



ARTIGIANO IN FIERA

THE MOST IMPORTANT EVENT IN THE WORLD
DEDICATED TO ARTISANS



27th edition
2-10 DECEMBER 2023
Fieramilano, free entry



SINCE 1995 AT THE SERVICE OF ARTISANS AND SMALL ENTERPRISES

Ge.Fi. Spa is a services company that operates on the global market with the aim of fostering the **growth of artisans** and small enterprises.

The company researches, selects and promotes enterprises that create **authentic, original** and **quality** products.

The focus is on enterprises that subscribe to a business philosophy placing **PEOPLE AT THE CENTRE**.

Enterprises, therefore, with strong ties to their respective regions and which represent their local customs and traditions, naturally transforming primary materials.



ARTIGIANO IN FIERA

Ge.Fi's mission is to enhance this great international-scale experience built on trust: on one hand, enterprises that promise to provide **authenticity, originality** and **quality** and on the other, Ge.Fi. S.p.A., which carefully selects and promotes products in global markets.



ARTIGIANO IN FIERA: THE EVENT & THE **DIGITAL** **PLATFORM**

To achieve this goal, Ge.Fi S.p.A. has identified two priority tools:



ARTIGIANO IN FIERA

ARTIGIANO IN FIERA, the most important exhibition in the world (business to consumer) dedicated to artisans and small enterprises;

ARTIGIANO IN FIERA DIGITAL, the new digital platform through which enterprises can give continuity to their relations with the public all year round.

1

2

THE EVENT:
REGIONE
CALABRIA
FIGURES



ARTIGIANO IN FIERA



1,000,000

visitors

100

countries

3,000

artisan

340,000

square met

A MEDIA

PHENOMENON



ARTIGIANO IN FIERA



3,000,000

unique visitors

700

articles and press
releases, radio and TV
broadcasts

7,500,000

on Social Media

11,000,000

viewed pages

KEY POINTS

At Artigiano in Fiera, artisans from all over the world **promote** and **sell** their own **artisan products**, **tell** their **story** and their **work**, celebrating the culture and specialties of their local **territory**.

The exhibition is the perfect setting in which to plan **regional marketing activities** (tourism) and **promote the local identity** through events or entertainment initiatives.

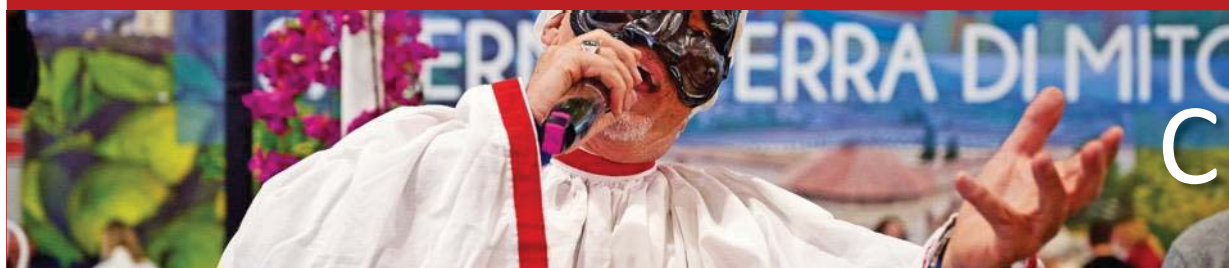


ARTIGIANO IN FIERA



CRAFTSMANSHIP

FOOD & WINE



CULTURE

TOURISM



THE HALLS OF ARTIGIANO IN FIERA

Dedicated exhibition areas



ARTIGIANO IN FIERA



NEW!
The Exhibition created
in response to the
growing need
for **certified**
products that
protect **health, physical**
well-being, and which
support appropriate
lifestyle **choices**.

The Exhibition that
promotes **products,**
services and solutions
for new **contemporary**
living needs to the
general public.

An area that showcases
artisan enterprises,
young talents and start-
ups in the **tailoring,**
accessories, jewellery,
home decor and **art**
fields.

The space dedicate
creative people a
products such a
decoupage, patchw
quilting, crochet, tr
embroidery, scrapbo
textiles, yarn, bea

OPPORTUNITIES FOR COMPANIES



ARTIGIANO IN FIERA



COMMUNICATE AND BUILD YOUR PROFILE

within a broad market.

The opportunity to create a customer network and word of mouth that leads to increased sales



TEST YOUR MARKET

at the sole cost of exhibiting at the fair, validating your business by more than just its sales



SELL YOUR PRODUCTS

at the fair to an attentive, selective market with a high spending capacity

ALL REGIONS AND AUTONOMOUS PROVINCES PRESENT

A regular appointment for the **regional
institutional delegations** of:

- Alto Adige
- Abruzzi
- Calabria
- Friuli-Venezia Giulia
- Lazio
- Lombardy
- Marche
- Piedmont
- Apulia
- Sardinia
- Sicily
- Trentino
- Umbria
- Veneto
- Valle d'Aosta

The event will also welcome **companies
representing the regions** of:

- Basilicata
- Campania
- Emilia-Romagna
- Liguria
- Molise
- Tuscany



ARTIGIANO IN FIERA



THE WORLD'S MOST IMPORTANT NETWORK FOR MICRO AND SMALL ENTERPRISE DEVELOPMENT

The event will represent **companies, institutions**
and products from
6 CONTINENTS and **100 COUNTRIES** (with all
Italian regions represented).



ARTIGIANO IN FIERA

The event is a regular appointment for numerous institutions and international partnerships.

Here are just a few:

- From **AFRICA**, including **TUNISIA, EGYPT, ALGERIA, MOROCCO**;
- From **LATIN AMERICA**, including **ARGENTINA, COLOMBIA, CUBA, MEXICO**;
- From **ASIA**, including **SAUDI ARABIA, CHINA, NEPAL, INDIA, INDONESIA, VIETNAM**;
- From **EUROPE**, including **FRANCE, MALTA, SPAIN, PORTUGAL, HUNGARY**.

ARTIGIANO IN FIERA actively promotes and encourages the efforts of men and women whose creations enrich the region.

TOURISM PROMOTION

Artigiano in Fiera is the ideal place to promote local tourism and propose direct **regional marketing actions**.

A privileged opportunity to communicate the proposal for services, infrastructures, travel packages, with the following aims:



ARTIGIANO IN FIERA



1

**ENHANCE THE
VISIBILITY of the**
local territory;

2

PROMOTE tourist destinations and the
tourism industry as a whole: sea,
mountains, landscapes and nature trails;

3

LAUNCH INITIATIVES
for tourism marketing
geared specifically towards
visitors of the fair.

CRAFTSMANSHIP and FOOD & WINE

Artigiano in Fiera showcases authentic, original and quality products, which are the direct expression of people, stories, values, territories, and cultures.



ARTIGIANO IN FIERA



1

PROMOTE the wealth of artisan production typical of the area;

2

SELL artisan, traditional and contemporary products;

3

PROPOSE typical local products, quality food, culinary traditions and recipes from every corner of Italy and the World.

WE SUPPORT COMPANIES



ARTIGIANO IN FIERA

Now more than ever, institutional backing for micro and small enterprises' attendance at major events such as Artigiano in Fiera, is crucial to the health of the productive fabric.

In order to grow, the industry and its businesses necessarily need to work together, involving and sensitising all key actors: Institutions, companies and the various bodies that organise events.

The work of artisans must be supported with gestures and actions that instil trust, respect and hope, as well as provide guarantees, even financial ones, to those looking to grow, consolidate and strengthen their business.



CULTURAL IDENTITY

Areas can be created dedicated
to the region's identity and
culture, inclusive of **EVENTS**:



ARTIGIANO IN FIERA

DANCE, MUSIC and CULTURAL ACTIVITIES

offering visitors a unique and
original experience in a
characteristic context.

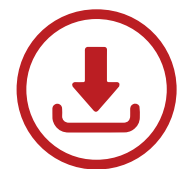


INTERNATIONAL CRAFTSMANSHIP GOES PHYGITAL

A platform making it
possible to:



GET TO KNOW the artisans, products and countries before the fair;



NAVIGATE the stands and **FIND** artisans at the fair through the APP;



GET IN TOUCH
with a profiled public: **1,500,000**
members.



ARTIGIANO IN FIERA



A PATH TOWARDS BUSINESS DEVELOPMENT: THE DIGITAL PLATFORM

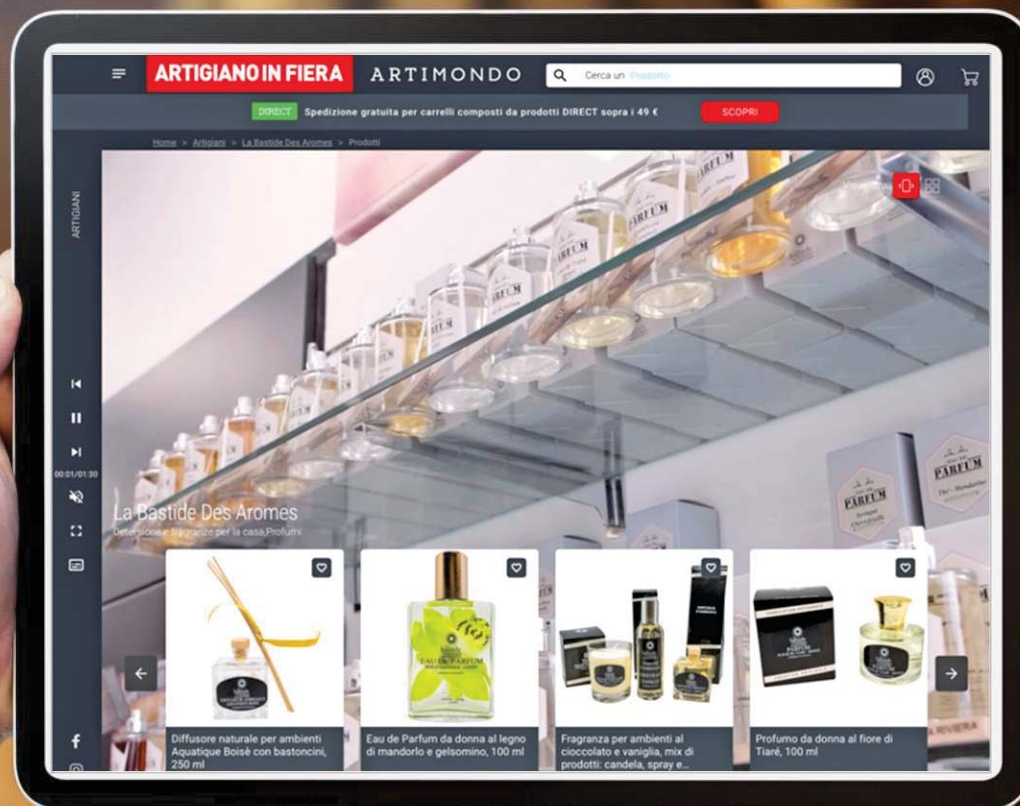
Artigiano in Fiera offers enterprises a **development path** that enriches and complements the physical trade fair experience through additional **opportunities and promotional tools**.

Artigiano in Fiera is also a digital meeting point between companies and the general public (**1,500,000 members**) to keep up **relations, dialogue, and to purchase** unique and original products by definition.

- **3,000** companies online, **500** of which with an online showcase;
- **20,000** online products;
- **3,000,000** unique users;
- **11,000,000** page views.



ARTIGIANO IN FIERA



artigianoinfiera

artigianoinfiera

artigianoinfiera

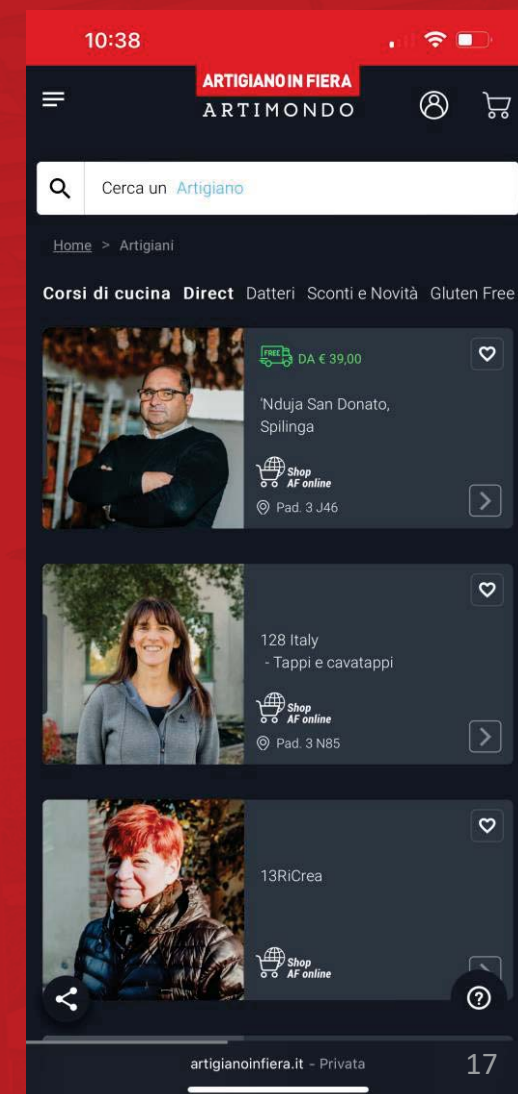
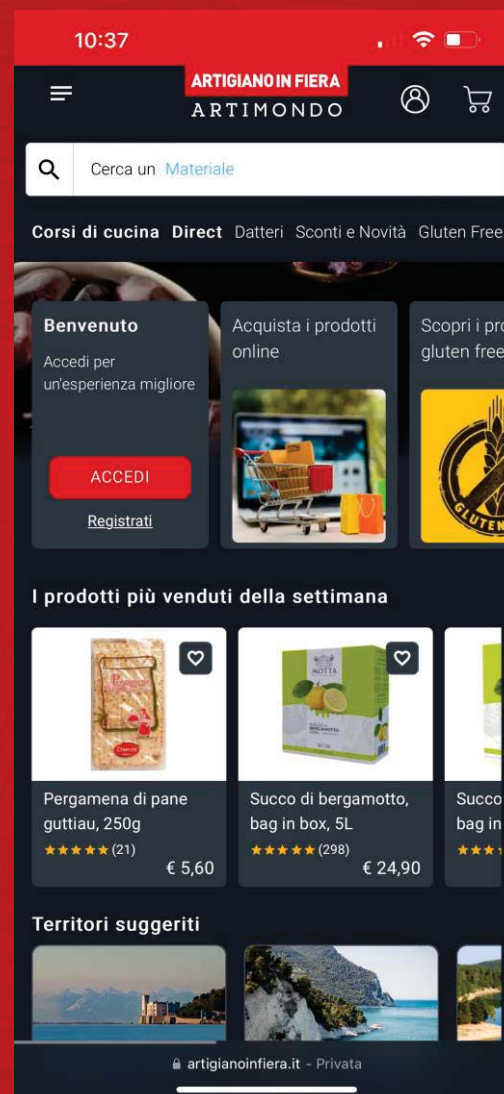
A PATH TOWARDS BUSINESS DEVELOPMENT DIGITALISATION IS ESSENTIAL

ARTIGIANO IN FIERA

Digital, integrated promotion, which is permanently connected to the physical event, is the key to an efficient and complete OMNICHANNEL approach.

OPPORTUNITIES FOR ENTERPRISES

1. **Increase your visibility all year round and promote your business to potential customers**
 - ▶ to be visible and make it easy for your target market to find you;
 - ▶ to be permanently visible in a respected channel for the public and press.
2. **Sell your products online**
 - ▶ to keep up relations with your customers;
 - ▶ to open up to a broader market.



A PATH TOWARDS BUSINESS DEVELOPMENT PROFESSIONAL TRAINING

ARTIGIANO IN FIERA

The experience gained through **Artigiano in Fiera** and **digitalisation tools** has enabled Ge.Fi. S.p.A. to develop a training model that supports artisan enterprises.

The aim is to support enterprises in the proper use of *online and offline marketing and communication tools* to create added value for their business.

The project is divided into different components:

- **ASSESSMENT OF PARTICIPANTS' LEVEL OF PREPARATION (DIGITAL AND PHYSICAL)**
- **TRAINING COURSE IN ATTENDANCE AND BY REMOTE**
- **DIGITAL ASSESSMENT OF THE ARTISAN ENTERPRISE**
- **PERSONALISED ONE-TO-ONE CONSULTANCY**



A PATH TOWARDS BUSINESS DEVELOPMENT TOWARDS B2B

Artigiano in Fiera is an opportunity for micro and small enterprises to enter new B2B markets.

The recent collaboration between Fiera Milano and Ge.Fi. Spa has led to the launch of a brand new exhibition project devoted to *home, table, kitchen and textile* decoration, focusing on originality, authenticity, quality and innovation.

The emphasis is on a fusion of Italian savoir-faire, Mediterranean manufacturing, European style and the distinctive lines of traditions and innovations from various countries throughout the world.



ARTIGIANO IN FIERA

MILANO HOME is a B2B experiential project that caters to both **established and new sales outlets** of all sizes, and those looking to expand their product offerings with exclusive and unique products.

MILANO
HOME
your way of living

SAVE THE DATE
11-14 January 2024 - Fiera Milano, Rho

A PATH TOWARDS BUSINESS DEVELOPMENT TOWARDS B2B

MILANO HOME (11-14 January 2024) will be more than just a trade fair; it will be an inclusive journey by a community that will enjoy the pleasure of meeting every year in January to learn about and discuss latest trends.

An international gathering of the industry's leading companies that puts Italy and *Made in Italy* front and centre.



ARTIGIANO IN FIERA

MILANO
HOME
your way of living

SAVE THE DATE
11-14 January 2024 - Fiera Milano, Rho



ARTIGIANO IN FIERA

27th edition
2-10 DECEMBER 2023
Fieramilano, free entry
www.artigianoinfiera.it