54th MARMOMAC CLOSES WITH 69,000 OPERATORS FROM 154 COUNTRIES

All goals achieved: growth in internationality and a good response from the domestic market

Verona, 28 September 2019 - 69,000 trade operators from 154 countries and 1,650 companies from 61 countries attended the 54th edition of Marmomac. After four days at Veronafiere, today is the closing day for the world’s landmark exhibition in the natural stone, machinery, processing technology and applied design sector.

An increase of 1000 visitors confirms the impressive internationality of the event, by now at 62%.

"This 54° Marmomac has achieved all the goals we set. The promotion of the unique qualities of natural stone thanks to new training initiatives such as Meet the Inspiration for interior designers and architects, and the collaboration with Confindustria Marmomacchine within the PNA Network, stimulated the domestic market ", President of Veronafiere, Maurizio Danese said. "We have also worked closely with ICE-Italian Trade Agency and the Ministry of Economic Development to consolidate internationality through incoming and B2B meetings."

The Italian Stone Theatre - the hall focusing on design, innovation and experimentation this year dedicated to the theme of Naturality - plays an increasingly important role within Marmomac.

"The exhibitions in Hall1 help designers, architects and trade operators to deeper understand how technologies and natural stone can be versatile," Giovanni Mantovani, CEO of Veronafiere, said. "Marmomac is also an exhibition capable of providing solutions and services. In particular, it supports companies in their approach to international markets thanks to its global natural stone community active 365 days a year."

Marmomac's network of events and trade missions this year also expands into China, specifically in Shanghai and Beijing, with the new Living Italy project dedicated to design. Other established appointments outside Italy are Tise-Stonexpo Marmomac in the United States, Vitoria Stone Fair and Cachoeiro Stone Fair in Brazil.

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