



GENERATING NEW BUSINESS OPPORTUNITIES



Fairground

The **Fiere di Parma** exhibition complex is well served by two major motorway junctions (the **A1 Milan - Naples** and the **A15 Parma - La Spezia**) and is located a short distance from Giuseppe Verdi Airport. There are also two well-connected railway stations for those travelling by high-speed rail: Parma and Reggio Emilia Mediopadana.

This makes the venue easily accessible from the entire northern region, the exhibitions are also well connected with the main production districts of Central Italy. This allows visitors to optimize travel time and maximize event time.

Moreover, since its acquisition of the TUTTOFOOD Milan show in March 2023, Fiere di Parma has had a **new office at Fiera Milano**, the modern exhibition complex in Rho, Milan.





Services

The fairground covers an area of over **300,000 square metres** which benefited from major architectural redesign work and restyling of the spaces between 2009 and 2016. The massive intervention endowed the complex with **eight modern and functional halls (over 120,000 square metres of covered space), and over 9,000 parking spaces**. Among these, the PalaVerdi stands out in particular: a benchmark of true Italian excellence in the microcosm of conference centers and the perfect platform for cultural events of all kinds thanks to the high quality of its facilities and technological services.

The spaces are highly adaptable to a wide variety of organizational and logistical needs. A widespread network of installations guarantees, throughout the structure, the distribution of water and compressed air, as well as electrical, telephone and internet connections, featuring fibre-optic cabling.

Numerous integrated services, such as **bars, self-service restaurants, ATMs and an area reserved for press and publishing professionals**, allows everyone to enjoy maximum comfort during the events they have come to experience.

Economic profiles

The Fiere di Parma company structure is based on a group of solid shareholders, both public and private. On May 5, 2023, the Shareholder Meeting appointed a new Board of Directors, naming Prof. **Franco Mosconi** as President, Mr. **Franco Bonomi** as Vice-President and Mr. **Antonio Cellie** as CEO.

The Fiere di Parma Group closed its books in 2022 **with a turnover of 39 million euros** and a **consolidated EBT of 5 million euros**. Fiere di Parma's 2022 EBT of 5.4 million euros is higher than that of 2018 (3.1 million euros) and marks a return to pre-pandemic figures.

During the pandemic, the critical success factor for Fiere di Parma proved to be its decidedly trim and compact structure, which facilitated rapid cost containment and an equally rapid restart of the “operational machine”. The courage to return to in-person events as early as August 2021 (before other main players in the sector) proved decisive and made Fiere di Parma a pioneer and a leader for many other exhibition companies in Italy and around the world.





Business strategies

Fiere di Parma SpA is increasingly developing into a multi-brand business, whose main goal is to **promote excellent Italian products and know-how on domestic and foreign markets**. Nowadays, its rich brand portfolio includes **various proprietary, off-site and hosted events**: the exhibitions cover a wide range of sectors, including **food, food tech, automotive, mechatronics, tourism and outdoor sports, art, antiques, modern antiques, collectables, greenery and landscaping, entertainment and trends**.

Thanks to the specific focus of each of these events, Fiere di Parma has developed varied and widely recognized technical know-how. For many years now, this has allowed the company to deal with both the main players in the world of exhibitions and events and all the most authoritative voices from the different production sectors, on an equal footing and on an international scale. It is no coincidence that Fiere di Parma boasts important strategic partnerships with all the main trade categories, as well as with governmental trade promotion agencies.

The future vision is focused on **acquiring assets and products** with mature enough features to enable the company to **successfully enter brand new markets**. Behind each acquisition, is the ambitious idea of obtaining new technical expertise in several fields, so that Fiere di Parma can predict the development of the many Made in Italy sectors and stimulate evolution and change within them. Every product is primarily assessed in terms of future and potential development by means of an analytical process that looks to highlight its characteristics, often unexpressed, and to invest in them.

Environmental commitment

Since 2012, Fiere di Parma has planned to get “**carbon neutrality**”. The company boasts a **seven-megawatt photovoltaic system**, divided into various sectors and totalling **60,000 square metres of panels**, that it is still one of the largest photovoltaic plants in Europe. Since 2022, a new investment plan has started, with the aim to increase the clean energy produced to over 10 MW, with the possibility of partially transforming it into green hydrogen, thanks to an in-house plant.

Circular economy too represents a crucial aspect of the company’s green vision: thanks to partnerships with local organizations such as EMC2 and Saviola Legnai, Fiere di Parma is pursuing an integrated project for **reducing material use and waste**, yielding decidedly encouraging results: in 2022 alone, approximately **25 tons of paper and cardboard and around 300 tons of timber were saved, compacted and/or recycled**.

Fiere di Parma’s commitment also includes its recent membership of **Kilometro Verde** (2022). The aim of the project, championed and pursued together with several other Parma companies, is to enhance the 11-km urban section of the A1 motorway, creating a sort of green belt aimed at compensating for carbon monoxide produced by the intense road traffic.



