

Veronafiere spa

Trade show
& events since 1898

Company profile

2025



VERONAFIERE

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

www.veronafiere.it





567,000

square meters of exhibition area

50

events and initiatives

39 in the Veronafiere exhibition center

11 abroad in 6 countries

(Brazil, China, Netherlands, Peru, Serbia and United States of America)

280

meeting and congresses

771,500

visitors and buyers

11,500

exhibitors

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 a calendar of trade fairs and other initiatives.

Veronafiere is an integrated promotion system that offers its clients:

- 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.

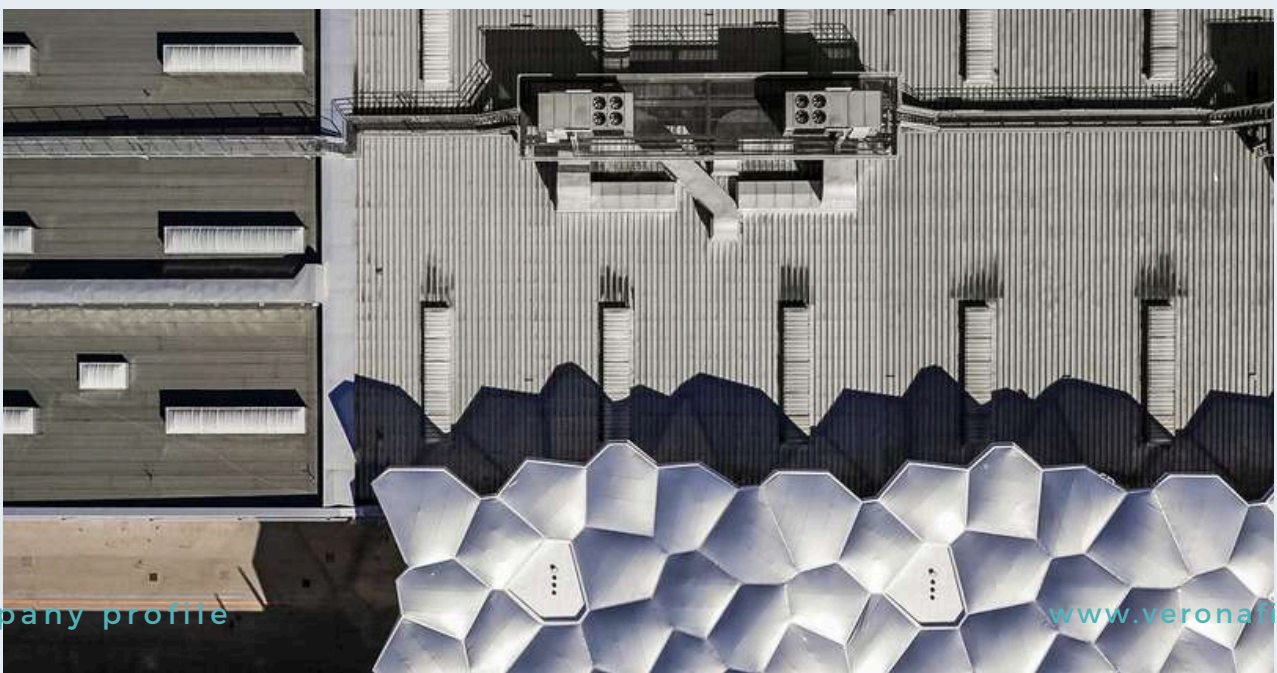
Veronafiere Group: subsidiary, investee and associate companies

Veronafiere Spa

Veronafiere S.p.A. is the parent company; of the Veronafiere Group. Founded in 1898 as the organiser of the Agricultural and Horse Fair, it was established as Ente Autonomo per le Fiere di Verona in 1930 and became a joint-stock company in 2017. Veronafiere is the creator, owner and direct organiser 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 value chains on an international scale.

Veronafiere Servizi Spa (100%)

Veronafiere Servizi S.p.A. is the Veronafiere Group company responsible for the design and construction of customised exhibition stands and set-ups. The Company specialises in the set-ups for trade fairs, exhibitions, conventions, special events, signs and visual communication, multi-vision systems, integrated design and production of graphics and advertising photography. Thanks to such long-standing experience, Veronafiere Servizi S.p.A. creates stands and advertising solutions at highly competitive costs using cutting-edge materials and technologies. In 2019 it took on direct control of **Eurotend S.p.A.**, a company dealing with rental, sale and installation of marquees, and **Intex S.p.A.** (100%), a company specialising in set-ups for trade fairs and events, with branches in the United States (Int.USA 100%).



Veronafiery do Brasil (99.9%)

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 SA**, 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 engineering, automation and energy exhibition, and **Wine South America**, an international wine exhibition. It also handles the organisation of **Marmomac Brasil** in Sao Paulo.

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 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.



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
Matteo Gelmetti

CEO

Maurizio Danese

Managing Director

Adolfo Rebughini

Board of Directors

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

BOARD OF AUDITORS

President

Silvana Anti

Effective members

Alberto Centurioni - Paolo De Mitri

Alternate members

Ludovico Mantoan - Stefano Filippi

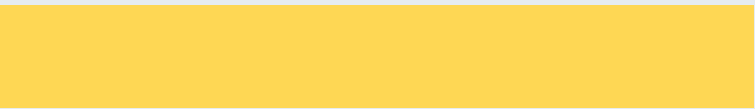


Veronafiere's strength is that it has always been the **direct organiser** of its events, thereby generating almost 90% of turnover.

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).









Veronafiery's operations enjoy a strong focus on world markets. 11 events were organized abroad in 2023 taking in 6 countries: Brazil, China, Netherlands, Peru, Serbia, United States.

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

The wine sector is covered by Vinitaly's international roadshows and previews, together with b2b events such as Wine South America (Brazil) and Wine To Asia (China) and the partnerships with International Wine Expo Chicago (United States) and Wine Vision by Open Balkan (Serbia).

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



safety

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

Special attention is paid to sanitisation of venues and air conditioning systems. These procedures have received GBAC STAR tm 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.

social responsibility

Veronafiere views attention to social, economic and environmental sustainability, as well as the valorisation of diversity, as an essential condition for access to and growth on markets. This commitment is reflected in the decision to develop an increasingly ethical and green 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.

In 2021 Veronafiere was also 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.

Veronafiere today continues to work towards total integration between business and strategic plans, corporate decisions and ESG issues: a virtuous approach that also helps us raise the awareness threshold of employees and stakeholders as regards these questions, and to be among the first international trade fair operators to communicate these values correctly.

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 di 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.

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 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 CEO.

2023

Veronafiere accelerated its international development by consolidating the format of Vinitaly roadshows and previews abroad and launching collaboration for two new wine events: International Wine Expo Chicago (United States) and Wine Vision by Open Balkan (Serbia).

2024

For the first time in its history, Veronafiere with Vinitaly met the Holy Father, Pope Francis, in a private audience in the Vatican, together with a delegation of more than 100 wine companies and representatives of sector associations.

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.

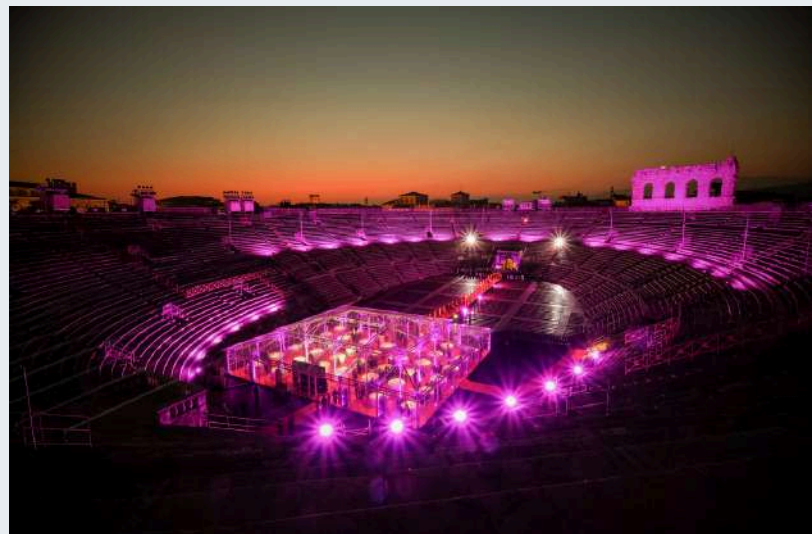
Verona is the leading Italian province for exports of wine, fruit and vegetables and technologies for natural stone processing, and second for trade in food products. It also boasts excellence in the heating systems, furniture and fashion sectors, ranking fifth in Italy for global manufacturing trade.

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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