

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



Source: MAECI elaborations on AEFI data, 2025.

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

Visitor data for 2025 currently being consolidated.
Source: MAECI elaborations on AEFI data, 2025.

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**

Source: MAECI elaborations on AEFI data, 2024 and 2025.

SOME ITALIAN TRADE FAIRS EXPORTED ABROAD



2026 Calendar

CIBUS/TUTTOFOOD
CANADA-March 8-10

SIGEP

USA-March 24-26

VINITALY

USA-October 26-27

COSMOPROF
Las Vegas-July 13-15

COSMOPROF

Miami-January 27-29

ECOMONDO
MEXICO-April 14-16

CIBUS/TUTTOFOOD

Bellavita Expo in the UK
November 18-19

CIBUS/TUTTOFOOD

AUSTRIA-June 16-17

MARCA

POLAND-April 21-22

CIBUS/TUTTOFOOD

POLAND

HOST

SAUDI ARABIA-December 7-9

SALONE DEL MOBILE

SAUDI ARABIA

October/November

VINITALY

BRAZIL-May 12-14

MARMOMAC BRAZIL

SAN PAOLO-February 24-26

CIBUS/TUTTOFOOD

LATVIA-September 10-12

MARCA

POLAND-April 21-22

CIBUS/TUTTOFOOD

POLAND

VINITALY

CINA-Chengdu
March 22-25

COSMOPROF

INDIA-December 10-12

EIMA

Agritech India-November 2025;
next edition Autumn 2027

MARCA

CHINA-September 8-9

SIGEP

CHINA-April

ECOMONDO

CHINA-May 21-23

VINITALY

CINA-Shenzen-May 13-16

COSMOPROF

Hong Kong-November 11-13

COSMOPROF

THAILANDIA-June 24-26

SIGEP

SINGAPORE-July 15-17

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)



Source: Italian Trade Agency (ICE) data, 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

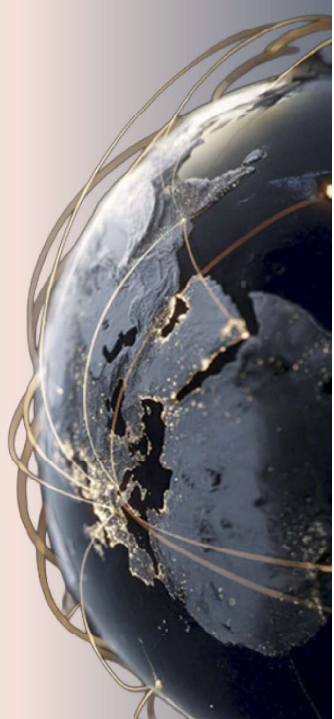
Source: SIMEST, 2025..

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.**