piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

PROGETTO FUOCO®

The most important international exhibition
of plants and equipment
for the production of heat and energy
from wood combustion

23-26 February 2022

www.progettofuoco.com

A worldwide event

After a record 2020 edition
the most important world event
in the biomass heating sector returns

There will be wood and pellet stoves,
fireplaces, kitchens and boilers in a great
business and international visibility event
for the whole sector.

biofuels
HEAT
internationalization
design
ITALY
FIRE
CONTENTS
start-up
consumption
BEST PRACTICE
workshop
BIOMASS
FOREST
energy
MECHANIZATION
WOOD
safety
TECNOLOGY
HEATING
sustainability
PROMOTION
INNOVATION
saving
VERONA
efficiency
incentives
business

Progetto Fuoco is the most important world event in the world heating sector.

779 companies of which over **388** are foreign

125,000 square meters of exhibition area

7 exhibition halls* (2,3,4,5,6,7,8) and outdoor area

350 working products, thanks to the fume extraction system

61,199 visitors, **16,140** of which foreigners

www.progettofuoco.com

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

PROGETTO FUOCO®

130.000 sqm
of
exhibition area

PAD. 2/3

- **Caldaie Impianti**
  Boilers Plants
- **Materiali di combustione**
  Biomass combustion materials
- **Macchine Attrezzature**
  Machines Equipments

PAD. 4/5/6/7

- **Stufe Caminetti**
  Stoves Fireplaces
- **Cucine Forni BBQ**
  Kitchens Ovens BBQ

PAD. 8

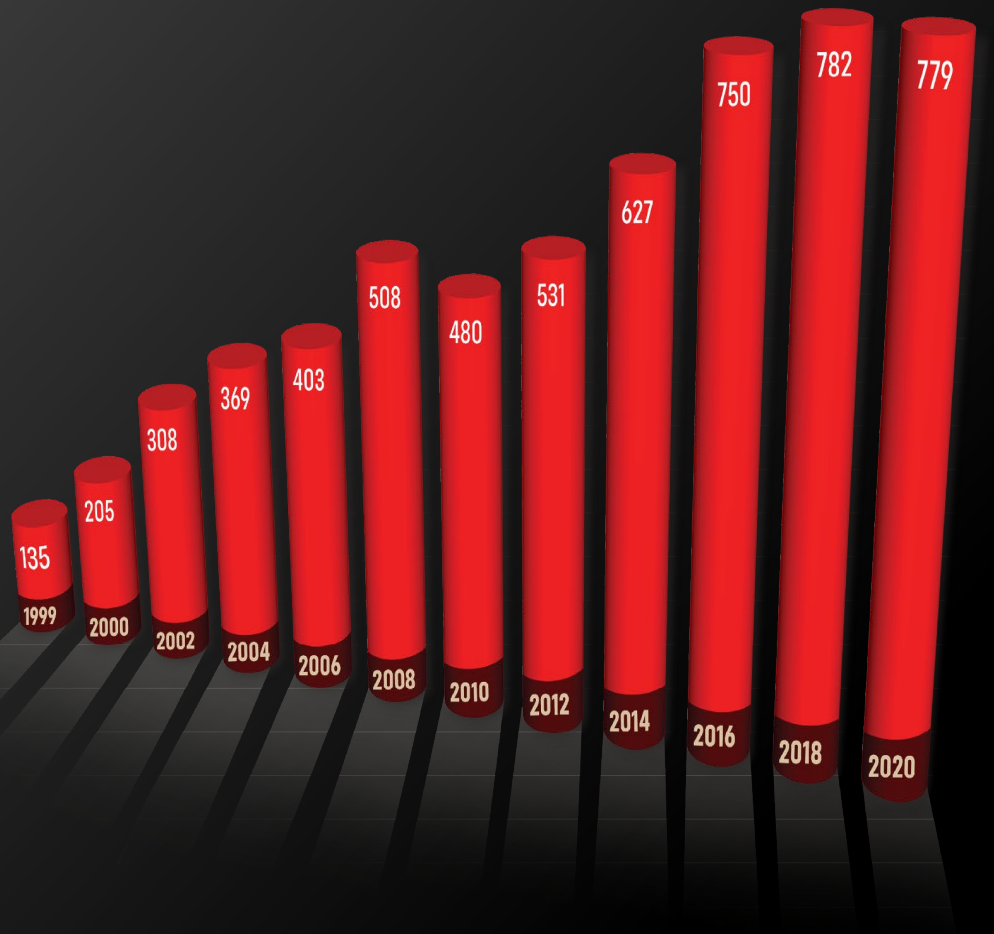
- **Fumisteria**
  Flue systems
- **Componenti**
  Components
- **Accessori Servizi**
  Accessories Services

www.progettofuoco.com

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

EXHIBITORS FROM 1999 TO 2020



The main world producers of wood and pellet stoves, fireplaces, kitchens, boilers are present

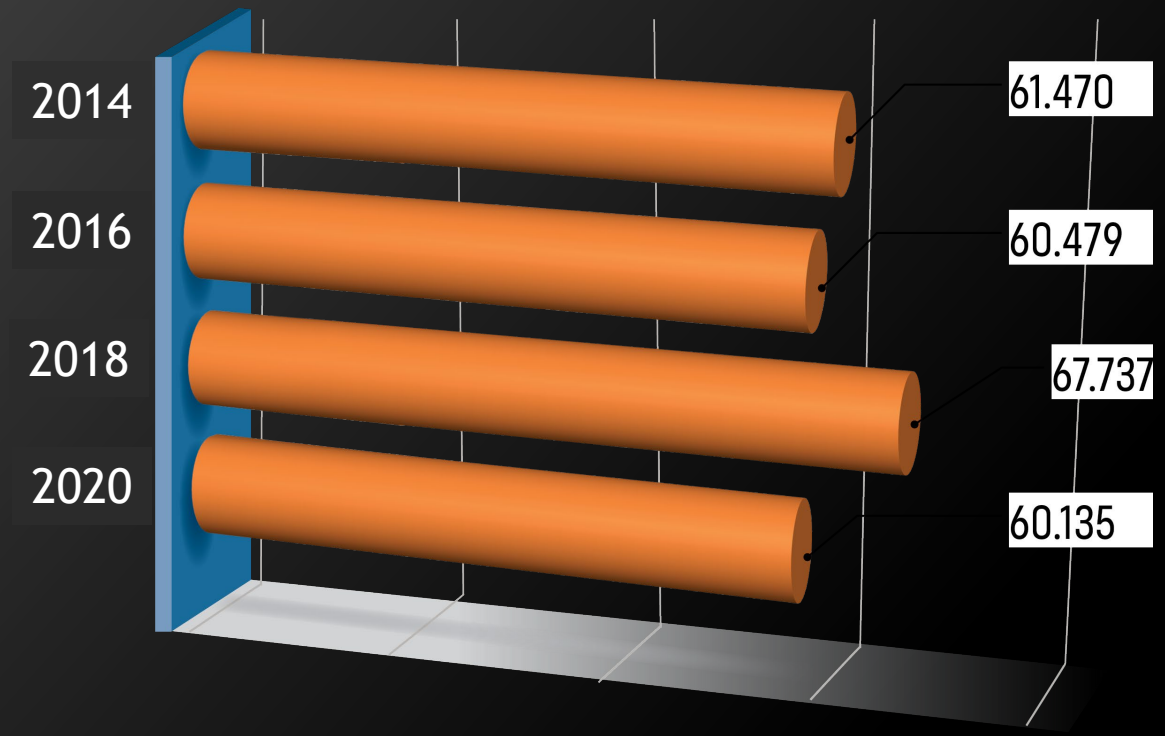
(*) MCZ, Palazzetti, Klover, La Nordica-Extraflame, Edilkamin, Gruppo Piazzetta, Thermorossi, Dielle, Ravelli, RIKA, Giove Group, Caminetti Montegrappa, Jolly-Mec, Royal, Pasqualicchio, AMG, Jotul, Group Seguin, Bronpi, Cadel, Cola, Rocal, Contura, Camina&Schimd, Hergom, Lacunza, Solzaima, Aduro, Eva Kalor, Karmek One, Rizzoli, Greithwald, Moretti Design, NOBIS, Austroflamm, Odin, AlfaPlam, Nordpeis, Interstove, Delka, Fontana, Corisit, Laminox, CTL, Carinci, L'Artistico, Vulcano, Girolami, Brunner, cerampiu, Clementi, Ungaro, DeManincor, Fair, Green Puros, Magikal, CS Thermos, Linea VZ, Hoxter, Hase, Panadero.
Adriacoke, AIEL, Mundus Viridis, Sia Baltic, EHW, Binderholz, D'Alessandro, Biodom, Tatano, Woodtech, Viessmann, Costruzioni Nazzareno, Tecno Sales Agency, De Marinis, International Power Components, Unistara, Apros, Ala, Save, MC Costa Moreno, Anfus, Expo Inox, Poujoulat.

(*) *Exhibitors with at least 100 sqm of exhibition area.*

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

Professional visitors entries from 2014 to 2020



www.progettofuoco.com

3,500 EXHIBITED PRODUCTS

most of which are in operation

www.progettofuoco.com

Give Me Fire Progetto Fuoco Startup Award

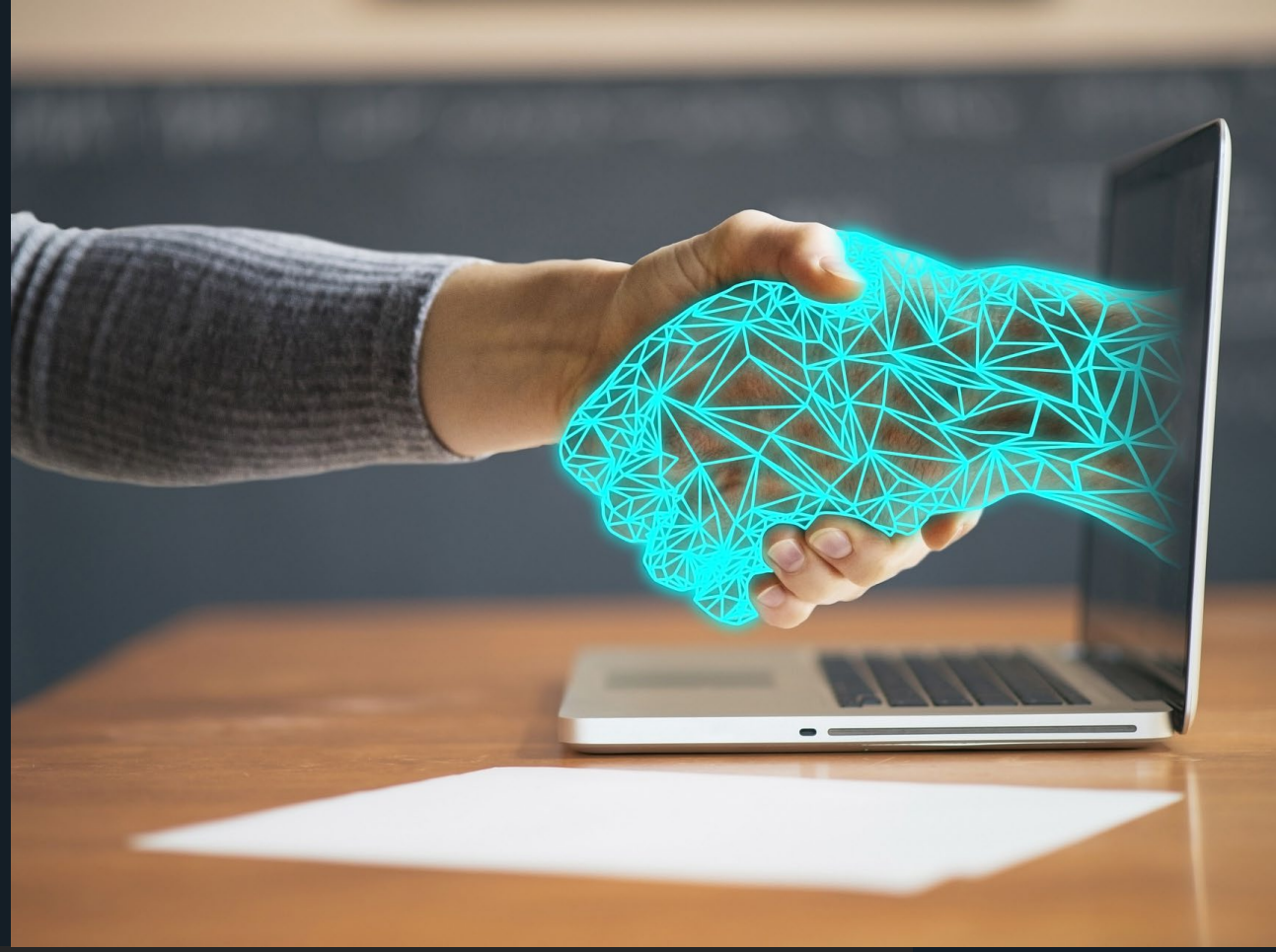
The first prize aimed at innovative Italian and European companies in the wood heating and energy sector, promoted by Progetto Fuoco and Blum, in collaboration with AIEL.

Hackathon

On Thursday 24 February 2022, within Progetto Fuoco, a Hackathon will take place, a marathon in which young innovators – students, developers, talents – will find answers to the problems posed by companies in the sector.
In the months before Progetto Fuoco, three leading companies in the sector will each propose a theme concerning the sector on which the researchers will have to work: based on the proposed themes, the organization will select the researchers, start-uppers, students who will participate in the marathon and will provide them with the appropriate brief.

Trend Show

An area that illustrates, with panels, photos and infographics, the main development trends in the sector and the areas of research that could have an impact on it.



INNOVATION VILLAGE

the future showroom of wood heating

In the garden or on the terrace, being able to prepare something with the sky as a roof is a quid plus that is difficult to resist.
Even more so when fire is the common thread.

Progetto Cuoco Outdoor
There are four episodes dedicated to outdoor cooking with wood and pellets broadcast on the Gambero Rosso channel (c.412 of SKY) with four sponsor companies.
Each episode features a company presenting one or more of its items and a chef preparing dishes.
A special episode with all four companies will be held in Verona on the occasion of Progetto Fuoco, in the garden area set up outside Hall 4.

The exhibition
In the same garden area outside Hall 4, an exhibition of wood and pellet outdoor products (kitchens, ovens and barbecues) will be presented, free of charge and reserved for exhibitors.
A catalogue with photos and characteristics of the products on display will also be created and distributed to visitors to the area.

PROGETTO CUOCO OUTDOOR

Outdoor area dedicated to wood and pellet cooking products (kitchens, ovens, BBQs)

Choosing the right stove, fireplace o boiler for your home is also a matter of design. For this reason Progetto Fuoco wanted to promote the partnership with the blog "FIRE OBSERVER Danilo Premoli" dedicated to design and the world of fire, which turns 10 this year and celebrates them by promoting and organizing the "PRIZE X 2021" open to exhibiting companies that can compete for the Award by nominating products from their catalogue.

The jury

A jury of experts, chaired by Oscar G. Colli, will award, in January 2022, a special prize among all the nominations. The jury will be composed of ten experienced professionals in the sector. In addition to the award ceremony, the selected products and winners of the award will be exhibited during Progetto Fuoco.

***Danilo Premoli**, architect, designer, blogger. In 2011 he designed and still manages the Fire Observer blog. Since 2016 he has been a member of the Scientific Committee for the selection of the ADI Design Index for the Compasso d'Oro editions 2018, 2020, 2022. He is a member of the Scientific Committee of All Around Work.*

PRIZE X 2021

Progetto Fuoco awards beauty

PROGETTO BOSCO - Supply chain mechanization

touch, see how it works and interact directly
with the producers - *outdoor area*

www.progettofuoco.com

Conferences, training, workshops and panel discussions

AIEL is technical partner of Progetto Fuoco

www.progettofuoco.com

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

PROGETTO FUOCO®

The most important driver of promotion
visibility and innovation
for the biomass heating sector

www.progettofuoco.com

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

Online exhibition platform designed to give maximum visibility to your company, your products as well as to the entire biomass heating sector.

Progetto Fuoco WEB GALLERY: the largest review of wood and pellet stoves, fireplaces, boilers and kitchens, accessories and materials.

Progetto Fuoco driver of promotion, visibility and innovation for the sector

PROGETTO FUOCO WEB-GALLERY

www.progettofuoco.com

To maximize the online visibility of the products in the WEB-GALLERY, we regularly integrate the activity of the platform with an E-mail Marketing action by sending periodic newsletters Italy/Abroad and with a presence on social media.

For more details
www.progettofuoco.com/en/webgallery

Progetto Fuoco driver of promotion, visibility and innovation for the sector

NEWSLETTERS

PF Magazine is the first magazine dedicated to all the products that use wood energy.

PF Magazine addresses the retailers, hardware stores, showrooms, building trade and large-scale retail trade; with the aim of creating an information, knowledge and sales support tool.

Progetto Fuoco driver of promotion, visibility and innovation for the sector

PF MAGAZINE and www.pfmagazine.it

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

IMPACTING CAMPAIGN ADVERTISING

National newspapers
And trade magazines

NATIONAL RADIO CAMPAIGN

Radio RAI - Radio 24

WEBSITE www.progettofuoco.com

Dedicated blogs and content conveyances

WIDE EDITORIAL COVERAGE

Network of experts, content creation

DEDICATED PRESS OFFICE

2 press conferences
National and event presidium

SIGNAGE AND BILLBOARDS

Verona city of Fire

INSTITUTIONAL COMMUNICATION

Yearbook, PF Magazine
Fair Guide

DEDICATED SOCIAL PROFILES

Facebook, Twitter,
Instagram, YouTube

MEDIA COVERAGE

Average amplification of the event over 1 MILLION EURO

RADIO

Radio 24 – live from Progetto Fuoco
Radio RAI

NEWSPAPERS

Il Corriere della Sera
Repubblica
La Gazzetta dello Sport
Il Gazzettino
Il Sole 24 Ore
L'Arena

TECNICHAL MAGAZINE

Promotional and editorial presence on all major specialized magazines

COMMUNICATION

NEWSLETTERS

Sending of periodic newsletters to a database of 120,000 Italian and foreign operators.

OUT OF ITALY

Presence in major international magazines and trade fairs

COMMUNICATION

www.progettofuoco.com

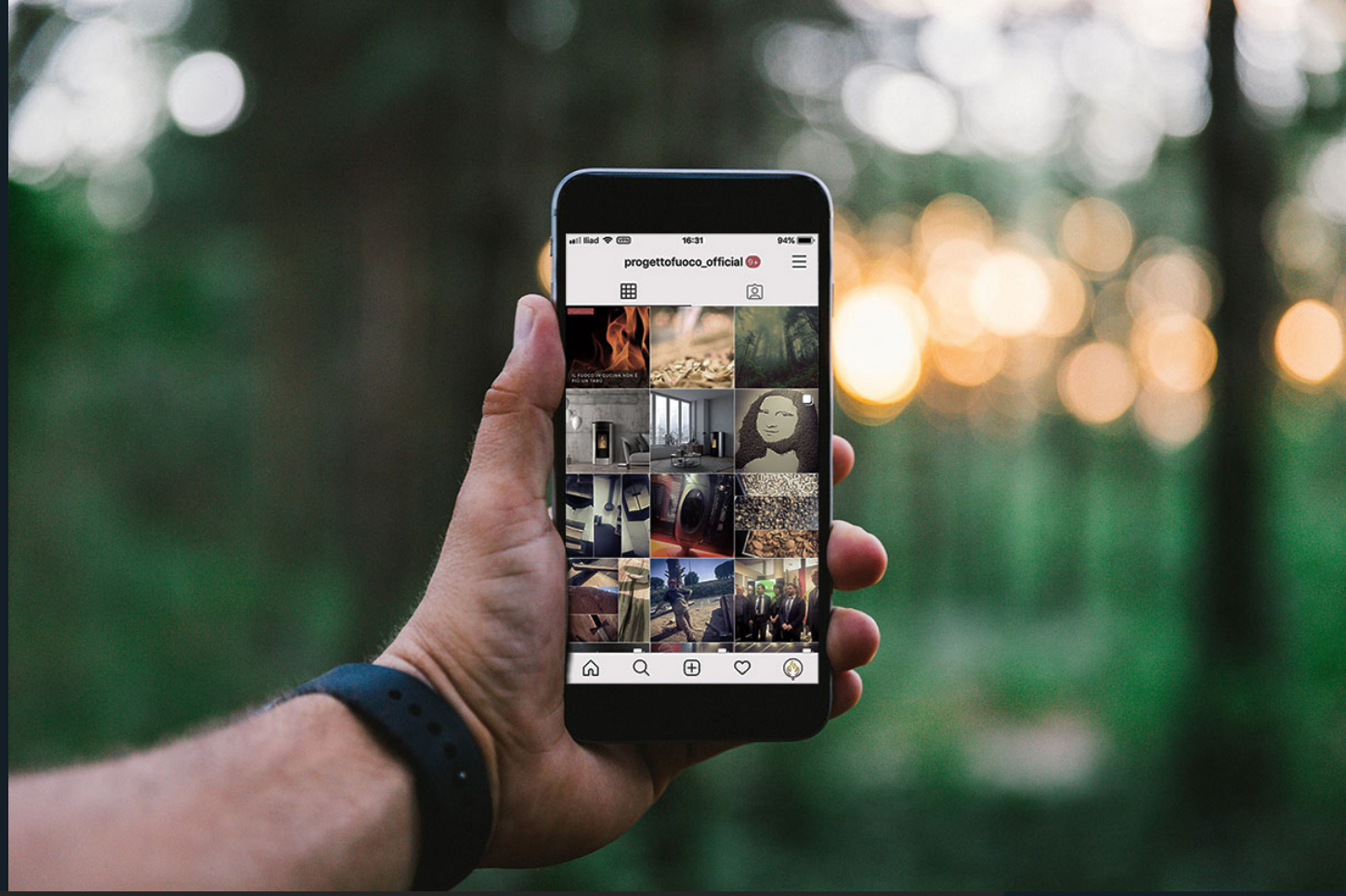
SOCIAL COVERAGE → onfield for the 4 days of the event

DEDICATED PAGES → FaceBook - Istagram YouTube - Twitter

DEDICATED POSTS → pre and post event

CO-MARKETING → direct collaborations with influencers of the sector

#progettofuoco → and dedicated hashtags on all communication



COMMUNICATION

SOCIAL MEDIA

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

COMPANY DIRECTORY YEARBOOK 2020-21 → distribution of 10,000 copies during the event and during foreign events

PF MAGAZINE → special issue 1/2022 **in** occasion of Progetto Fuoco printed and distributed in **50,000 copies**

FAIR GUIDE → with a list of exhibitors, number of stands, hall plans distributed in 50,000 copies during the event.

INSTITUTIONAL COMMUNICATION

MEDIA TOOL

piemmeti promozione manifestazioni tecniche S.p.A.

veronafiere

Progetto Fuoco

13th edition

23 – 26 February 2022

www.progettofuoco.com