



PROGETTO FUOCO OPENS CALL FOR THE MOST INNOVATIVE STARTUPS IN THE BIOMASS HEATING SECTOR

- *The Innovation Village Award at Progetto Fuoco 2024 – taking place in Verona from February 28 to March 2, 2024 – will recognize the best technology in the sector.*
- *Federico Bricolo, the president of Veronafiere, expressed, "Progetto Fuoco showcases an industry that is home to numerous companies representing the pinnacle of Made in Italy. These companies share a commitment to providing consumers with exceptional quality products."*

Verona, July 12, 2023 - Following a period of instability, there is a glimmer of hope for consumers as positive indicators emerge in the pellet market. According to recent surveys conducted by the Italian Agroforestry Energy Association (AIEL) in April 2023, pellet prices have returned to levels comparable to those of spring 2022, settling at 6.19 euros per bag. This indicates that the price surge experienced last summer, with prices reaching as high as 10.5 euros in September 2022 and 9.2 euros in January 2023, may be a thing of the past. This normalization of prices bodes well for the entire biomass heating supply chain, as it sets the stage for the upcoming season.

With a focus on technological innovation and energy efficiency, the sector is confidently looking towards the future. One notable event that embodies this forward-thinking approach is **Progetto Fuoco**, the world's premier trade show dedicated to biomass heating. Taking place at **Veronafiere** from **February 28 to March 2, 2024**, Progetto Fuoco will showcase the latest advancements in the industry. The event will feature three key initiatives: the Innovation Village, bringing together the finest Italian and European startups; the third edition of the "Give Me Fire - Progetto Fuoco Startup Award," recognizing outstanding technology in the sector; and the Hackathon, an exciting competition for young innovators. The call for startups has just opened, with a deadline for applications set for 6 pm on October 28, 2023 ([registration link](#)).

"Wood and biomass energy is now a 4-billion-euro industry in Italy, involving 14,000 companies across the supply chain, from forest to fireplace", **states Maurizio Danese, CEO of Veronafiere**. "Progetto Fuoco embodies the trust and confidence shared by the entire supply chain, which is represented by numerous companies symbolizing the excellence of Made in Italy. These companies are committed to providing consumers with quality products. The remarkable figures from the previous edition, with 800 exhibitor brands and 60,000 professional visitors, inspire us to strive for even greater success in 2024, as Progetto Fuoco solidifies its status as the global reference point for the sector."

Raul Barbieri, Sales Director of Veronafiore, emphasizes the significance of technological advancements: "Technological innovation is crucial for enhancing energy efficiency and facilitating the ecological transition in the biomass heating sector. Therefore, Progetto Fuoco will put the latest technologies under the spotlight and feature the most innovative solutions that align with these goals, with the Innovation Village playing a vital role in this endeavor."

Considering the drop in pellet prices observed in April 2023, **Annalisa Paniz, General Director of AIEL**, advises consumers to purchase biofuel during the summer period when prices are most competitive. This will help avoid the anticipated price increase typically seen at the beginning of the heating season. However, Paniz reassures consumers that these increases are not expected to reach the levels seen last year unless a new energy crisis occurs.

The Innovation Village and the Startup Award.

The Innovation Village will serve as a platform for the best Italian and European technological solutions in the field. Prominent innovative companies will present their ideas and showcase their products to potential partners and investors. All startups participating in the Innovation Village will have the opportunity to compete for the **"Give Me Fire - Progetto Fuoco Startup Award."** This prestigious prize, sponsored by Progetto Fuoco and Blum in collaboration with AIEL, recognizes the technological solution with the greatest impact, as determined by a panel of experts. The award aims to expedite the entry of small, innovative entrepreneurial ventures into the market by connecting them with prominent companies in the biomass heating sector. The competing projects will span various areas, including alternative fuel sources, emission detection and containment systems, home automation apps and software, and artificial intelligence applications in stoves, fireplaces, and boilers. The startups will pitch in front of a jury and the audience, answering questions about their products.

Progetto Fuoco 2024

From stoves and fireplaces to boilers, barbecues, and wood and pellet stoves, Progetto Fuoco, the industry's flagship event, is in full swing. The exhibition stands as the international entry point for new products in the sector. In addition to exhibitions, conferences, workshops, and startup pitches, the event will feature practical demonstrations and training opportunities. Progetto Fuoco is dedicated to fostering knowledge exchange and facilitating updates on biomass heating systems while maintaining a strong focus on business-oriented objectives.

- The most significant international event focused on wood combustion for heating and energy production, **Progetto Fuoco**, is scheduled to take place from February 28 to March 2, 2024, at the Verona Fairgrounds. You can find more information about the event at their website:

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