

PROTAGONISTS. A GREAT DEAL OF ATTENTION ON FURNISHING ACCESSORIES

Vebo 2011: Ten but it does not Show it

The favours and gift trade fair is back at Naples' Mostra d'Oltremare. 250 exhibitors on over 25.000 m², representing 900 brands

Ten but it does not show it...the appointment for the tenth-year of the international Vebo 2011 Event, the trade fair dedicated to favours, silver, gifts and furnishing accessories, scheduled in Naples from the upcoming 7th-10th October, can be described as so.

The event organized by the company Vebofiera srl, presided by Luciano Paulillo, will take place in the Mostra d'Oriente trade fair district and in its tenth edition will gather the elite of the Italian manufacturing industry within the capital city of Campania with over 250 exhibitors present that represent approximately 900 brands.

Made in Italy: as an added value

The trade fair will extend over 25,000 m² of the seven exhibition halls and will give the producers, buyers, representatives and vendors the opportunity to view the items that will be presented to the market next year. Regardless of the universal contracting economic trend, the favours and gift articles manufacturing sector holds-up in the international market and recognizes the added value of the made in Italy production. The new collections and ranges, which are expressly reserved to the industry operators present at the Event, will be at the centre of business negotiations that will also involve various foreign buyers which regularly attend the Neapolitan exhibition.

There will also be numerous designer labels present this year, a tendency that over the past few seasons has highlighted the interest of manufacturing companies to tie the collections with famous names such as: Gattinoni, Soprani, Marta Marzotto, Laura Biagiotti, GMV, Coveri, Romeo Gigli and many more.

But favours and gifts will not be the only driving force of Vebo 2011. A great deal of attention will also be focused on furnishing accessories which are ever more becoming an ornamental part of homes of young couples. From fabrics to furnishing objects, from furniture to lines of jewellery, everything passes through the event in Naples which is becoming more and more the reference point of industry operators that last year registered over 26,000 visitors. The manufacturers of Tuscany, Emilia Romagna, Veneto and Campania are all present with their artisan specificities, thus increasing their volume of business each year.

Eleonora Daniele patroness of the exhibition

But given the attendance as patroness of Rai anchor, Eleonora Daniele, Vebo also has an entertainment spirit. The renowned face of Rai Uno, who last year was on Uno Mattina and this year on Linea Verde, will be present at the trade fair in two occasions: the evening of the ceremony on the 7th October and again on Sunday the 9th but will be just one of the many show-biz personalities present in Naples.



Photo by Mariano Luchini/
Officina Creativa

Even from the point of view of the services offered Vebo 2011 leave nothing to chance. An agreement with the navigation companies TTTLines, for the route Catania-Napoli-Catania, and Snav, for the route Palermo-Napoli-Palermo, will facilitate arrivals of industry operators from Sicily. A special card called Vebo-card issued to all those that request it will guarantee a discount of 40% (TTT Lines) and 25% (Snav) on the cost of the tickets. On the official website www.vebofiera.com it is possible to download the application form and request the special card. Free shuttle services from the port, airport and trade fair station will be available to visitors just as, but upon booking, the free city tour excursions thanks to the double decker open-top busses which will leave from the trade fair every day at 6pm.

Entry to the event, reserved for the specialized operators, will have the following times: Friday 7th and Saturday 8th, (9am-7pm), Sunday 9th, (9am-8pm), and Monday 10th (9am-4pm). ■

