



FIERE_{di}PARMA

GENERATING NEW BUSINESS OPPORTUNITIES



Exhibition Centre & Accessibility

Fiere di Parma is one of Italy's leading exhibition organizers, with **over 80 years of experience** in delivering high-impact international trade shows.

Strategically located in the **heart of Northern Italy**, the exhibition centre offers outstanding accessibility through the A1 Milan–Naples and A15 Parma–La Spezia motorways, high-speed rail connections, Parma Airport and the major international airports of Milan, Bologna, Verona and Bergamo, all within easy reach.

This prime location, at the centre of one of Europe's strongest manufacturing regions, allows exhibitors and visitors to **minimize travel time** and **maximize business opportunities**.





Services

The Fiere di Parma exhibition centre spans **over 400,000 sqm**, including more than 120,000 sqm of indoor exhibition space across **eight modern, flexible halls**, designed to accommodate events of all sizes and formats.

The venue offers over **9,000 parking spaces**, advanced digital infrastructure with fibre-optic connectivity, and comprehensive technical services, including power, water, compressed air and high-speed internet throughout the exhibition grounds.

Complementing the exhibition facilities, the **PalaVerdi** convention centre provides a state-of-the-art venue for conferences, corporate events and live performances, while a full range of on-site services (including restaurants, cafés, ATMs and dedicated media facilities) ensures a seamless experience for exhibitors and visitors.

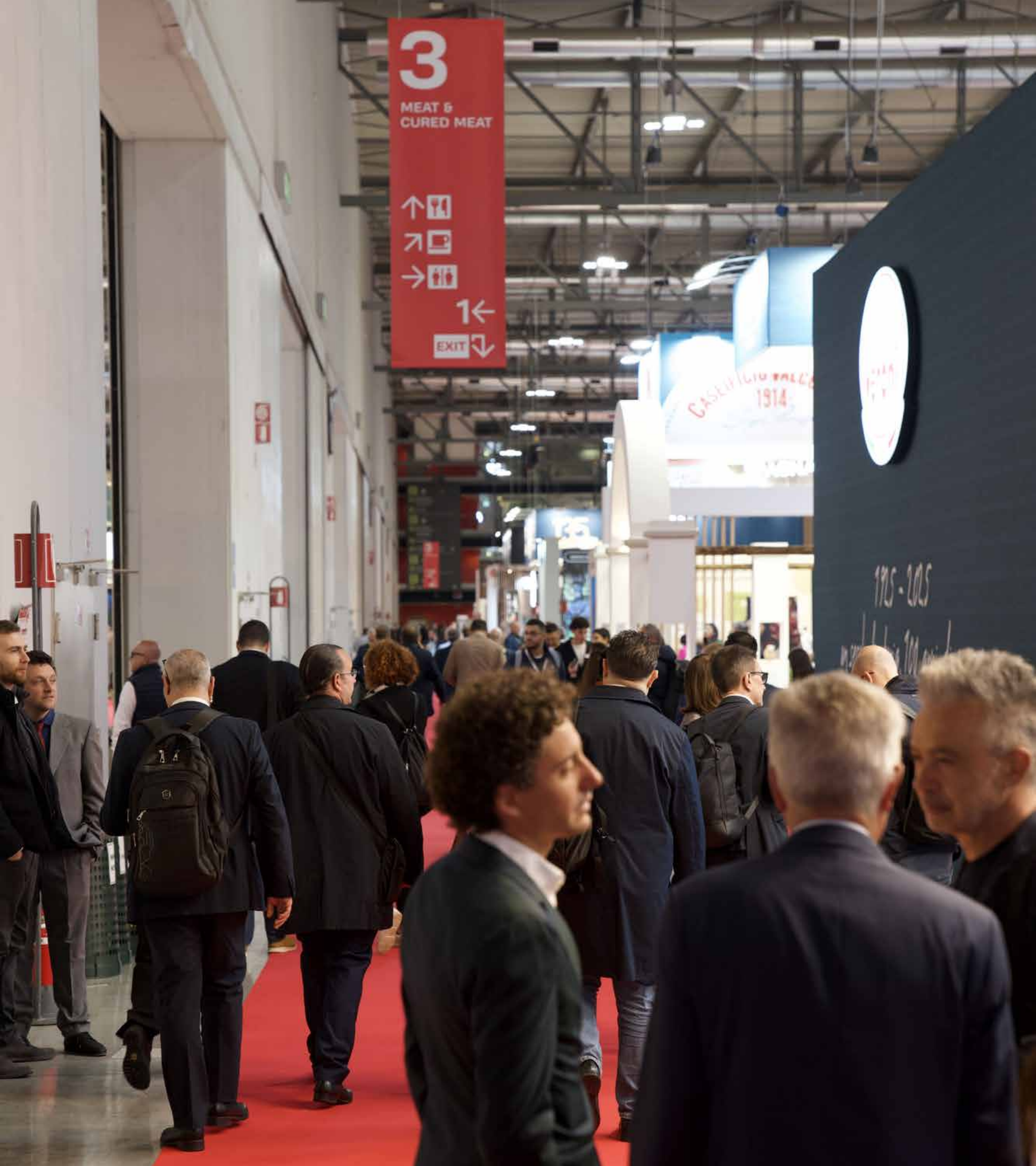
Company Profile

Fiere di Parma is backed by a strong mix of public and private shareholders and is led by Chairman **Franco Mosconi**, Vice Chairman **Franco Bonomi** and CEO **Antonio Cellie**.

In 2025, the Group achieved its best financial performance ever, with over **€55 million** in **consolidated revenues**, **EBITDA** exceeding **€14 million** and a solid net financial position supporting future investments.

These results further strengthen Fiere di Parma's position as one of Europe's fastest-growing and most profitable exhibition organizers.





Growth Strategy

Fiere di Parma is a multi-brand exhibition organizer committed to **promoting Italian excellence** and **creating international business opportunities**. Its portfolio includes leading trade fairs across key sectors such as agrifood, food technology, manufacturing, automation, tourism, art and lifestyle.

The company's growth strategy combines the **development of proprietary events** with **strategic partnerships** and **targeted acquisitions**, strengthening its presence in high-potential markets and expanding its international reach.

By working closely with industry associations, institutions and global stakeholders, Fiere di Parma continues to invest in innovative exhibition formats, sector expertise and long-term value creation for exhibitors, visitors and partners.

Environmental Commitment

Sustainability is a key pillar of Fiere di Parma's long-term strategy. The exhibition centre hosts one of Europe's largest **rooftop photovoltaic systems** (60,000 sqm, 7 MW) and has recently invested in battery energy storage systems to maximize the use of renewable energy during major exhibitions.

Environmental commitment also extends to circular economy initiatives, promoting the recovery and reuse of exhibition materials in collaboration with local partners. As a member of the **Kilometro Verde Parma project**, Fiere di Parma actively supports urban reforestation and biodiversity, contributing to a greener and more sustainable territory.





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