

VERONAFIERE GROUP: CALENDAR OF THE MAIN EVENTS IN 2021 IN ITALY AND ABROAD

The schedule for next year's events takes the evolution of the health situation into account and assumes that exhibition activities will resume in Europe as of next Spring

Verona, 24 November 2020. The date for restarting events at the Veronafiere Exhibition Centre has been defined and the main exhibitions in Italy and abroad in 2021 have now been scheduled. The Board of Directors of Veronafiere Group, taking scientific opinions and those of the trade categories concerned into account, has envisaged that activities will resume in April and has consequently outlined the exhibition schedule over 9 instead of 12 months.

The President of Veronafiere, **Maurizio Danese** said: *"The halt imposed on exhibition events caused serious losses in the sector and deprived small-medium Italian companies of a fundamental lever supporting business and internationalization. Uncertainty is highly detrimental to the country's economic recovery, which cannot be improvised. For this reason and in full awareness of our role, we are already working to implement the 2021 event calendar to ensure a strategy and horizon to relaunch our reference trade sectors."*

"We kept our engines running throughout 2020," said Giovanni Mantovani, CEO of Veronafiere, "and developed our know-how on the Veronafiere Plus digital platform to support companies and the market in these dramatic and unprecedented times. Now," Mantovani went on, "the time has come to redesign growth and development to turn the negative curve around and implement a new business model that integrates the vital physical attendance at trade fairs with a complementary digital offering. All in complete safety."

In detail, the 2021 calendar at Veronafiere will open in **April** with three consumer events: **Motor Bike Expo**(2-5 April), **Model Expo Italy** and **Elettroexpo**(17-18 April). May will see the debut of the new **Wood Experience** event (12-15 May), while **Mineral Show Geo Business** and **Veronafil** are also scheduled in the same month (both 21-23 May).

International wine business professionals will meet again 20-23 June for **Vinitaly**, scheduled in conjunction with **Sol&Agrifood** and **Enolitech**. The **Opera Wine** with **Wine Spectator** preview event is also confirmed on 19 June. September will resume with **Pulire** (7-9) and **Marmomac** (29 September-2 October) before handing the baton over to **ArtVerona** (15-17 October). There will be **two weekends** for **Fieracavalli** (4-7 and 12-14 November): the new format for this event had already been approved before the health emergency in order better to meet the expectations of enthusiasts. Then come **Job&Orienta** (25-27 November) and **Wine2Wine Business Forum** (22-23 November).

Coming meetings of the Veronafiere Board of Directors will see the complete definition of the 2021 calendar, including all the other exhibitions and **Samoter**, for which new solutions are being discussed in consultation with industry associations.

On the international front, all **Bellavita Expo** events are confirmed, with 8 international stages from March to October: Hamburg, Warsaw, Toronto, Chicago; Mexico City, Bangkok, Riga and London. Other confirmed dates include **Wine to Asia**(8-10 June), **StonExpo/Marmomac Americas @ TISE - Las Vegas - USA**(16-18 June), **Mec show - Vitória - Brazil** and **Expo Construções - Vitória - Brazil** (3-5 August); **Cachoeiro Stone Fair - Cachoeiro de Itapemirim - Brazil** (24-27 August) and **Wine South America** (22-24 September).

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