

VERONAFIERE GROUP ACCELERATES IN BRAZIL: FOUR EVENTS IN THE NEXT TWO MONTHS

The trade shows will focus on natural stone, wine, engineering and construction industries

Verona, 23 July 2019 - Two very intense months await Veronafiere do Brasil, the Veronafiere group subsidiary operating as a bridgehead on the South American market for the natural stone industry, the world of wine, metal working and construction/building. In the wake of the historic trade agreement reached between the European Union and Mercosur countries (Brazil, Argentina, Uruguay and Paraguay), Veronafiere consolidates its presence in Brazil with four events scheduled between August and September.

The EU is by now the main trading partner for the South American block: European exports to this area came to 45 billion euros in value in 2018, while imports totalled 42.6 billion euros. And these figures, thanks to the new agreement, are destined to grow.

"Latin America is a market of huge potential, particularly in the light of the new EU-Mercosur agreement reached after nearly twenty years of negotiations and not without controversy," explained **Maurizio Danese, President of Veronafiere**. "Through the activities of its subsidiary Veronafiere do Brasil, our group continues to strengthen its penetration into this region with a view to even greater internationalization." As emphasised by **Giovanni Mantovani, CEO of Veronafiere**, **this presence** "is confirmed by an impressively crossways character involving very different sectors. The new EU-Mercosur agreement, despite a number of critical aspects in terms of protection for our food products, is nonetheless strategic: it is estimated that European companies will save more than 4 billion euros per year thanks to the elimination of most export duties in this area, that boasts a population of over 280 million people."

Vitoria is the capital of Espirito Santo State and Veronafiere do Brasil will organize events here 6-8 August: **Mec Show** - Exhibition of metalworking, energy and automation and **Expo Construções** - Construction Trade Fair. Mec Show is acknowledged to be the most important event in the industrial sector of Espirito Santo State, attracting 150 national exhibitors and more than 13,000 highly qualified visitors from Brazil and other South American countries, as well as from the United States, France and Norway. Expo Construções, on the other hand, focuses on construction-building professionals, a sector enjoying continuous growth in Brazil. It attracts around one hundred exhibiting companies and over 5,000 visitors including building contractors, purchasing managers, architects and engineers. The traditional appointment returns with the **Cachoeiro Stone Fair** - International marble and granite exhibition, now at its thirtieth edition: it will be hosted 27-30 August in Cachoeiro de Itapemirim, widely recognised as the most important centre for processing and distribution of marble, granite and natural stone in Latin America. More than 200 companies will present the latest innovations in the stone industry to an audience of 16,000 visitors from all over Brazil and 18 other countries.

Natural stone then gives way to wine and wine-making systems with the second edition of **Wine South America**, scheduled 25-27 September in Bento Gonçalves, in Rio Grande do Sul State. An event that aims to bring Latin America and Europe together in the name of wine: on the one hand, exports by producer countries to Mercosur, on the other, the creation of joint ventures and collaborations between Brazilian and Italian companies. Brazil is in fact the leading wine importer among emerging countries (worth 325 million euros in 2017) yet until now the Italian share, albeit expanding, is only 10-15%: the growth potential for Italian companies is therefore very high.

Veronafiere Press Office

Tel: + 39.045.829.82.42 – 83.50 – 82.10

E-mail: pressoffice@veronafiere.it

Twitter: @pressVRfiere