

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



200
companies



4,000
employees



Annual turnover:
€1.5 billion



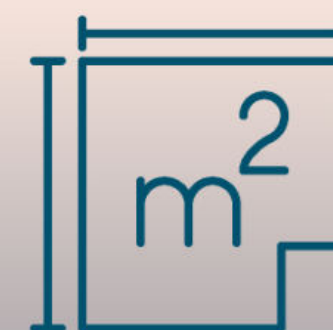
Italy ranks 4th globally

(after China, the USA and Germany)
for installed exhibition space



915

trade fair events in Italy in 2025
(+5% compared to 2024)



~11 million sqm
of exhibition space sold



EXHIBITORS AND VISITORS: AN INCREASINGLY INTERNATIONAL SYSTEM



Exhibitors (2025):

+6%

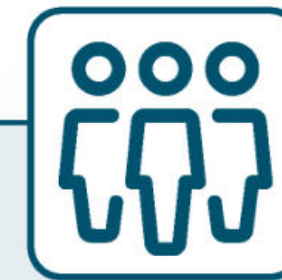
total exhibitors compared to 2024

+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

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**



SOME ITALIAN TRADE FAIRS EXPORTED ABROAD



2026 Calendar



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)



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

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.**