

The world's leading international trade event is scheduled 27-30 September 2022

MARMOMAC: NATURAL STONE TAKES THE STAGE IN VERONA WITH 1,168 COMPANIES FROM 47 COUNTRIES

Verona, 27-30 September 2022 - Business promotion, international markets, innovation, training and an even stronger focus on sustainability. These are the guidelines underlying the **56th Marmomac** (www.marmomac.com). The landmark event for the entire global natural stone supply chain returns to the Verona Exhibition Centre 27-30 September 2022.

Ten halls hosting **1,168 exhibitors companies from 47 countries** - including Ukraine. Natural stone, as ever, is the absolute protagonist of the trade show: from finished products to machinery, technologies and quarrying and processing accessories, through to exhibitions and projects by designers and star architects.

"Marmomac is the expression of a territory with an historic vocation in marble processing," said **Federico Bricolo, President of Veronafiere**. "The event has enjoyed continuous evolution to become the landmark for excellence in the Italian stone sector and then open up to international markets. This highlights the virtuous circle that comes into being when a strong manufacturing sector, combining creativity and innovation, teams up with an organisation such as Veronafiere and its skill in working in synergy with companies, associations and institutions to generate added value for the growth of the entire global marble-natural system. Yet development cannot overlook issues such as environmental sustainability. Consequently, we wanted during this edition to promote the "**Less Carpet, More Trees**" initiative that will eliminate 95% of the carpet tiles used in the show halls while also planting 200 trees in the suburbs around the Exhibition Centre, in collaboration with the Verona City Council."

Internationality is confirmed as one of Marmomac's main assets: exhibitors from abroad come to 57% of total and professional operators from over 130 countries are also expected. A result made possible by the appeal of the unique world-leading trade fair format and the major investments in incoming activities to attract top buyers implemented by Veronafiere, in collaboration with the ICE Trade Agency of the Ministry of Foreign Affairs and International Cooperation and Confindustria Marmomacchine.

"Internationality has always been the hallmark of Marmomac, the most important trade show in the natural stone sector that showcases the finest production in terms of materials and processing technologies," said **Maurizio Danese, Managing Director of Veronafiere**. "We have received important confirmations from companies, buyers and architects from North America, the top destination market for products manufactured in Italy, the impressive return from Africa, with companies and importers from 10 countries, as well as from South America, the Far East and India. All the activities of companies and professionals during the trade fair are multiplied and enhanced by the **Marmomac Plus** virtual portal, the most advanced digital tool developed to support the evolution of the natural stone industry 365 days a year. "**Be the Plus**" is also the new claim of the 2022 event: an invitation to do one's best, bringing together a lively global community open to new challenges which identifies itself fully with Marmomac.

Knowing how to combine business, **product culture**, experimentation and professional updating is one of the distinctive features and strengths of Marmomac: a dedicated platform for meeting customers and doing business; and, at the same time, a unique opportunity to explore new languages and ideas involving stone materials.

This is precisely the added advantage of Marmomac as expressed through the "**The Plus Theatre**": the exhibition area in Hall 11 that highlights the incredible functional and aesthetic potential of natural stone.

Here, five exhibition itineraries welcome visitors, covering the entire production cycle from the quarry to the final product designed by major furniture brands. A process that sees projects by architects, designers and eleven Italian and international universities interact with the latest marble processing technologies.

And also here, a multimedia, full-immersion and emotional experience pays homage, on the bicentenary of his death, to the great sculptor **Antonio Canova**, already celebrated in the visual campaign for Marmomac 2022.

And not only exhibitions: "The Plus Theatre" is the beating heart of the trade fair even as regards training, with more than 40 appointments including talks, lectures and **workshops** accredited with the professional associations of architects in Italy, the United Kingdom and the United States. All this is joined by presentations of technical innovations by companies and conferences organised by the trade press.

Not to mention the educational sessions such as "**Stone & Design**" and the "**Italian Quarrying and Processing Technologies**" project involving 100 architects and designers alongside 100 technology buyers invited from abroad, thanks to the agreement between Veronafiere, the ICE Trade Agency and Confindustria Marmomacchine.

Hall 10 also hosts an important socio-economic study of companies in the sector, analysed during the conference "*The handover and generational dialogue: themes written on marble? The experience of a Banking Group*" published by Banco BPM Group and scheduled at 16:00 on 29 September.

Finally, a number of prestigious awards will be presented during Marmomac: The **New Best Communicator Award** rewards the commitment of companies in enhancing their exhibition spaces, as well as the announcement of the **Masters of Stone** assigned to figures who have distinguished themselves in promoting natural stone products.

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