

## PRESS RELEASE

**BolognaFiere closes 2011 with a flourish: a splendid edition of Motorshow and a positive budget estimate.**

**The Group's 2012 calendar is presented, with 90 exhibitions (including 11 abroad) and 8 new initiatives.**

**Bologna, 30 November 2011**

BolognaFiere's Board of Directors met this morning to examine the budget estimate and the new 2012 calendar for the BolognaFiere Group, presented by President Duccio Campagnoli. Year-end projections confirm that there will be a positive result for 2011 as well, repeating the return to profitability achieved in 2010. Mr. Campagnoli emphasised that these results confirm the effectiveness of the Group's integration and restructuring process as well as the positive trend of the main exhibitions organized, which increased in terms of both visitors and exhibitors compared to previous editions.

Once again, BolognaFiere Group's 2012 calendar will offer the large exhibitions that link it to production sectors, such as Cosmoprof, LineaPelle, Cersaie, and Saie. In November, a large new edition of EIMA will be presented for the farm machinery sector, which will again include an exhibition of gardening machines and equipment: the result of a new agreement stipulated between BolognaFiere and Unacoma, the Association that will organize EIMA in Bologna until 2024.

Also confirmed for 2012 is the Motor Show Targato Oica (and therefore international), after the 2011 edition that is certain to be a great success, opening next Saturday at BolognaFiere. BolognaFiere Group, which comprises SoGeCos, organizer of trade fairs in Italy and abroad in the cosmetics sector, and the Modena and Ferrara Exhibition Centres, organizes a total of 90 events, including 11 in countries of greatest interest for Italian companies (Russia, United States, China, and Turkey). But above all, President Campagnoli pointed out that 2012 will bring eight new exhibitions, four of which will be held at the Bologna Exhibition Centre, three in Modena, and one in Moscow: Consumexpo, devoted to the consumer goods sector and, specifically, to footwear, an industry in which BolognaFiere (thanks to its agreement with Anci – National Shoe Manufacturers Association) is Italy's leader with its OBUV events, the first result of BolognaFiere's redesign of its trade fair activities. *"We have to find new niche markets for innovative products and services, including with smaller events that highlight the fair district's competitiveness. In this way, we will promote both BolognaFiere and the city,"* says President Campagnoli. The new fairs already point in this direction, beginning with Univercity, the first edition of a city expo for students, promoted along with the University and the City of Bologna, which will coincide with Alma Orienta and Career Day at the Exhibition Centre from 7 to 9 February.

From 7 to 9 May, BolognaFiere will present Show Way, devoted to technologies for show business, previously organized at the Bergamo Trade Fair, to take place simultaneously with the second edition of Music Italy Show, the event devoted to musical instruments. Two events that will transform Bologna, a UNESCO city of music, into the capital of music and show business with a series of events in the Exhibition Centre and in the city.

And from 19 to 21 June will be NGV, the international workshop on mobility by means of methane gas, organized by the international industry association and devoted to methane technologies, whose use in Emilia Romagna has always been state-of-the-art.

Another new exhibition for the Bologna Exhibition Centre will be Fruitech Innovation (processing, packaging and logistics to consumers) from 27 to 29 November 2012, devoted to new technologies in production and distribution for agribusiness.