



Fiera di Verona • 21-25 Febbraio/Februar/February 2018

PROGETTO FUOCO®

Mostra internazionale di
impianti ed attrezzature per la
produzione di calore ed energia
dalla combustione di legna

Internationale Fachausstellung
für Wärme- und
Energieerzeugungsanlagen
und - geräte mit Holzverbrennung

International Exhibition
of plants and materials
for wood-fired heating



Final report Progetto Fuoco 2018 – 11° Edition

Progetto Fuoco is the most important international exhibition of plants and materials for wood-fired heating industry.

Facts & Figures 2018:

- **782** Companies including **323** foreign Companies
- **115.000** Square meters of exhibition area
- **7** Exhibition halls (2-3-4-5-6-7-9)
- more than **300** working products, thanks to the fume extraction system
- **71.777** visitors (**15.527** of them foreigners)

Exhibitors:

Participating Exhibitors were **782** (including **115** represented companies).

The **323** Foreign exhibitors (**42%** of the total amount) come from 40 different Countries, mainly from Germany (54), Austria (40) and France (25).

Other country such as Spain, Poland, Czech Republic, Greece, Croatia and Belgium, were represented by more than 10 Companies each.

The **459** Italian exhibitors (**58%**) come mainly from Veneto (144) and Lombardia (102).

Overall, Italians exhibitors come from 18 different Regions.

Treviso was the Province more presented with 39 exhibitors.

Exhibitor's trade sector:

- | | |
|--|-----|
| - Producer/dealer of domestic tools (stoves, fireplaces, kitchens ...) | 46% |
| - Accessories for stoves and fireplaces | 7% |
| - Producer/dealer of boilers and big biomass system | 21% |
| - Producer/dealer of pellets and fuels | 7% |
| - Flue pipes | 6% |
| - Technical components and materials | 10% |
| - Outdoor Area (machines for the primary conversion of wood) | 2% |
| - specialized Press and Associations | 1% |

Visitors:

71.777 visitors including **15.527** from abroad.

The Italian visitors were 56.250.

They come from all the 110 Italian Provinces, in particular:

- Increased visitors from Sicily, Campania e Lombardia.
- Reduced decrease from Veneto, Trentino and Tuscany

The major presences still arrive from Veneto (27%) and Lombardy (17%)

Foreign visitors were 15.527.

7% of increase compared to the edition 2016.

They come from 70 different Countries, in particular:

- Increased visitors from France, Spain, Germany, Austria, Poland and Portugal
 - Reduced decrease in attendance from Great Britain, Serbia, Slovenia and Romania
- 20% of foreign visitors come from France, while the 10% comes from Spain.

Visitor's target:

- Sector production	20%
- Dealer/Wholesaler/agent	45%
- Designer/engineers	12%
- Installer/fume pipe	7%
- plumbing and heating	6%
- others	10%

Important promotional actions have been developed to increase the presence of delegations of foreign operators /buyer in collaboration with ICE and Veronafiore - from the main markets of Italian production Spain, France, Germany, Great Britain and the Scandinavian countries and also from emerging markets such as Poland, Russia, Greece and the Baltic countries and new markets

Moreover Progetto Fuoco is present with its own stand in all the main trade fairs

Meetings/Workshop:

More than 50 events, workshops and conferences were organized.

AIEL - Italian Agroforestry Energies Association - is the technical partner of Progetto Fuoco and organized 3 conferences and 9 workshops.

Other collaborations: Assocosma, ANFUS, ADI Index, Confartigianato Veneto, ANVER, Wood School from TESAF - Department of the University of Padova.

Sponsorship:

Ministry of Economic Development, Ministry of Agricultural, Food and Forestry Policies, Veneto Region, City of Verona, Province of Verona, Chamber of Commerce of Verona, Tesaf - University of Padova, I-Bio Net University of Florence.

The lowest cost of participation

Progetto Fuoco represent a great business opportunity with the lowest cost of participation compared to the other exhibitions; it is the best promotional tool **to cost-contact**.

Progetto Fuoco costs 108 €/sqm against:

€ 363 / sqm ISH Frankfurt,

€ 254 / sqm MCE Milan,

€ 231 / sqm Flam'Expo Lyon,

€ 118 / sqm Expobiomasa Valladolid and

€ 110 / sqm Energiesparmesse Wels.

*** Analysis carried out only on free exhibition area without surcharge**

The communication

- **210 Italian and foreign journalists**

- Web channel dedicated www.progettofuocochannel.com

- PF Magazine, the first magazine dedicated to the world of wood heating

- Facebook, Twitter, Instagram, YouTube

- www.progettofuoco.com

Verona, April 5 2018