

Fiera di Genova is widely known thanks to *Euroflora* and the *Boat Show*, which attract a high number of visitors. Fairground activities are a mixture of b2c and b2b events, specialising in the maritime, nautical and transport sectors, in harmony with the leading economic activities in Liguria.

Boma, the Second-Hand Boat Trade Fair, Elf, European Logistics Forum, the *Seatrade Mediterranean Cruise & Ferry Convention*, travelling events like *Intermodal* and the *Toc*, Terminal Operation Conference, are enjoying an increasing success. Exhibitions like *Tecnhotel Hospitality* in the tourist & hospitality sector, *Bts* for school tourism, *Ted* on innovative school technologies, and *Venditalia* on automatic distribution, are gaining importance.

Besides these events for professionals, Fiera di Genova organises events for the public: traditional fairs on home furnishings, gifts, spare time, exhibitions for antiques lovers, radio-amateurs, stamp collection, numismatic, second-hand discs and comics, and conferences at *Fieracongressi*, a state-of-the-art facility, featuring all necessary services, and including several halls, hosting up to 880 seats.

Multi-purpose facilities

Fiera di Genova showed its multi-purpose facilities and its versatility during the G8 in July 2001, when the fairgrounds were turned into a village for the police.

The *Palasport* (the sports hall) is the perfect structure for major sports events, thanks its capacity – over 10,000 seats – and its strategic location. Prestigious sports events were hosted, like the volleyball World League finals, the Italian basket *Super Cup*, the athletics indoor European Championships, the championship *Supercross* or the *Kombat Festival*. Other prestigious events features artists from the world of music and the show business.

Fiera di Genova projects and prospects

By the end of 2002 a joint-stock company will be established and

Fiera di Genova diverrà un polo di rilevanza assoluta nel Mediterraneo? Will Fiera di Genova become a leading pole in the Mediterranean area?

the Liguria Regional Authorities will become a shareholder, joining Genoa Municipality, Genoa Province, Genoa Port Authority, and Genoa Chamber of Commerce. The change will enable to operate in a more dynamical and flexible way. Other private partners will join the company in the future, creating important synergies.

The primary objective is the upgrading of the fairground area, in order to achieve quality and functionality, complying with the sector standards, and to ensure a strategic position in the Italian and foreign markets. Besides the ongoing enlargement of the Marina, significant for the development of the International Boat Show, the investments made so far, more than 15 million euros (East entrance, air conditioning of C pavilion, new areas in D pavilion, elevated promenade, new tensile structure), the restoration and functional transformation of many buildings, a hotel and congress centre to the West would be required. Visitors and goods flows should be regulated more effectively and the waterfront



area connecting the fairgrounds and the seafront should be upgraded.

In the medium-to-long term it might be possible to create a leading pole in the Mediterranean, organising trade fairs, conferences, boating and sports events.

The first challenge regards the quality of services. Fiera di Genova benefits from a unique, strategic position, on the seashore and featuring a large equipped marina which, by the year 2005, will be able to host 600 boats. Such peculiar features, have ensured

Fiera di Genova a great success in the nautical, cruising, logistic, tourism and floriculture sectors, and should be further exploited when aiming at a better position on the market: state-of-the-art facilities and infrastructures and professional know-how will be required to stage new events, in order to ensure further benefits to the various economic sectors. The b2b sector is a key-factor, which can lead to major benefits for the local industries and considerably contribute to the image of the city.

The Mediterranean Trade Fairs Association and the projects for the internationalization of Fiera di Genova

The Mediterranean basin offers Fiera di Genova opportunities to give its projects an international dimension. An important step was the MTFA (Mediterranean Trade Fairs Association) general assembly, organised by Fiera di Genova and held in Fiera di Genova Press Room, last June 15th.

The association, established in 1995, includes trade fair & exhibition centres of the Mediateranean basin: Genoa, Barcelona, Cairo, Casablanca, Cyprus, Lisbon, Malta, Tel-Aviv, Tripoli, Tunis, Valencia and Nablus Chamber of Commerce, which have developed trade relations and co-operation, to

promote trade, industry, technologies, and tourism in their areas.

Among short-term projects, the agreement with ASCAME – the Mediterranean Chambers of Commerce Association – will foster the participation of companies from the member countries in the main sector trade fairs organised by MTFA members; among projects under evaluation, a trade fair travelling around the Mediterranean Sea.

During *Tecnhotel-Hospitality*, next November 9 –13, a Twinning Charter was signed between Fiera di Genova and Morocco, one of the most interesting markets for

investments in the tourist & hospitality sector. Following the agreements among Fiera di Genova, Morocco Tourism National Federation and Morocco Hotel Industry National Federation, Morocco was the guest of honour at *Tecnhotel Hospitality*, with events directly sponsored by the Ministry for Tourism. The project will also include the possibility to hold an edition of *Tecnhotel Hospitality* in Morocco, which would allow Italian companies and operators in the contract sector to work on the Moroccan market, offering them significant business opportunities.