



# ARTIGIANO IN FIERA

THE MOST IMPORTANT EVENT IN THE WORLD  
DEDICATED TO ARTISANS

27th edition

2-10 DECEMBER 2023

Fieramilano, free entry



FIERA MILANO



**SINCE 1995**

## **AT THE SERVICE OF ARTISANS AND SMALL ENTERPRISES**

Ge.Fi. Spa is a services company that operates in 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.



THE EVENT:  
REGIONE  
**FIGURES**



**ARTIGIANO IN FIERA**



**1,000,000**

visitors

**100**

countries

**3,000**

artisans

**340,000**

square meters

A MEDIA

# PHENOMENON



**ARTIGIANO IN FIERA**



**3,000,000**

unique visitors

**7,500,000**

on Social Media

**700**

articles and press  
releases, radio and TV  
broadcasts

**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

### ARTIGIANO IN FIERA

SALONE DEL BIOLOGICO,  
VEGANO E SENZA GLUTINE



L'ATELIER DELLA MODA  
E DEL DESIGN



#### 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 dedicated to creative people and products such as decoupage, patchwork, quilting, crochet, tricot, embroidery, scrapbooking, textiles, yarn, beads

**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

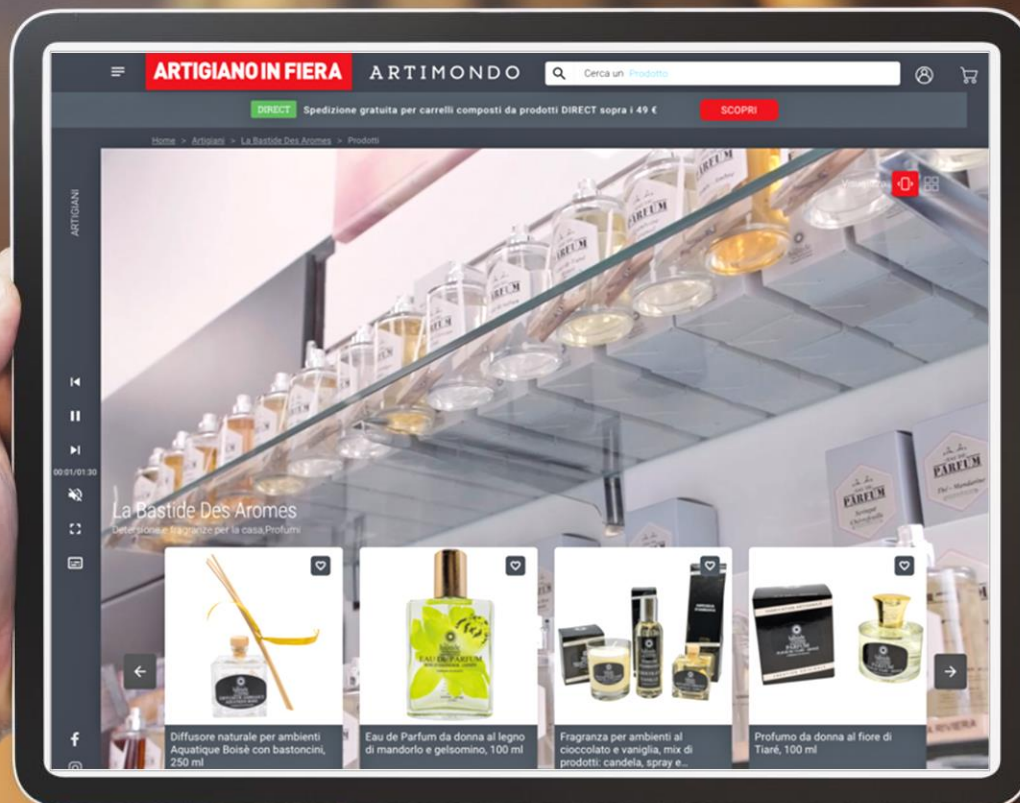
Artigiano in Fiera offers enterprises a **development path** that enriches and complements the physical trade fair experience through additional **opportunities and promotional tools**.

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.it](http://artigianoinfiera.it)

[artigianoinfiera.de](http://artigianoinfiera.de)

[artigianoinfiera.fr](http://artigianoinfiera.fr)



# 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.

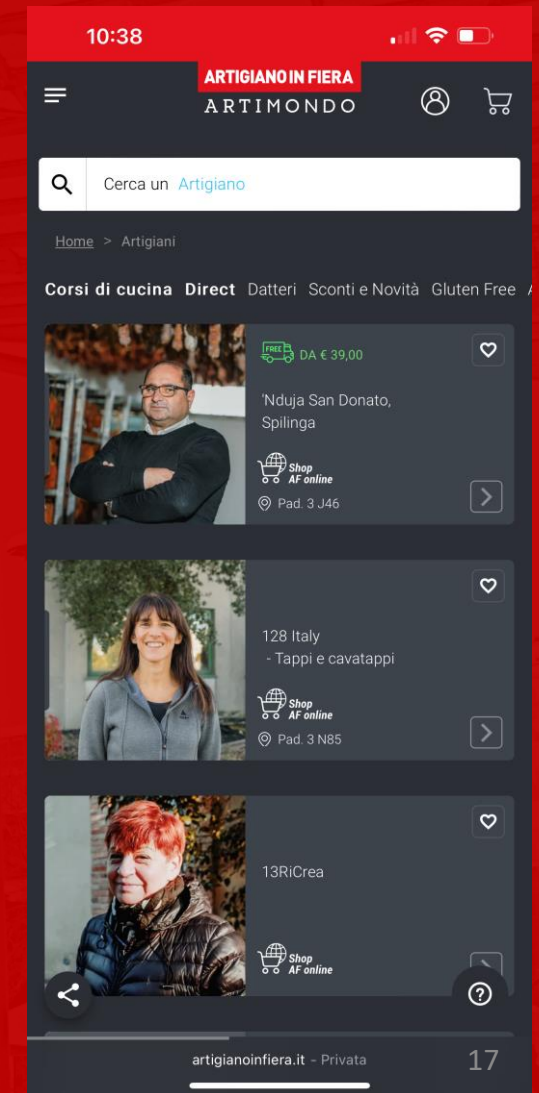
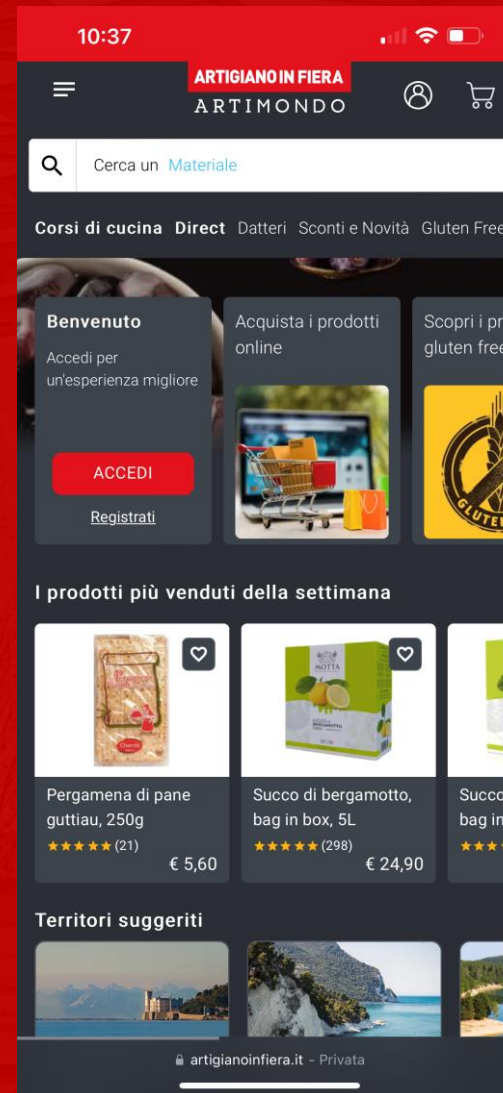
### OPPORTUNITIES FOR ENTERPRISES

#### 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 all 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.



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