

## VERONAFIERE GROUP WORKING ON PHASE 3: 21 EVENTS SCHEDULED IN THE SECOND HALF OF 2020 IN ITALY AND ABROAD

(Verona, 8 June 2020) Ready for the "new normal". The Board of Directors of **Veronafiere Group** has confirmed the calendar for the second half of 2020: twelve important events in Italy and nine abroad that will inaugurate a new approach to organising events, with a strong focus on safeguarding the business of client companies through agile, digital and safe formats.

*"The resumption will be a fundamental occasion for the economic reconstruction of the country,"* said **Maurizio Danese**, President of Veronafiere. *And we are keen to be ready to support the promotion of the industrial sectors where we operate in the best possible way, bearing in mind that exhibitions multiply the investments made by exhibitors by up to 10 times and generate 50% of exports by Italian SMEs for an overall value of more than 250 billion euros worldwide."*

*"In recent months, we have worked with Phase 3 in mind to formulate events fully in keeping with such exceptional circumstances time that for the rest of 2020 will not allow trade fairs to be organised following accustomed standards. However, the market needs a driving force that is already up and running to ensure a restart but above all to relaunch new international positions concerning an export road map distorted by the global health emergency,"*-said **Giovanni Mantovani**, CEO of Veronafiere. *This is why we have maintained an open-ended dialogue with our customers and markets through a great many digital initiatives - because, today more than ever before, ours is a fundamental role for economic development in need of a new physical-digital paradigm and a complementary offering for business."*

We have therefore completely re-defined our **trade fair calendar** for the second half-year, making considerable logistical efforts to match the seasonal nature of the events, with changes in date, start-ups and rotation times of the Exhibition centre and show halls. In the meantime, the **calendar of events and conferences** - another important Veronafiere asset - gets underway again on June 18 with the Vinitaly Design Int'l Packaging Competition followed by the AGM of the Grana Padano Consortium on June 19. We also took advantage of the lockdown to **redesign broadly consolidated exhibition formats** to adapt them in the light of the new **safety and social distancing measures**.

Examples include **Fieracavalli**, which is now scheduled for the first time on two consecutive weekends to spread attendance, **wine2wine**, where the traditional business forum is now joined by an exhibition, and **Marmomac**, which will be staged in 2020 with a special edition tailored to meet the contingent needs of sector companies.

We are also waiting for the validation by competent regional authorities of the new **#safebusiness protocol** designed to safeguard the health of exhibitors and visitors, developed in conjunction with the main Italian trade fair organizers.

**Prevention measures** include exclusively on-line ticketing and daily attendance quotas; filters with thermo-scanners at the entrance gates; new internal layout of spaces to direct flows of visitors entering and leaving the exhibition centre; sanitization of all facilities; personnel training; permanent medical facilities, specific emergency protocols and collaboration with the best local health authorities.

**Smart** events exploiting new technology are also being analysed. Covid19 has effectively given further impetus to a process that Veronafiere has already activated by investing significant resources in **DIGITAL TRANSFORMATION**.

This revolution starts from the web portals for the individual show events that for Vinitaly and Marmomac become **interactive and multi-language directories**, through to **digital diaries** for scheduling b2b appointments, **webinars** for permanent training or **geo-location apps** to move around easily and safely between the stands.

Veronafiere is also developing **virtual meeting tools** whereby companies can communicate with international buyers and maintain an open channel of communication with markets of most interest to them which are still unable to attend shows in person.

All this has the ultimate goal of creating integrated events capable of merging physical and digital features and connecting **communities** in reference sectors 365 days per year.

## **PROGRAMME - SECOND HALF YEAR 2020**

### **Italy**

Marmomac: 30 September – 3 October

Samoter: 21-25 October

Asphaltica 21-25 October

Oil&NonOil 21-23 October

Innovabiomed: 26-27 October

Fieracavalli: 5-8 November and 13-15 November

Future Festival: 19-21 November

wine2wine Forum & Exhibition: 22-24 November

B/Open 23-24 November

Job&Orienta 25-27 November

Verona Mineral Show Geo Shop: 26-28 November

ArtVerona: 11-13 December

### **Abroad**

Bellavita Expo Bangkok 9-12 September

Vinitaly China Road Show - Shanghai, Xiamen, Chengdu: 14-18 September

Wine South America. 23-25 September

Living Italy@Design Beijing: 23-26 September

Vinitaly International Russia: 26 and 28 October

Vinitaly International Hong Kong 5-7 November

Wine to Asia: 9-11 November

Living Italy@Design Shanghai: 26-29 November

Bellavita Expo Mexico City 2-4 December

*(calendar subject to change)*

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