

**T**he Verona Exhibition Centre, which celebrated its centenary in 1998, is the third in Italy and one of the top twenty in Europe. Extremely dynamic and flexible, it is oriented towards increasingly emphatic internationalisation of its events to tackle the challenges of the global market.

The exhibition *mission* aims to grasp the new opportunities offered by the world scenario, through innovative competitive elements based on the quality of the services, synergies with local authorities, maximum exploitation of its systems and the creation of agreements with leading national and international exhibition bodies, in harmony with the needs of market operators, the true protagonists of the *exhibition system*.

#### Turnover

VeronaFiere closed its 2001 financial statement with a turnover of 87 billion lire, about 10 billions of investments and 13 billions of cash flow. These figures improved the performances achieved in 2000 (85 billions, with net profit after taxation of more than 3 billion lire), 1997 (63,73 billions) and 1998 (69,82 billions), and can particularly be compared with 1999, when turnover was 90 billions thanks to Samoter (three-yearly exhibition dedicated to building sites, construction and earth moving machinery) held again in 2002.

As to the financial statement forecast for 2002, estimates presented to shareholders in the closing quarter of last year highlight turnover in excess of 50 million euro (about 100 billion old lire), cash flow of 8,7 million Euro (17 billions) and investments during the year of more than 18 million euro (36 billions), while net profit for year after taxation will be about 4,6 million euro (8 billions).



## Veronafiere interprets the global market

A dynamic reality dedicated to internationalisation

Trends in the first quarter of 2002 confirm, as regards turnover, the financial statement forecasts but equally highlight operative profitability up by 13%.

The turnover/employee ratio also improved: from 776 millions in 1998 to 850 in 2000; the 2002 forecast is 506 thousand euro (980 millions). A significant increase, bearing in mind that 2001 is not entirely comparable in statistical terms since no three-yearly shows were held.

This increase thus embraces growth in exhibitors of 8,1% (+10,3% international) and of 12,9% for leasing of exhibition areas. Visitor figures in 2001 improved by 5% (+7,6% international). 2001 saw 11 thousand exhibitors and 850 thousand visitors (100 thousand international).

#### Investments

The investment plan of 44 million euro (85 billion lire) launched in April 2000 now begins to take shape. The area (21 thousand m<sup>2</sup>) in Viale dell'Industria, where the new multi-storey garage (2100 car parking places) for exhibitors will be built, was purchased from the Local Council. Work began in April 2002 and the Technical Specifications sets final completion in the early months of 2003.

At the same time, a preliminary agreement was signed for the purchase of the Don Calabria complex, adjacent to the Exhibition Centre, which will ensure expansion of the exhibition areas and the implementation of a new and more modern main entrance to the Exhibition Centre. Part of this area is already available and was used during the first half of 2002 as an exhibitor car park.

Moreover, work to "cable" the Exhibition Centre and the extension of the Europa Congress Centre with a modern multi-function hall has been completed. This project will bring the capacity of VeronaFiere Conference facilities to 1600 places. Lastly, a new service centre has been installed between Halls 2 and 3.

#### Internationalisation

Active involvement in the work of Emeca, the association representing the 19 main European exhibition centres, and the board of Ufi, the union bringing together 200 exhibition centres and exhibition organisers in 67 countries, is not only recognition of the international leadership of the Verona Exhibition Authority and the Italian exhibition system (second in the world only to Germany), but also an

opportunity to make a major contribution in a strategic sector in the world economy.

Through its network of 31 delegates in 63 countries world-wide, the Verona Exhibition Authority organises both group participation by Italian companies at leading international shows and its own events in the sectors where it holds recognised leadership, that is agro-foods and natural stone.

Three major appointments are scheduled in 2002 in Asia and one in the United States: *Wine and Oil* in Singapore (26th-28th June); *Baucon India* in New Delhi (4th-7th September), organised with Imag, the Munich Exhibition Authority and dedicated to building site, construction and natural stone sectors; *China WinItaly* in Shanghai (12th-15th November) promoting the Italian world of wine and typical products.

25th-27th February 2003 Tokyo will host *Lifestyle from Italy*, completing the appointments for the wine and oil world in the Far East, here also flanked by fashion, design, high-quality furnishing and natural stone.

The Verona Exhibition Authority is also moving its interest towards Eastern Europe. An agreement has been signed with the ->