MARMOMAC: B2B MEETINGS AND INSTITUTIONAL VISITS IN SUPPORT OF INTERNATIONALITY

Attendance expected by more than 40,000 foreign buyers, ministers and authorities from five countries to open new markets

Verona, 26 September 2019 - More than 40,000 international buyers are expected from 150 countries, with five institutional delegations involving ministers and authorities from Africa, South America and Europe. The 54th edition of Marmomac opened yesterday. It is the most important event dedicated to marble, technology and design and is scheduled at the Verona Exhibition Centre until Saturday 28 September. This edition boasts a high rate of internationality with 64% of +1,650 exhibiting companies and 68,000 expected visitors from abroad.

In fact, Marmomac is the landmark promotion platform for the stone sector, a market worth close to 18 billion euros in terms of global trade, where Italy maintains its leadership for quality and added value, especially for finished products and processing technologies. Italian companies could hardly not focus their attention abroad. There are 3,251 companies in the Italian supply chain with a total of 33,800 employees. The value of production, based on Confindustria Marmomacchine data in 2018, comes to 4 billion euros for total exports worth 2.9 billion (1.8 billion for marble and other natural stones [78.1% processed] and 1.1 billion for technologies). The countries considered to be most promising for the processed market sector include the United States, Germany, Spain, Portugal, the United Kingdom, Brazil, Poland, Greece and France. The top ten for technology exports, on the other hand, are the United States, Germany, Switzerland, France, United Kingdom, United Arab Emirates, Canada, Kuwait, China and Saudi Arabia.

The morning itself welcomed B2B meetings for 240 top international buyers selected by Veronafiere, ICE Trade Agency and Confindustria Marmomacchine as part of the Special Made in Italy Promotion Plan. During the event, marble and technology companies will have the chance to meet these operators, architects, construction companies, quarry owners and contractors for large public and private projects to present their products and open the way into new markets.

Many international authorities attended the inauguration. Brazil, where Veronafiere relies on its subsidiary Veronafiere do Brasil, was represented by the governor of the State of Espírito Santo, Renato Casagrande, the President of the Development Bank, Mauricio Duque, the President of the Federation of Industry, Leonardo de Castro, and Ambassador Eduardo dos Santos, Cônsul General of Brazil in Milan, who met the President of Veronafiere, Maurizio Danese, and CEO Giovanni Mantovani.

Highlighting the new business opportunities opening up in Africa, another protagonist at the Marmomac Focus 2019 was the Ethiopian minister for Mineral Resources, Samuel Hurkato. Once again, a delegation is attending from Spain: Councillor the for Sustainable Economy, Production Sectors, Trade and Employment of the Generalidad Valencian, Rafael Climent González, CEO for internationalisation and deputy director of Ivace, and Josep Lluís Jordà Navarro, director of the Cabinet of Council members. Tomorrow, Minister Diamantino Pedro Azevedo of Angola is also expected with Ambassador Fatima Jardim, as well as a delegation from Croatia with the Croatian Consul General, Nevenka Grdinič, Vice Consul General, Gordana Šimič, and Jože Tomša, President of the HGK Split Confindustria of Croatia.