

**Veronafiere's Charter of Values outlines the fundamental principles that guide its corporate decisions and actions, thereby defining its identity. These key elements guide Veronafiere's corporate culture, strategy and interaction with all players, with the aim of building a sustainable and prosperous future for stakeholders and our local area.**

**INCLUSION – We encourage and value differences by promoting collaboration and equal opportunities. We cultivate a sense of belonging and recognise diversity as a valuable resource.**

Best practice: by adopting policies that encourage the involvement of individuals from different regions and cultural backgrounds, we encourage cooperation between international teams to create an inclusive work environment that stimulates people with different perspectives to work closely together.

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**INTEGRITY – We value loyalty and respect for individual dignity as founding principles of our relationships.**

Best practice: we are determined to manage and treat everyone with respect and transparency in all relationships. While preparing, holding and following up our events, we ensure the fair application of regulations to everyone taking part and always maintain consistency and ethics in our actions.

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**COLLABORATION – We work together in an harmonious and productive manner by sharing knowledge, skills and resources to achieve common objectives and improve corporate performance.**

Best practice: synergy between colleagues and companies across the Veronafiere Group is essential for organising successful events. Teamwork between the various departments ensures the efficiency of our products and services, from setting up exhibition spaces to managing relationships with exhibitors and visitors.

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**SUSTAINABILITY – We promote an organisational culture that seeks to reconcile the needs of present and future generations in terms of the environment, efficient use of resources and equitable access to the benefits of economic development.**

Best practice: correct management of logistics resources reduces environmental impact and improves operating efficiency. Veronafiere creates a virtuous circuit to ensure a decisive reduction in waste for disposal through set-up policies ensuring low environmental impact.

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**PROFESSIONALISM – We boast distinctive expertise, proudly matured in more than one hundred years of experience and backed up by personal responsibility and commitment.**

Best practice: each event is planned with diligence to reflect our historic status and reliability in the sector. This professional approach ensures that every detail – from stand layout to logistics, profiling and hospitality – is managed with the utmost precision and commitment.

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**PASSION – We embrace our projects with enthusiasm, tackling challenges with energy, courage and determination.**

Best practice: in the organisation and management of all our events, we implement a spirit of collaboration inspired by the impressive enthusiasm and dedication that animates our entire corporate reality.

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**EXCELLENCE – We seek to surpass ourselves, through models of high quality and reliability, and thereby meet the expectations of partners and markets.**

Best practice: we systematically collect and analyse feedback from all our contacts to implement effective progress based on their observations and thereby constantly improve the services we provide.

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**INNOVATION – We look towards the future by re-inventing existing paradigms to find new opportunities. We develop creative, unconventional thinking through curiosity and an ability to see outside the box.**

Best practice: we adopt emerging technologies to improve on-line and on-site user experience as well as to optimise processes and accelerate the growth and progress of our own organization.

**Integrity, Inclusion, Collaboration, Sustainability, Professionalism, Excellence, Passion and Innovation are the pillars that guide all our operations. These values move us together towards a sustainable and inclusive future with a focus on excellence, as well as a professional and innovative approach that welcomes every project with passion.**

**North**  
the direction on the compass that indicates moral guidance and reliability. Integrity is the beacon that guides everything we do.

Such as Veronafiere itself which, as the parent company, ensures solidity.

