

The 53rd international natural stone, technology and design exhibition is scheduled 26-29 September

VERONAFIERE: ITALIAN NATURAL STONE IN THE FOREFRONT AT MARMOMAC 2018. SECTOR WORTH 4.2 BILLION EUROS.

EXHIBITION CENTRE SOLD-OUT: MORE THAN 1600 EXHIBITORS - TWO-THIRDS FROM ABROAD – OCCUPYING AN AREA OF MORE THAN 80,000 SQ.M.

Verona, 24 September 2018. Worldwide trade in this sector comes to 18 billion euros, 4.2 of which generated in Italy. Opening on Wednesday 26 September, during the 53rd edition of Marmomac (Veronafiere, 26-29 September) was presented at VeronaFiere today by President Maurizio Danese, Director General, Giovanni Mantovani and Mayor Federico Sboarina. It is one of the trade fairs with the highest level of internationality on a global scale.

And this record is confirmed by facts and figures for this show dedicated to natural stone (both unhewn and finished) and the world's most important technology and machinery industry: more than 1,600 exhibiting companies - 62% of which international from over 55 countries in attendance - with over 67,000 visitors expected from more than 140 countries. As a worldwide landmark platform for promotion, this event in Verona is also an opportunity to highlight Italian brands and natural stone districts, making up a national sector worth €4.2 billion, including technology. The sector boasts 3,300 companies (with more than 34,000 employees) with a major vocation for exports, since over three-quarters of turnover is generated on international markets.

*"Marmomac reflects an increasingly global sector, as witnessed by the internationality of attendance by exhibition and operators alike," said **Maurizio Danese, President of Veronafiere**, during the press conference. For this reason we have intensified incoming initiatives and collaboration with MISE (Ministry for Economic Development) and ICE-Italian Trade Agency and Confindustria Marmomacchine with more than 200 top buyers, architects and designers selected through the Special Made in Italy Promotion Plan expected in Verona - alongside thousands and thousands of other specialist operators - to attend b2b theme meetings, technical training courses and visits to local companies."*

*"Natural stone, and the technology and machinery industry associated with it, is synonymous with quality and Italy is the acknowledged leader in this context," added **Giovanni Mantovani, Director General of Veronafiere**. This is demonstrated by the fact that the value of our finished products per square metre is more than double that of the world average for exports. This aspect sees Italy rank second in the world in natural stone sales with a balance of trade in the black by 2.8 billion euros, including technologies where Italy is the undisputed leader. The processed products sector, which is often affected by geopolitical situations, includes among its main customers the United States, Germany, Switzerland, United Kingdom, France, as well as the United Arab Emirates and China."*

The **Mayor of Verona, Federico Sboarina**, said: *"Marmomac confirms its strong bond with our local area. This show in particular and Veronafiere in general ensure socio-economic benefits that every year generate impressive financial figures - estimated at more than 1 billion euro of which 150 million generated by Marmomac - as well as promoting the image of the city, the province of Verona and its entrepreneurial activities."*

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