FAIR BOLZANO IN THE HEART OF THE ALPS

In the middle of the Alps lies the Bolzano/Bozen Exhibition Center, the most important platform for contacts between businesses in German-speaking areas and Italy. Bolzano has a long tradition as a commercial center. The annual markets that can be traced back as far as 1202 were given the right to have their own autonomous commercial and mercantile court in 1635. With transport and traffic increasing over the Brenner Pass, Bolzano’s significance as a site for the exchange of goods and services also continues to grow. The capital of South Tyrol has an area of penetration of some 4 million inhabitants from the economically vibrant north of Italy and the Alpine countries of Austria, Germany, and Switzerland. One of the densest networks of wholesale operations for import and export in all of Europe is located in Alto Adige/South Tyrol.
THE BOLZANO/BOZEN EXHIBITION CENTER IS BUILDING ON OVER SIXTY YEARS OF EXPERIENCE. ITS GOAL IS TO REPRESENT THE MARKETS OF TODAY AND TO BE A BAROMETER FOR TOMORROW’S INTERNATIONAL TRENDS. IT ACTS BOTH LOCALLY AND GLOBALLY.

COMPETENCE

The tradeshows and conferences are concentrated on topics relating to the economies of Alpine countries. There is thus a great focus on tradeshow subjects within the economic competence of South Tyrol and Trentino. The main focuses of dining and leisure time, sports, agriculture, and specific Alpine industries attract an annual total of over 2,000 exhibitors and some 200,000 visitors from all over Europe.

ECONOMIC STRUCTURE

The region of Trentino-South Tyrol is home to a total of 60,000 industrial and commercial companies, handicraft operations, service providers, and hotel and dining operations. In Bolzano’s immediate area of penetration in the area of the Alps and Northern Italy, that figure grows to around 200,000.

SERVICE

The team at the Bolzano/Bozen Exhibition Center is particularly service-oriented, offering a swift, reliable, and individual response to the needs and wishes of its clients. Exhibitors at the Bolzano/Bozen Exhibition Center appreciate the attractive cost-benefit relationship when participating in a tradeshow. That is confirmed by the large numbers of repeat exhibitors. The Bolzano/Bozen Exhibition Center provides comprehensive service support for its clients in their tradeshow activities. Targeted advertising and intensive work both with the press and in the social media ensure that the tradeshow is kept constantly in the limelight of a broad reaching public.
International Tradeshow for Energy-Efficient and Sustainable Construction | Buildings devour enormous amounts of energy. Rising energy prices, the risks of dependence on imported energy, and the threat of climate change require immediate action. Klimahouse shows that there are a series of technical and economic alternatives to deal with energy in a thrifty manner.

www.klimahouse.it

International Tradeshow for Renewable Energy for Commercial and Public Use | South Tyrol is the only region in Italy to generate more than fifty percent of its own energy consumption from renewable sources. Klimaenergy is dedicated exclusively to the use of renewable energy on the part of private companies and public agencies.

www.klima-energy.it

International Tradeshow for Sustainable Mobility | In the face of high fuel costs and the necessity to reduce CO₂ emissions, neither companies nor public institutions can escape the topic of environmentally-friendly mobility any longer. For this reason, Klimaenergy in Bolzano is being accompanied by Klimamobility, the Tradeshow for Sustainable Mobility.

www.klimamobility.it

Tradeshow for Energy-Efficient and Sustainable Construction | The dissemination of a new culture of construction in the sense of sustainability and energy efficiency is the basic idea of the Klimahouse tradeshow, which has been established as the leading tradeshow in Italy. In addition to the edition in the home Exhibition Center in January, there is also a traveling version: Klimahouse Umbria is held in October in Bastia Umbra near Perugia, while Klimahouse Puglia takes place in March in Bari.

www.klimahouse-umbria.it
www.klimahouse-puglia.it
WITH ITS TRADESHOWS FOR INDUSTRIAL EQUIPMENT, CONSUMER GOODS, AND NEW TECHNOLOGIES, THE BOLZANO/BOZEN EXHIBITION CENTER IS ONE OF THE LEADING VENUES IN THE ALPS.

**HOTEL**

*International Tradeshow for the Hotel and Hospitality Industry* | With 28 million overnight stays per year, South Tyrol is one of the leading tourism regions in Italy. The Bolzano/Bozen Exhibition Center has accordingly created a dedicated tradeshow not only for the presentation of products and services, but also as a clearing house for new ideas.

[www.hotel.messebozen.it](http://www.hotel.messebozen.it)

**PROWINTER**

*International Tradeshow for Rentals and Services for Winter Sports* | In South Tyrol, winter sports are among the main tourist attractions and the most important industry. As Europe’s first tradeshow dedicated to this field, it is an ideal information and commercial platform for experts in the winter sports sector, rental operations, ski slopes, skiing schools, and others.

[www.prowinter.it](http://www.prowinter.it)

**ALPITEC**

*International Tradeshow for Mountain and Winter Technologies* | With the main focus of its exhibition areas on ski lifts, snowmaking systems, snow grooming, and winter services, this event is targeted at trade visitors from all over the world. Italy is one of the leading markets in this field, and with its location in the heart of the Alps, Bolzano is the ideal venue for this tradeshow.

[www.alpitec.it](http://www.alpitec.it)

**AUTOCHTONA**

*Forum for Indigenous Wines* | The variety in Italy’s regions and cuisines is also matched by its wines. At the Forum for Indigenous Wines, the spotlight is on autochthonous italian grape varieties. The core idea of the event is to counteract the trend towards homogeneity in the international wine industry.

[www.autochtona.it](http://www.autochtona.it)
The World of Furnishing | Trends and innovations - from furnishings in every stylistic direction and for every area of the home to lighting solutions to textiles and fabrics – are the subject of this tradeshow for visitors from the sector and the general public.

Biennial Art Fair for Emerging Contemporary Art | An ideal meeting point for all collectors, dealers, and aficionados with works from the best galleries in the world. A tradeshow in which both the masterpieces of the great artists and works by promising young talents can be acquired. Discover the latest innovations and the “greats” of tomorrow.

Exhibition for Sports, Hobbies, Vacationing, and Mountains | Tempo Libero/Freizeit is far more than a tradeshow: for decades, this has been the meeting place for South Tyrolean and Trentino families, sports enthusiasts, and the young and young at heart.

www.arredo.fierabolzano.it  www.kunstart.it  www.tempolibero.fierabolzano.it
CUSTOMER SATISFACTION IS OUR SUPREME GOAL. WE OFFER THE HIGHEST STANDARD OF SERVICE AND GUARANTEE OPTIMUM SUPPORT FOR OUR CUSTOMERS BEFORE, DURING, AND AFTER THE TRADESHOWS.

FIERA D’AUTUNNO/HERBSTMESSE

Autumn Tradeshow | The event with the longest history at the Bolzano/Bozen Exhibition Center is a tradeshow devoted to industrial and consumer goods. The main focus is on handicraft, artisan work, the home and household, health, and women.

BIOLIFE

Tradeshow for Regional Organic Excellence | The first tradeshow that is completely and entirely devoted to organic products. Visitors have the opportunity for direct contact with producers and farmers and to get to know the cultivation and processing methods of each product up close.

AGRIALP

Alpine Agriculture Show | This tradeshow is to be viewed on one hand as a comprehensive product show for farmers, but on the other hand also as a discussion forum with the goal of offering new impetus for the regional agriculture of the future. Also included is the traditional livestock show.

www.autunno.fierabolzano.it

www.biolife.bz

www.agrialp.com
International Tradeshow for the Cultivation, Storage, and Marketing of Apples  | With its 18,000 hectares (44,000 acres) of orchards, South Tyrol is the largest contiguous apple-growing area in all of Europe. And with its know-how and standards of technology, it is among the leading apple-producing regions in the world. The capital of South Tyrol is consequently the ideal location for the world-renowned tradeshow on the apple. Tradeshows are marketplaces, and Interpoma is a platform in the sector that is unique throughout the world as a place to get to know market partners and their interests.

www.interpoma.it

International Tradeshow for Civil Defense, Fire Protection, and Emergency Services  | This innovative information platform is directed towards all those who take care of affected citizens in cases of catastrophe and emergency situations with competence and readiness for action. The catastrophe protection in the Autonomous Province of Bolzano acts as a model for all of Italy. As far as know-how, organization, and equipment are concerned, South Tyrol is a leader at the national level.

www.civilprotec.it

Tradeshow for Construction Machinery and Construction Equipment  | This tradeshow offers products, services, and information exchanges on the subject of the building and construction industry. It is directed at a public consisting primarily of construction companies, designers, safety coordinators, specialized craftsmen, surveyors, architects, and engineers. The tradeshow also encompasses various presentations, particularly on the subject of workplace safety.

www.baumec.it
International Tradeshow for Road Construction and Infrastructure Management | The Brenner Motorway as the most important north-south transit axis in Europe as well as the countless mountain and pass roads determine a large part of South Tyrol’s competence in this area. This tradeshow presents machinery, systems, construction materials, and services in the areas of road, bridge, and tunnel construction as well as infrastructure management.

TrafficInfraTech | The economy of India will grow by at least nine percent annually over the next twenty-five years. The country has a road network of 3.3 million kilometers (2 million miles). The expansion of the traffic infrastructure enjoys an absolute priority with the Indian government. Virtual Info Systems Pvt Ltd in cooperation with Afidamp Servizi Milan and the Fiera Bolzano S.p.A./Messe Bozen AG organize TrafficInfraTech, the Tradeshow for Road Construction and Infrastructure Management in India.

ALPITEC CHINA | The ski and sporting goods industry is booming in China, and the goal of the Bolzano/Bozen Exhibition Center and Munich International Trade Fairs is to create a 360° winter sports competence center for the Chinese market with Ispo Beijing/Alpitec China.
OVERVIEW OF BOLZANO/BOZEN EXHIBITION CENTER

A  ___  Exhibition hall 2,500 sq.m.
B  ___  Exhibition hall 4,700 sq.m.
C  ___  Exhibition hall 6,060 sq.m.
D  ___  Exhibition hall 7,600 sq.m.
E  ___  Service centre
F  ___  Four Points by Sheraton Hotel
G  ___  Conference centre

PARKING
Roof parking (800 cars)
Basement parking (500 cars)

MAIN ENTRANCE

Via Marco Polo

Piazza Fiera

Via Buozzi
The Bolzano/Bozen Exhibition Center lies in the heart of the Alps. The Mediterranean climate, unique Alpine scenery, and great cultural variety all offer a very special atmosphere.

**Culture**

The mixture of German and Italian cultures makes Bolzano unique. This multicultural city offers its visitors an unbelievable variety of traditions and cultural treasures. The cuisine reflects the intertwining of the Mediterranean and the Alps. This very particular charm can be optimally exploited by businesspeople for their customer meetings.

**Setting**

South Tyrol is among the most popular vacation regions in the entire world. The province is characterized by a Mediterranean climate and an Alpine landscape. Whether guests are seeking rest and relaxation or athletic challenges, Bolzano and vicinity offer a unique setting.

**Infrastructure**

Space, Flexibility, Services. The Exhibition Center pavilion offers 25,000 sq. m. (269,000 sq. ft.) of exhibition space and can be divided as needed into four exhibition halls of different sizes. Stand areas that can be individually arranged allow all exhibitors to have an effective presence. The Conference Center in the attached Four Points Sheraton exhibition center hotel has thirteen meeting rooms available with seating capacities ranging from twenty to 360 with top-quality multifunctional equipment: a simultaneous interpretation system for up to four languages, VIP meetings in suites, and product presentations in the glass-covered atrium. A total of 1,700 parking spaces guarantee a stress-free arrival.

**Exhibition Center-Hotel**

Four Points by Sheraton. A total of 152 rooms with dark designer furniture or in the traditional Tyrolean style, and thirty-seven spacious suites. A 600 sq. m (6,500 sq. ft.) wellness and fitness area with an indoor swimming pool, whirlpool, Turkish steam bath, and sauna. On the seventh floor (roof) are restaurants and an American bar.