

Press Release

**Confindustria Ceramica and BolognaFiere  
sign agreement to keep Cersaie in Bologna**

*The agreement confirms that Cersaie (to be held this year from 20 to 24 September)  
will remain in Bologna for the 2012, 2013, 2014, 2015 editions,  
with an option for 2016 and 2017.*

*An important joint commitment by Confindustria Ceramica and BolognaFiere to confirm  
Cersaie as the world's principal exhibition for ceramic tiles and bathroom furnishings.*

Franco Manfredini, President of Confindustria Ceramica, and Fabio Roversi Monaco and Duccio Campagnoli, President and CEO of BolognaFiere, have signed an agreement renewing and confirming Cersaie and BolognaFiere's long-term partnership. The agreement was ratified today by Confindustria Ceramica's Board of Directors. This important agreement (signed in advance of the June 2011 expiration specified in prior agreements) expresses their shared commitment – extending well beyond use of the Halls – to further strengthen relations between the Italian ceramics industry and BolognaFiere.

The agreement calls for BolognaFiere to host the 2012, 2013, 2014, and 2015 editions of Cersaie, with an option to continue through 2016 – 2017.

It also establishes a framework for international promotion of Cersaie as the world's principal exhibition for ceramic tiles and bathroom furnishings, and of BolognaFiere - with Cersaie and other exhibitions - as the foremost exhibition centre for the building, architecture, and design industries. For this purpose, significant additional resources have been allocated to maximise this productive synergy.

Another essential aspect of this new long-term partnership is a commitment to support a new project that will increase BolognaFiere's quality in terms of availability of Halls and planning of future growth, including the use of ceramics in the various works required to achieve such goals.

As part of the agreement, Confindustria Ceramica and BolognaFiere received confirmation from the Emilia Romagna Region (and a pledge by President Vasco Errani and Gian Carlo Muzzarelli, Councillor for Productive Activities) to recognise Cersaie as the sole exhibition for the industry and as one of the foremost events on the trade fair calendar and in the Region's promotional programme.

“Cersaie is the only exhibition that covers the entire market,” says Franco Manfredini, President of Confindustria Ceramica. “That is why, year after year, it is an irreplaceable international event for the trade. Thanks to our agreement with BolognaFiere, we can keep this essential exhibition at home and activate all of the resources and energies needed to continue its success on an increasingly competitive market.”

“President Manfredini was perfectly correct,” says Fabio Roversi Monaco, President of BolognaFiere, “when he spoke of keeping this event at home. It is an indication that benefits Cersaie and BolognaFiere, an indication of method and strategy for our entire region, for the trade fair system, and for the economic-social environment as a whole. We will deal with and beat international competition by enhancing and enlarging our facility. BolognaFiere is the driving force behind an economic engine that starts here and will expand to become a national and international reference point. Ceramics are essential to the world building market, and Cersaie and BolognaFiere are essential for representing, spreading, unifying, and linking this richness.”

“Not only does this agreement confirm our understanding, it launches a new and extended partnership between BolognaFiere and Confindustria Ceramica, which we want to thank for its trust. We fully intend to merit it,” says Duccio Campagnoli, the recently appointed CEO of BolognaFiere who personally oversaw the agreement. “Together with Cersaie and Saie, BolognaFiere aims to become a large and revitalized Italian trade fair pole for building materials and technologies. To accomplish this, beginning with this farsighted agreement, BolognaFiere will soon launch a plan to upgrade the Fair District, which in the near future must - and will be - a great platform reaching out to the world, so that Bologna will once again be a great international city of industry, culture, and innovation.”

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For more information:

*Andrea Serri*

Press Dept.

Confindustria Ceramica e Cersaie

Tel. 0536.818111

Cell 348.1504905

Email: [aserri@confindustriaceramica.it](mailto:aserri@confindustriaceramica.it)

*Isabella Bonvicini*

Press Dept.

BolognaFiere

Tel. 051.282111

Cell 335.7995370

[isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)