

## PRESENTATION OF 2026 TRADE FAIR CALENDAR

### PRESS INFORMATION SHEET

- Trade fairs constitute a strategic pillar of Italy's economic system, serving as an indispensable platform for showcasing and promoting Made-in-Italy supply chains on international markets.
- Italy ranks fourth in the world in terms of covered exhibition space (2.5 million square meters), behind China, the United States, and Germany. In terms of turnover, Italy is the third country in Europe behind Germany and France and ahead of Spain, which is the fastest-growing European country in this sector.
- Italian trade fairs are a direct expression of the national economic system more oriented towards foreign markets, structured around five key sectors: Agri-food, Construction-Furniture, Fashion-Beauty, Technology, and Leisure. These sectors represent the heart of Made-in-Italy exports, accounting for 63% of the country's total export value.
- In 2025, 915 trade fairs were held, most with a B2B focus, attracting more than 17 million visitors. Furthermore, during 2025, 89 Italian fairs were organized abroad in 20 countries.
- A total of 878 events are planned for 2026, including 276 international fairs and 202 national ones. Food, beverage and hospitality sectors will account for 12% of the total events, followed by textiles, clothing and fashion at 11% alongside the combined sports, hobbies, entertainment and art segment. Significant shares also for technology and mechanics (9%) and for agriculture, forestry and livestock (8%), as well as jewelry, watches and accessories (7%).
- The Italian Trade Agency represents the operational arm of the Ministry of Foreign Affairs for international promotion and plays the main role in supporting exports through trade fairs. In 2025, it has allocated over €200 million to support SME internationalization programs, investing over €90 million to support their participation at trade fairs and events abroad, and another €35 million to attract international operators to Italian trade fairs. The Agency organized approximately 245 national pavilions at foreign trade fairs, enabling the participation of 6,560 Italian companies. It also set up 125 incoming pavilions at trade fairs in Italy, which attracted 11,500 foreign operators to events across the country. Trade fairs and events abroad represented 46.7% of activities, while incoming delegations to Italian fairs accounted for 15.9%. In terms of geographical distribution:
  - **Italy:** 28.2%
  - **Europe:** 22.6%
  - **Asia:** 20.0%
  - **North America:** 14.9%
  - **Africa:** 2.9%
  - **Central & South America:** 2.6%
  - **Oceania:** 0.7%
  - **Multi-market initiatives:** 8.1%

## Italy's Trade Fair System – Key Facts & Figures

➤ **Global & European Position**

- **4th worldwide** for covered exhibition space **2.5 million m<sup>2</sup>**, behind China, the US, and Germany
- **3rd in Europe** for turnover after Germany and France, ahead of Spain (fastest-growing market)

➤ **Strategic Sectors**

Italian trade fairs reflect the country's export-oriented attitude, centered on five major sectors:

- **Agri-food**
- **Construction & Furniture**
- **Fashion & Beauty**
- **Technology**
- **Leisure**

These sectors together account for **63% of national exports**

➤ **Strategic Importance**

- Trade fairs are a **pillar of Italy's economic system**
- They act as **multiplier engines** for the real economy
- They are essential tools for **promoting Made-in-Italy supply chains abroad**

➤ **2025 Overview**

- **915 trade fairs** held in Italy - Majority **B2B** - **17+ million visitors**
- **89 Italian fairs abroad** - Organized in **20 countries**

➤ **2026 Forecast**

- **878 events expected**, including:
  - **276 international fairs**
  - **202 national fairs**
- **Sector distribution:**
  - **12%** Food, beverage, hospitality
  - **11%** Textiles, clothing, fashion
  - **11%** Sports, hobbies, entertainment, art
  - **9%** Technology & mechanics
  - **8%** Agriculture, forestry, livestock
  - **7%** Jewelry, watches, accessories

➤ **Role of the Italian Trade Agency (ITA/ICE)**

- Operational arm of **MAECI** for international promotion
- Key supporter of **production chains and exports** through trade fairs

**2025 ITA Investments in trade fairs**

- **€200+ million** for SME internationalization
- **€90+ million** to support participation in fairs abroad
- **€35 million** to attract international buyers to Italian fairs