

# TRADE FAIRS

SHOWCASES OF ITALIAN EXCELLENCE



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



Discover the figures  
of the Italian trade  
fair system





# THE ITALIAN TRADE FAIR SYSTEM: KEY FIGURES



**200**  
companies



**4,000**  
employees



Annual turnover:  
**€1.5 billion**



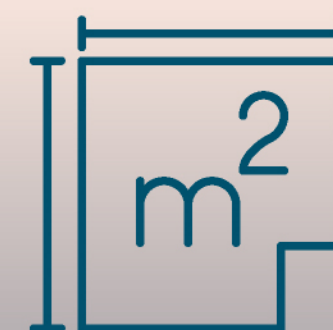
**Italy ranks 4<sup>th</sup> globally**

(after China, the USA and Germany)  
for installed exhibition space



**915**

trade fair events in Italy in 2025  
(+5% compared to 2024)



**~11 million sqm**  
of exhibition space sold





# EXHIBITORS AND VISITORS: AN INCREASINGLY INTERNATIONAL SYSTEM



## Exhibitors (2025):

**+6%**

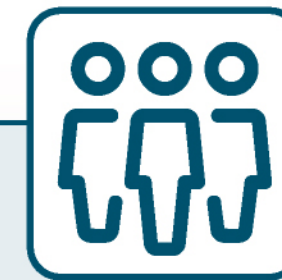
total exhibitors compared to 2024

**+7%**

foreign exhibitors compared to 2024

**20%**

share of foreign exhibitors out of the total



## Visitors

(latest consolidated data – 2024):

**~18 million**

total visitors to trade fairs in Italy

**>1.3 million**

foreign visitors

# INTERNATIONAL TRADE FAIRS IN ITALY IN 2026

## 276 international trade fairs held at Italian exhibition venues

### Leading regions:

- Lombardy: **83**
- Emilia-Romagna: **55**
- Veneto: **27**
- Campania: **25**
- Tuscany: **23**
- Lazio: **18**
- Puglia: **13**
- Piedmont: **12**
- Trentino-Alto Adige: **11**

### Leading sectors:

- Food, beverages, hospitality: **48**
- Textiles, apparel, fashion: **46**
- Sports, hobbies, entertainment, art: **44**



# SOME ITALIAN TRADE FAIRS EXPORTED ABROAD



## 2026 Calendar





# ITALIAN TRADE AGENCY (ICE)



**245**

national pavilions  
at foreign trade  
fairs (2025)



**6,560**

Italian companies  
supported at  
international trade  
fairs (2025)



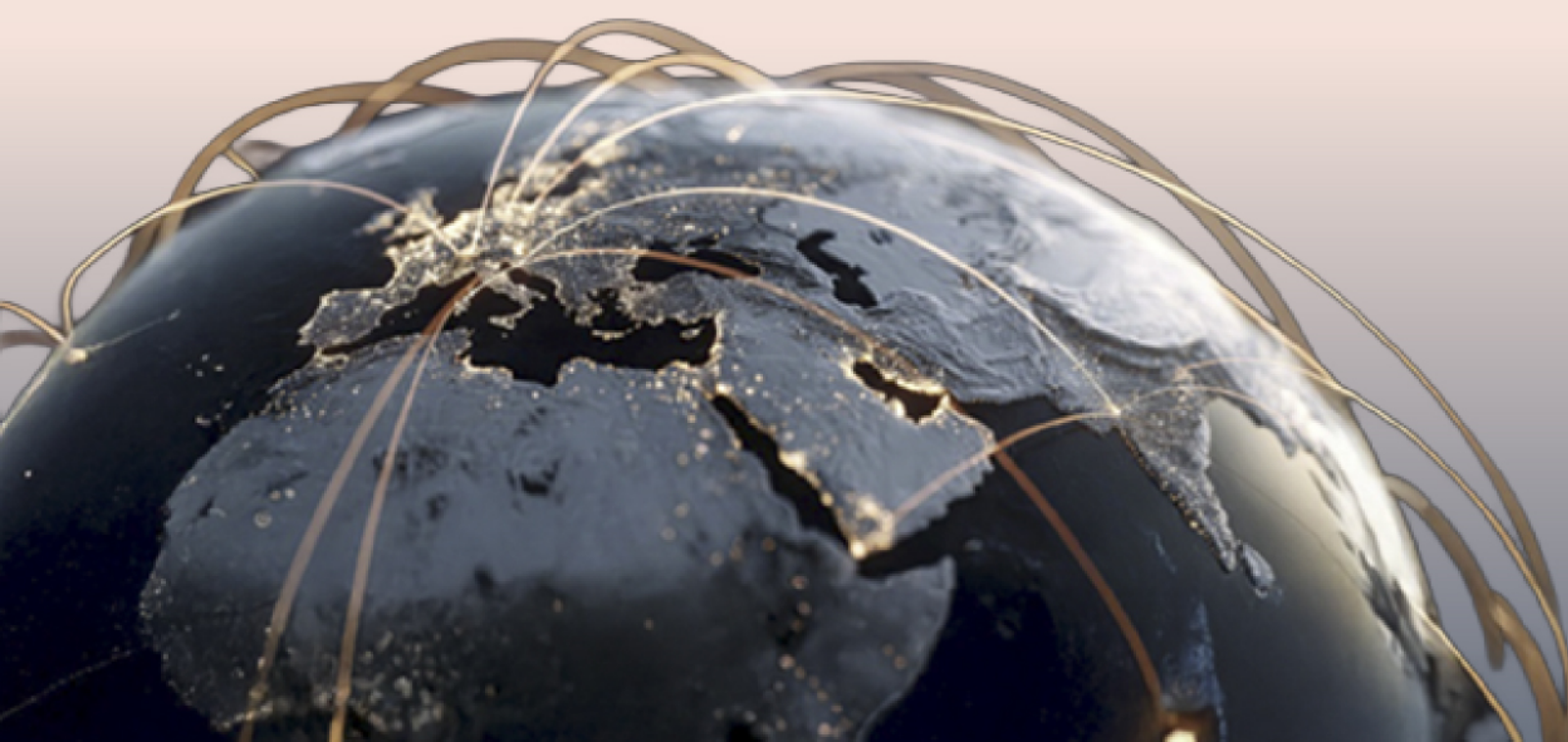
**125**

incoming  
delegations  
organized at trade  
fairs in Italy (2025)



**11,500**

foreign operators  
involved in trade  
fairs in Italy and  
related events  
nationwide (2025)





# SIMEST SUPPORT

**3,470**

approved transactions  
(2023–2025)

**503**

million in  
mobilized resources



**Where:**

**1,554**

operations for events in Italy

**Paesi principali:**

Germania, Francia, USA,  
EAU, Spagna, Paesi Bassi



**Sectors:**

Mechanical industry, trade,  
agri-food, metallurgy, textiles,  
non-financial services,  
chemical/petrochemical,  
electrical, electronics/IT



# **THE FOREIGN NETWORK**

## **FOR EXPORT GROWTH AND PROMOTION**

### **THE FOREIGN NETWORK SUPPORTING ITALIAN COMPANIES:**

- 130 Embassies
- 85 Consulates
- 88 Italian Cultural Institutes
- 7 Permanent Representations to International Organizations
- 87 permanent ICE offices
- 6 SIMEST offices + 2 desks
- 13 SACE offices
- 4 CDP offices



**A global network to drive  
the growth of Italian exports.**