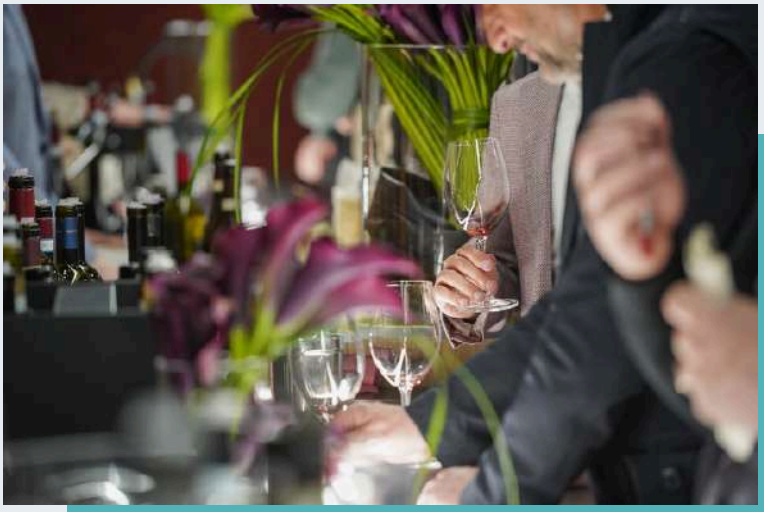
Alternate members
Ludovico Mantoan - Stefano Filippi

Italy

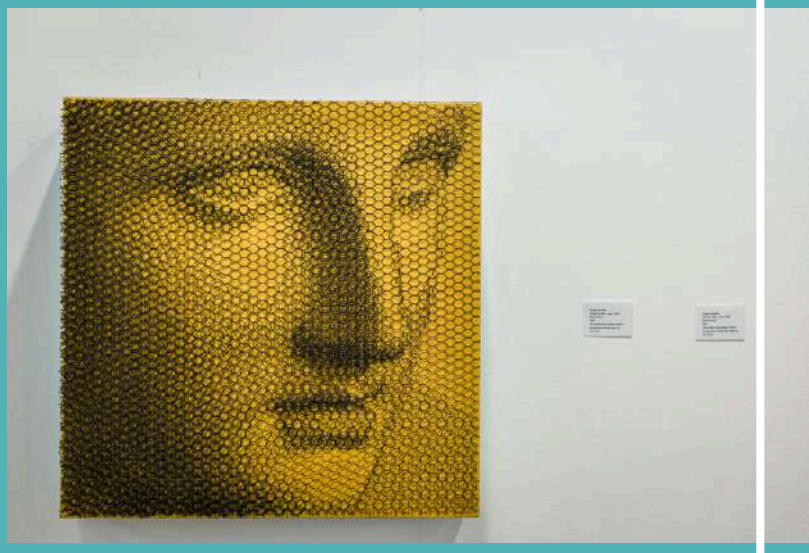
Veronafiere's strength is that it has always been the **direct organiser of its events**, thereby generating almost 90% of turnover.

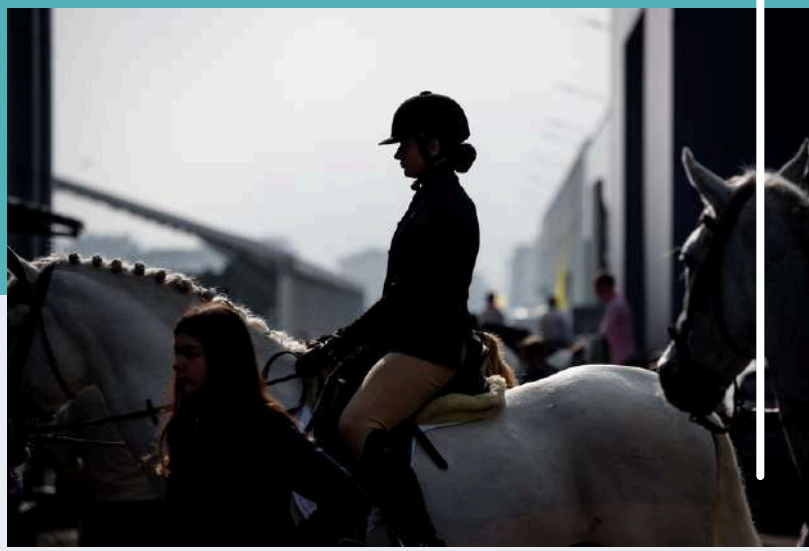
Vinitaly, Sol2Expo, Fieragricola, Marmomac, Fieracavalli, Samoter and Progetto Fuoco are some of the successful trade show events reflecting effective specialization in the supply chains associated with wine&food, agriculture, natural stone, the equestrian world, construction machinery and wood biomass heating.

Over the years, the offering has also been expanded into other sectors such as the world of art (**ArtVerona**), education and training (**Job&Orienta**), the passion for motorbikes (**Motor Bike Expo**) and sustainable inter-modal logistics (**LETExpo**).



A matter of stone
PATAGONIA VITRUM





JOB
orienta

SICILIA

SaMoTer
SaMoTer

PIAZZETTA
Panoramic

CASE IH

MODEL EXPO ITALY
11

furlog.com
RAILWAY ROUTES

GRIMALDI HYBRID RoRo
-50%

abroad

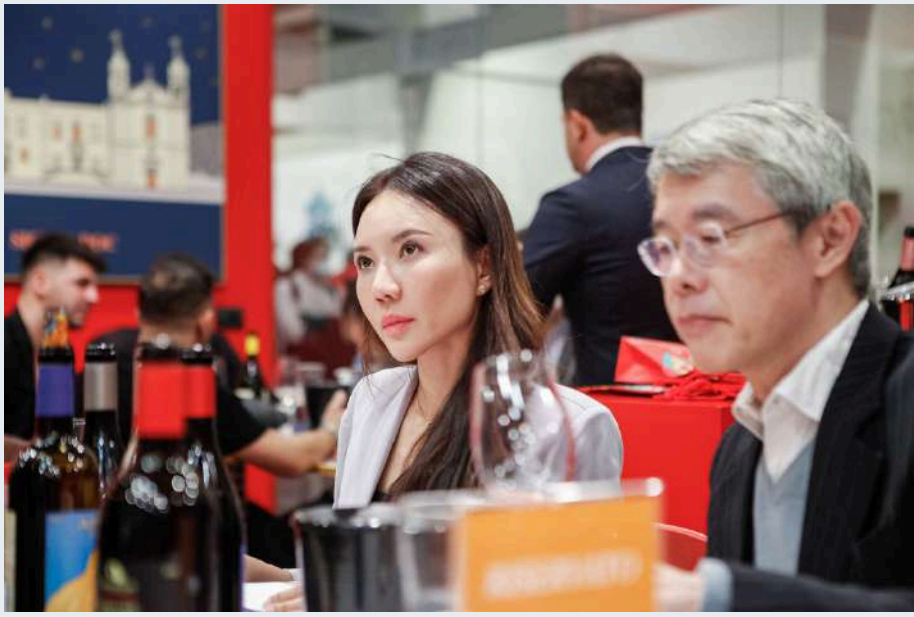
Veronafiere's operations are strongly focused on international markets. In 2024, it organized 10 events abroad across 5 countries: Brazil, China, Kazakhstan, Serbia, and the United States.

Beyond Italy's borders, Veronafiere relies on a network of representatives covering 60 countries, a permanent office in Shanghai, and its subsidiaries Veronafiere do Brasil and Veronafiere Asia Ltd.

This presence serves the strategic goal of promoting and developing events abroad, supporting the inbound participation of buyers at trade fairs in Italy, and monitoring key industry sectors.

The wine sector is represented by the B2B exhibitions **Wine South America** (Brazil), **Wine To Asia** (China), and **Vinitaly.USA** (United States). These are complemented by the partnership with **Wine Vision by Open Balkan** (Serbia), as well as Vinitaly-branded roadshows and previews.

Natural stone, design, and processing technologies are the focus of **Marmomac Brazil** and **Cachoeiro Stone Fair** (Brazil).



sustainable business model

For Veronafiere, a strong focus on environmental, social, and economic sustainability—as well as the promotion of people and diversity—is a fundamental prerequisite for accessing and growing in global markets. The integration of ESG criteria into the business model plays a key role in shaping the company's values, mission, strategies, and objectives. This virtuous path cuts across all activities and continues to be implemented by Veronafiere, with a constant eye on the future of the events industry and society as a whole.

Environment

Through efficient energy management in compliance with ISO 50001, the use of renewable energy sources, and the adoption of circular economy principles, Veronafiere incorporates sustainability into every process. On the roof of Pavilion 8, a 5,000-square-meter photovoltaic system generates 1,184.3 MWh of clean energy per year, reducing CO_2 emissions by 770 tons. Five charging stations for electric vehicles are available on the exhibition grounds, and 72% of the waste produced at the venue is directed to recovery operations.

Social

Veronafiere considers itself an active and mindful part of a local system made up of people, values, ideas—but also needs, poverty, and exclusion. For this reason, alongside business operations, the company embraces a "public" mission, committing to share initiatives of solidarity, civic engagement, culture, and education with the community. It provides direct support to numerous social projects such as "Apen'Down – Irriverenti Sociali," "Riding the Blue," "Si sostiene in carcere," and "Cantine della solidarietà".

Governance

Veronafiere places people at the center and actively promotes internal policies focused on equality and inclusion, as well as a corporate culture based on respect, empowerment, and employee well-being. The adoption of a Gender Equality System in line with UNI/PdR 125:2022 reflects this commitment, as does the implementation of continuous training paths designed to support both professional and personal growth of employees.

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
- **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 (now Marmomac), which had been held since 1961 in Sant'Ambrogio, in the province of Verona. The Group's first subsidiary company was founded: Veronafiere Servizi, specialising in the design and construction of exhibition stands

1987 First edition of the Olive and Olive Oil Show (today SOL2EXPO) 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.

1999 Veronafiere expanded its offering of directly organised events with Progetto Fuoco, the reference trade fair in Europe for the wood biomass heating sector.

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.

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.

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

2019

The Shenzhen Baina International Exhibitions company 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. Veronafiere Servizi strengthened with the acquisition of Eurotend Spa, a leading European company in the exhibition stand sector, and Int. Ex Spa, with a branch in the United States.

2020

Re Teodorico gate is redeveloped with a futuristic 9,000 square metre geometric vault, supported by 12 steel tree-like columns.

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 General Manager.

2023

Veronafiere accelerated its international development: the first edition of Wine to Asia, a landmark event for the wine & spirits sector in Asia, held in Shenzhen, China.

2024

Veronafiere consolidated its presence in the United States with the debut of Vinitaly.USA, an international project that offers Italian wine producers a direct channel for meetings with buyers from the Midwest.

Sustainable redevelopment work of the Exhibition Centre continued with the inauguration of the new Scaligero entrance gate and a 5,000 sq.m. photovoltaic system.

2025

The international expansion strategy was consolidated with the first edition of Marmomac Brazil (18-20 a February), b2b trade fair for the natural stone sector held in Sao Paulo, and Modal Expo (June 3-6), the logistics, transport and trade fair in Pavilhão de Carapina Serra, Espirito Santo State, Brazil.

Three start-ups launched in Italy: SOL2EXPO (2-4 March) for the vegetal oil supply chain, Country Life – The Fair (March 14-16) targeting the world of hobby farmers, and Solar & Storage Live Italy (8-9 October) for residential, commercial and industrial solar and energy storage projects.

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.

note

#veronafiere

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