



ANIET INTERNATIONAL CONFERENCE
OF NATURAL STONE

FUTURE TRENDS FOR MAJOR
INTERNATIONAL EVENTS

Speaker:

Elena Amadini

Exhibition Manager

Area Stone & Design



About Marmomac

Marmomac is **the most important trade fair** in the world specifically for the natural stone sector.

What really distinguishes Marmomac from other exhibitions dedicated to this industry, is its coverage of the **whole supply and value chain**: from the quarry to processed products, from technologies to machinery and tools.

This is what makes Marmomac **the World's Leading Exhibition** for professionals and experts working in this field.

Marmomac, the offspring of one of Italy's main natural stone quarrying and processing districts, is **the main international hub** for all protagonists in the sector and **an essential platform** where business and professional updates come together to become a preferential venue for innovation and training.

Facts and figures 2019



Exhibitor Area

80.845 m²



Exhibitors

1.636



Visitors

67.928



International Visitors

62%



International Exhibitors

64,67%



Countries

60



Nations

154

2020 and the Pandemic



And all of a
sudden...

Impact of COVID-19 on the exhibition

Global industry revenues for 2020 dropped by 68%, compared to 2019.

This result, based on regional data provided in the UFI Global Exhibition Barometer, indicates that **2020 revenues** represented only **32% in Europe of those from 2019 in Europe**, 23% in Central and South America, 24% in the Middle East and Africa, 27% in the Asia-Pacific region, and 36% in North America.

According to Cerved, **in Italy** the exhibition industry was **the sector with the highest losses**.

In 2020, Veronafiere revenues dropped by 80%.

Marmomac 2020

For its 2020 edition, due to the impossibility of travelling caused by the pandemic of COVID-19, Marmomac presented a new project: **Marmomac Re-Start.**

Its purpose was to **explore advantages** and opportunities **granted by digital** platforms in order to keep professionals of the whole industry in touch.

The digital solutions offered by this platform **aimed at supporting dissemination of content and virtual interaction between operators.** The need was also to look towards a new future for the recovery of the economy in the stone sector.

MARMO+MAC
ReStart 2020



2021: Year of the return to in- presence events



The 2021 edition has been peculiar for many reasons, first of all for the commitment required to both the organization and the exhibitors who trusted the will of the whole stone industry to return to Verona.

After the Re-Start edition of 2020, Marmomac recognized some advantages of digital platforms, first of all the chance to keep professionals of the Stone Community connected through the Portal Marmomac Plus.



MAR
MO+
MAC
PLUS
+ PEOPLE
+ PRODUCTS
+ PROJECTS

Marmomac 2021

RESULTS OF THE 55th EDITION

More than 30,000 qualified operators, 48% international from 120 countries.

Veronafiere attracted importers, contractors, architects and designers from all over the world to meet 756 exhibiting companies, of which 329 international from 39 countries.

In all, 9 exhibition halls were occupied for a total of 60,000 net square metres, including the outdoor areas with blocks, slabs and large processing machinery.



+ 756

Exhibitors 2021 edition



9

Halls 2021 edition



39

Countries 2021 edition



4

Outdoor areas 2021 edition



What about the
future?

What about the future?

EXPERIMENTATION

NEW AREAS

NEW TARGETS

NEW LAYOUT

The good results of this year edition led Marmomac to understand that **overcoming rules** and traditions sometimes **can determine the success** of a well-established event that needs a breath of freshness.

With this in mind, the Marmomac Team is studying **new ideas and projects to be implemented** to make even greater the 56th edition of the exhibition.

Fundamental for the success of Marmomac is the role of the **organizer**, that is **director and screenwriter of the event, author of a storytelling** that has to express synthesis and vision, reflecting the essence of the whole industry.



Key words

COMMUNITY

Strengthening and increasing of marble Community is now crucial. Marmomac Plus, the portal active all year round that was created to facilitate **communication, promotion and meeting** of the sector's top players, is devoted to this.

QUALITY RELATIONS

Guaranteed by Marmomac both at national and international level, quality relations equal and overcome the importance of the product itself. Therefore, the chance to establish contacts during the event is **fundamental for the success of the exhibition.**

INNOVATION

Marmomac is in the service of natural stone companies and of the whole industry. Innovation, educational projects, content offered to visitors and operators arise from deep and specific confrontation with the protagonists of the stone sector.

The future is
together



THANKS FOR YOUR ATTENTION

