

## **IEG: VICENZA CONVENTION CENTRE – INDUSTRY HUB OF THE NORTH-EAST**

*Vicenza, 18th June 2024* – In the first six months of 2024, **ViCC – Vicenza Convention Centre** confirmed its growth trend recorded in 2023, a year which saw the “Event & Conference” division of **Italian Exhibition Group** manage **48 events over 88 days of activity, with +50% of participants and visitors compared to 2022**. The data also demonstrates the constant increase in the average duration, in other words, more structured events, with greater economic and strategic value and more presences with a direct impact on related industries for the local area.

**In fact, 18 events have already taken place in the current year**, with others planned or in the pipeline, that will strengthen the positioning of the spaces of the Vicenza Expo Centre as a showcase of excellence for companies, reinforcing the **north-east’s role as an industry hub**. Effectively, **over 50% of the events hosted are promoted directly by local businesses** or by "ambassadors" of the production, manufacturing and industrial world of the Triveneto area, who recognise Vicenza as a strategic hub for trade fairs, conferences and sectorial events.

By virtue of such specialisation, we can **support companies in organising any type of meeting**: from a simple gathering of the sales force to company conventions, from employee training to commercial events or product launches with exhibit areas.

The spaces - all the rooms of the ViCC and the pavilions of the IEG Expo Centre - allow us to **steer the growth and development of each event**.

“Vicenza is one of the driving forces of the region Veneto and the north-east, and ViCC presents itself as a hub for companies, districts and the industrial system, offering not only spaces but also services,” says **Fabio De Santis, director of IEG's Event & Conference division**. “In addition, the important ongoing expansion and redevelopment project of the expo centre will allow us to amplify the spaces and services to consolidate the venue as an epicentre for companies, districts and the entire industrial system of the north-east. In an area with a true vocation for production, where the meetings industry is gradually defining itself, our added value is that of knowing how to accompany the growth of the sectors. The aim is to create greater synergies with industrial and artisanal excellence”.

In these first six months of 2024, ViCC has hosted the third edition of “**Focus on PCB – From Design to Assembly**”, the only European fair entirely dedicated to the printed circuit boards industry, organised by NürnbergMesse and promoted by the Assodel PCB Group; the new “**Fresatura Show**” took place, the first trade fair in Italy dedicated to milling and the processing of materials for export. At the beginning of April, pavilion 7 turned yellow with “**Yed**”, the only fair in Italy that brings together professionals in the wood, aluminium, iron and PVC window and door industry, while the third edition of “**Expo Industria**” is already scheduled for November, an event created by a network of companies from the Triveneto area to bring

innovation, cutting-edge technologies and training opportunities to one of the most important production districts in Italy.

With regard to 2023, in addition to corporate events - which covered more than half (52%) of the offer - ViCC was also the setting for events of professional associations (17%), of the associative world (24%), medical in particular, but also religious and cultural, and public bodies (7%).

#### **MEDIA AGENCY ViCC – VICENZA CONVENTION CENTER**

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#### **FOCUS ON**

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecast elements and estimates that reflect the management's current opinions ("forward-looking statements"), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.