



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



## Press release

### **PROGETTO FUOCO: POSITIVE FIGURES FROM THE 11<sup>TH</sup> EDITION, WHERE THERE WAS AN INTERNATIONAL, BUSINESS-ORIENTED OUTLOOK**

#### **THE LEADING INTERNATIONAL WOOD-FIRED SYSTEMS SHOW HAD APPROXIMATELY 70,000 VISITORS AND THERE WERE HIGH SATISFACTION LEVELS AMONG THE 800 EXHIBITORS**

(Verona, 25 February 2018). 70,000 visitors flocked to the 2018 edition of **Progetto Fuoco**, which was another big success. Standards were high all round over the five days of the event and there were superb satisfaction levels among both the exhibitors and the members of the public, who were able to get a close look at all of the latest designer and high-tech creations. Essentially, things could not have gone any better at **Progetto Fuoco 2018**. The 11<sup>th</sup> edition of the international wood-fired heating and energy systems and equipment show ended today at Verona Exhibition Centre. Large numbers of buyers came from all of the biggest markets in the world (both traditional ones and emerging countries) to see what was on offer from a total of 782 exhibitors (+5%), including 322 from outside Italy. The exhibition area spanned 115,000 m<sup>2</sup> and there were no fewer than 300 working products. It was all complemented by a large outdoor area and numerous events, workshops, conventions and demonstrations, as well as entertainment for both children and adults.

*“Progetto Fuoco 2018 underlined Verona’s role as a global hub of wood biomass heating solutions of all kinds,” stated Maurizio Danese, the President of Veronafiere. “The numbers of both exhibitors and members of the trade were up. The success highlights the growing importance of the field in terms of both the market and environmental sustainability, which are matters that require a global outlook. Therefore, we have taken an increasingly international approach with the exhibition, as demonstrated by the*

*presence at this edition of approximately 16,500 visitors from outside Italy (20% more than last time), who came from 70 different countries.”*

Numerous topics were covered at Progetto Fuoco during sessions run in conjunction with all of the main trade associations. Among them was AIEL, which is a technical partner of the event organizer Piemmeti. The matters examined ranged from big issues that play a crucial part in the industry (such as air quality, sustainable forest management, energy saving regulations and equipment safety) to the latest technological news (from design trends to a focus on innovative wood- and pellet-burning ranges during “Progetto Cuoco”).

*“The complexity and quality of the contents and the players involved in the exhibition are what make Progetto Fuoco the leading international event in the field,” added Raul Barbieri, the CEO of Piemmeti SpA. “Over the last 11 editions we’ve focused to a large extent on internationalization and business, in order to offer our exhibitors not only a prestigious showcase but also the ideal place for doing deals. Our efforts have been amply rewarded by the growing number of exhibitors and the huge amount of members of the trade visiting from other countries. We also believe that it is essential to take great care over other aspects that can have a direct influence on the target audience. Therefore, we’ve gone to great lengths to promote the event using our social media accounts, PF Magazine, the website and the online channel, which we are constantly updating with new videos, photos and interviews. We’ve done all this without neglecting communication via traditional media, which has given us a very high profile. Furthermore, we intend to continue to boost our visibility in the coming years.”*

**The next edition of Progetto Fuoco in Verona (promoted by Piemmeti SpA) will take place from 19 to 23 February 2020.** Meanwhile, we are already hard at work on the 2<sup>nd</sup> edition of **PF Tecnologie – Il riscaldamento sostenibile**, which will take place during the Fiera del Levante exhibition in Bari (8-16 September 2018), and the 3<sup>rd</sup> edition of **Italia Legno Energia** at Arezzo Exhibition Centre (22-24 March 2019).

For photos and logos, see [www.progettofuoco.com](http://www.progettofuoco.com)

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