



16<sup>TH</sup>

**STATISTICS**

**14<sup>TH</sup>-17<sup>TH</sup>  
OCTOBER 2025**



## MAIN DATA OF THE 16TH EDITION

**692** exhibitors, 31% from 33 foreign countries

**113** visiting countries

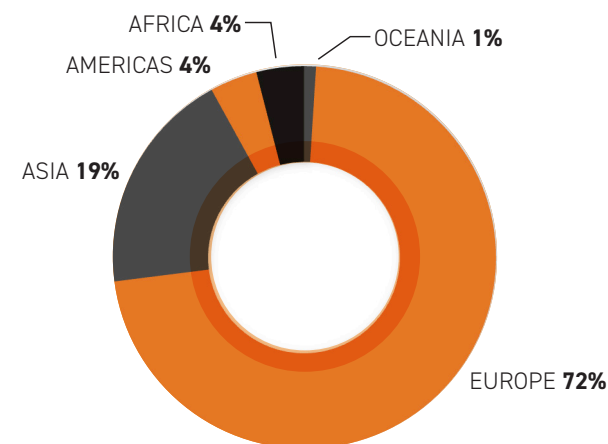
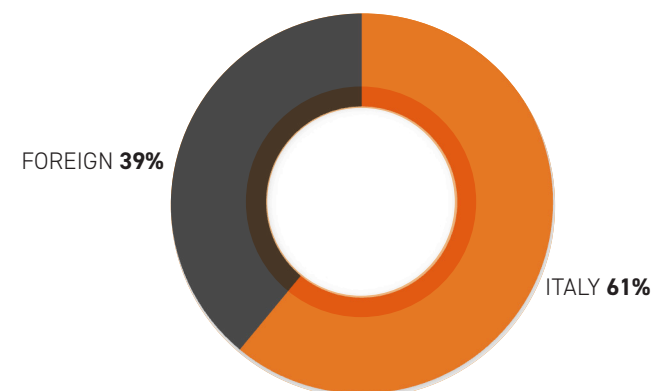
**9.336** companies visiting,  
39% from 112 foreign countries

**41.000** smq of exhibition area,  
19.150 mqs net space

**1,34** days of average stay  
Italian 1,20 / Foreigners 1,65

**29.359** attendances at the fair  
of which 23.818 visitors and 5.541 exhibitors

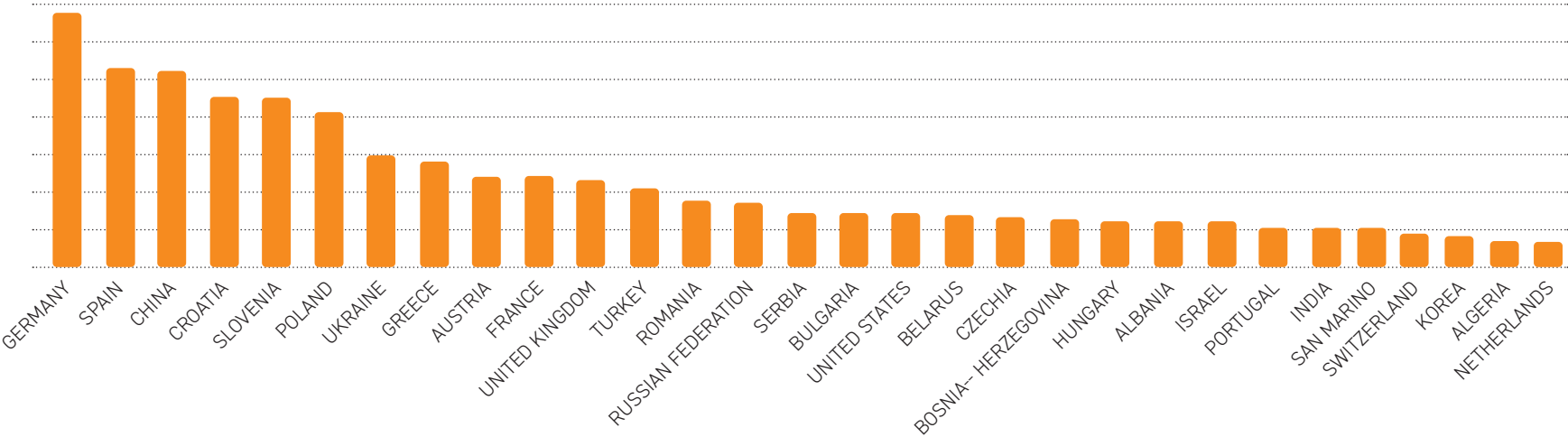
## ORIGIN OF VISITORS



DATA  
2025



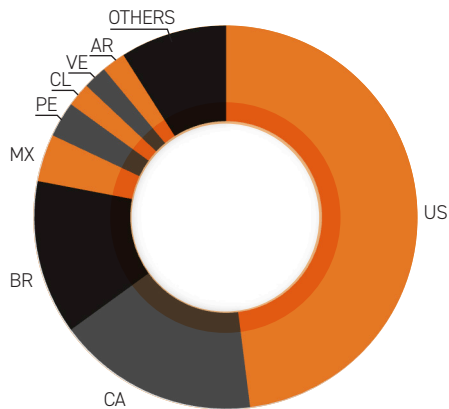
# MAJOR VISITING FOREIGN COUNTRIES



DATA  
2025



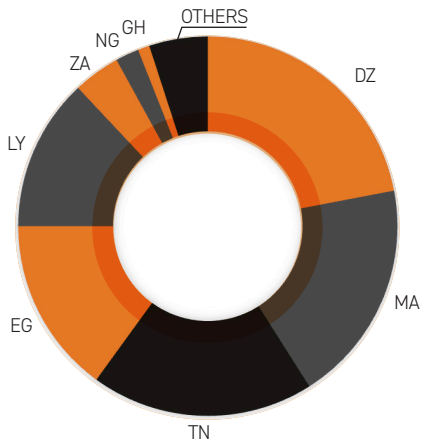
# ORIGIN OF VISITORS



## AMERICAS

UNITED STATES **48%**  
CANADA **17%**  
BRAZIL **13%**  
MEXICO **4%**  
PERU **3%**  
CHILE **2%**  
VENEZUELA **2%**  
ARGENTINA **2%**

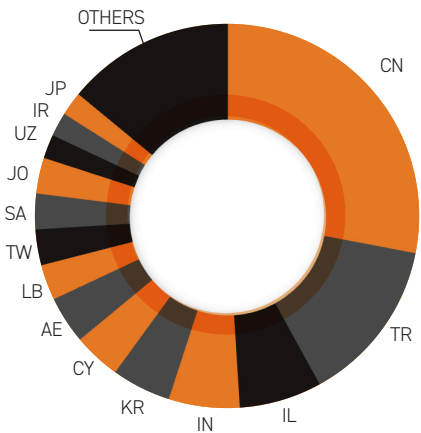
**Others 9%:** Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Panama, Turks and Caicos Island



## AFRICA

ALGERIA **22%**  
MOROCCO **19%**  
TUNISIA **19%**  
EGYPT **15%**  
LIBYA **13%**  
SOUTH AFRICA **4%**  
NIGERIA **2%**  
GHANA **1%**

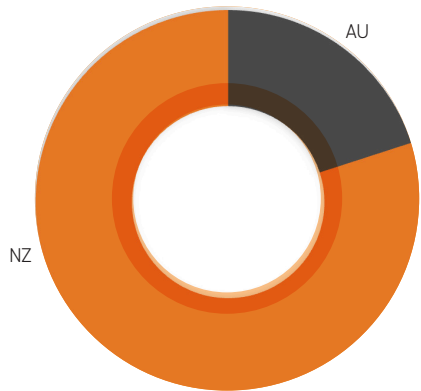
**Others 5%:** Angola, Burkina Faso, Comoros, Eswatini, Mali, Réunion, Rwanda,



## ASIA

CHINA **28%**  
TURKEY **14%**  
ISRAEL **7%**  
INDIA **6%**  
SOUTH KOREA **5%**  
CYPRUS **4%**  
UNITED ARAB EMIRATES **4%**  
LEBANON **3%**  
TAIWAN **3%**  
SAUDI ARABIA **3%**  
JORDAN **3%**  
UZBEKISTAN **2%**  
IRAN **2%**  
JAPAN **2%**

**Others 14%:** Afghanistan, Armenia, Azerbaijan, Bahrain, Bangladesh, Georgia, Hong Kong, Indonesia, Iraq, Kazakhstan, Kuwait, Kyrgyzstan, Malaysia, Mongolia, Oman, Palestine, Philippines, Qatar, Singapore, Syria, Thailand, Turkmenistan, Vietnam



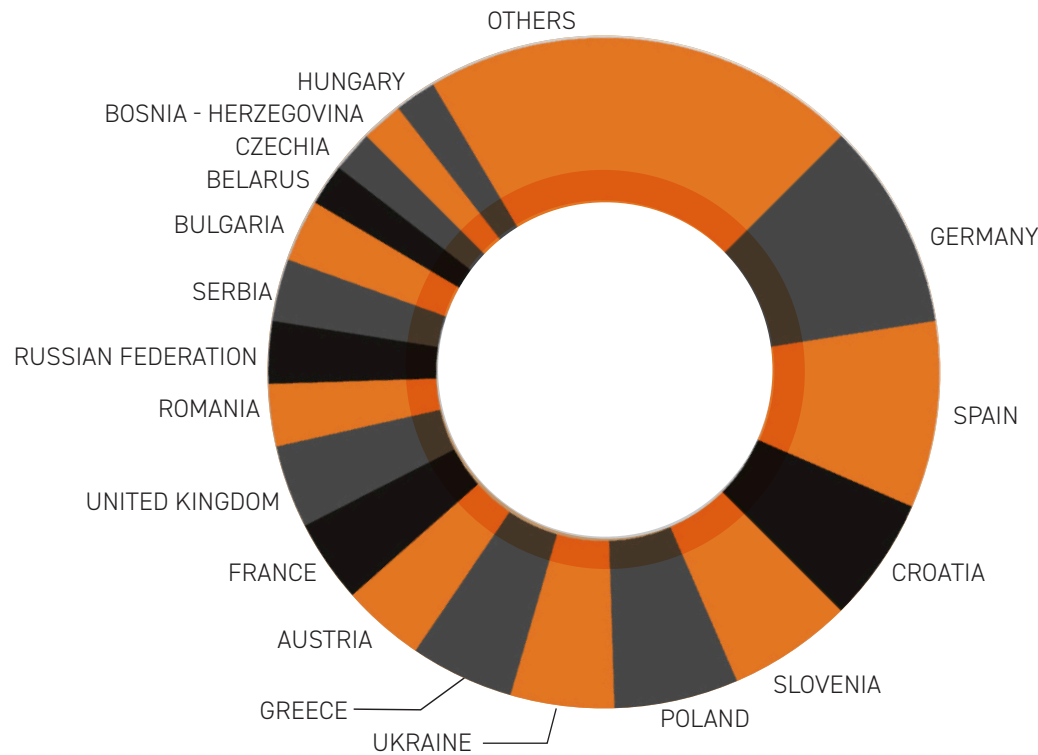
## OCEANIA

AUSTRALIA **20%**  
NEW ZEALAND **80%**

DATA  
2025



# ORIGIN EUROPEAN VISITORS



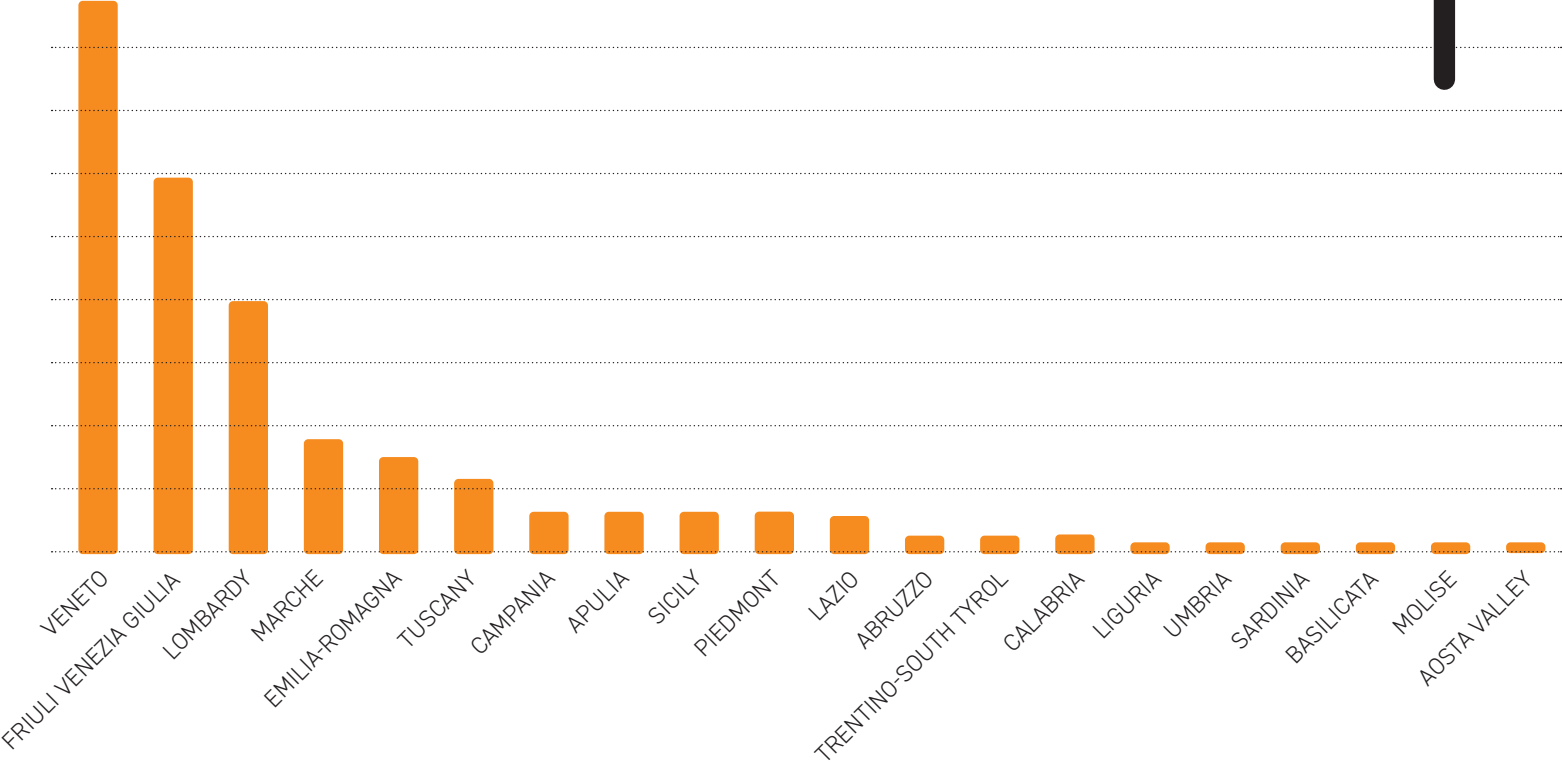
GERMANY **10%**  
 SPAIN **9%**  
 CROATIA **6%**  
 SLOVENIA **6%**  
 POLAND **6%**  
 UKRAINE **5%**  
 GREECE **5%**  
 AUSTRIA **4%**  
 FRANCE **4%**  
 UNITED KINGDOM **4%**  
 ROMANIA **3%**  
 RUSSIAN FEDERATION **3%**  
 SERBIA **3%**  
 BULGARIA **3%**  
 BELARUS **2%**  
 CZECHIA **2%**  
 BOSNIA - HERZEGOVINA **2%**  
 HUNGARY **2%**

**Others 21%:** Albania, Andorra, Belgium, Denmark, Estonia, Finland, Iceland, Ireland, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Republic of Monaco, Montenegro, Netherlands, North Macedonia, Norway, Portugal, San Marino, Slovakia, Sweden, Switzerland

DATA  
2025



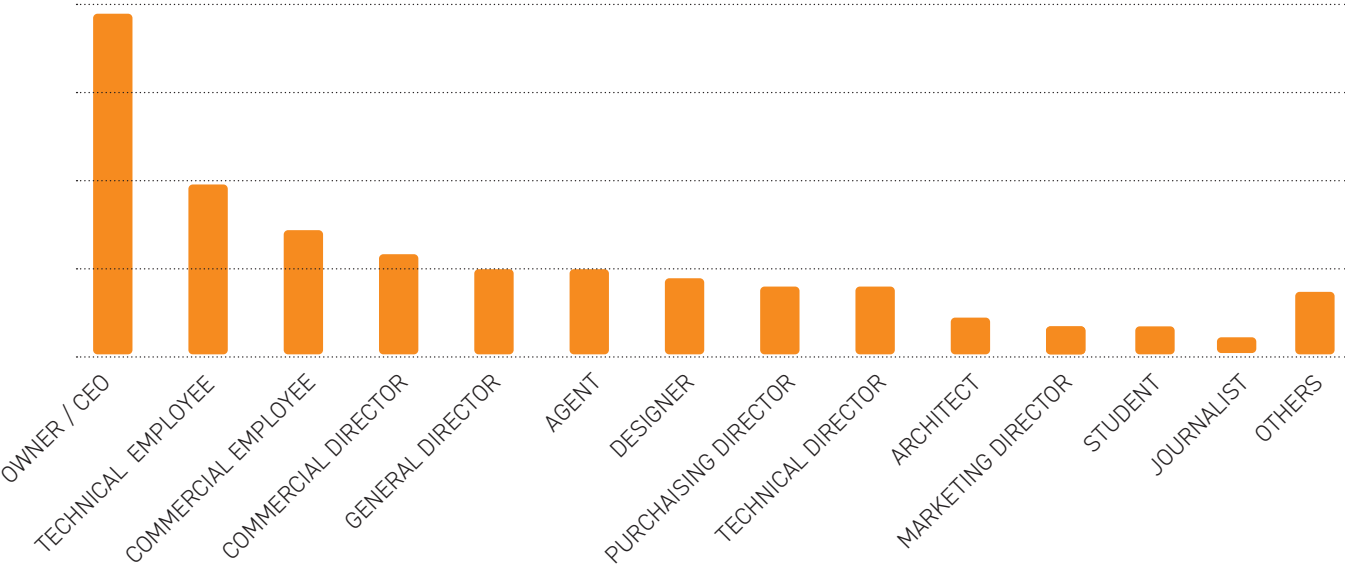
# ORIGIN OF ITALIAN VISITORS



DATA  
2025



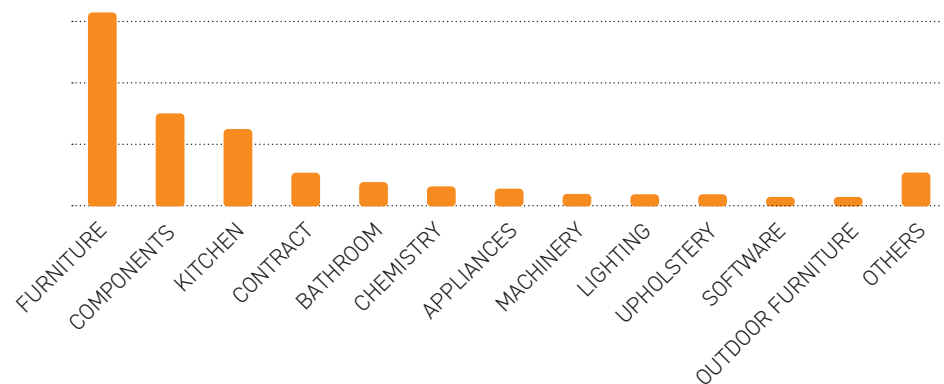
VISITOR'S TITLE



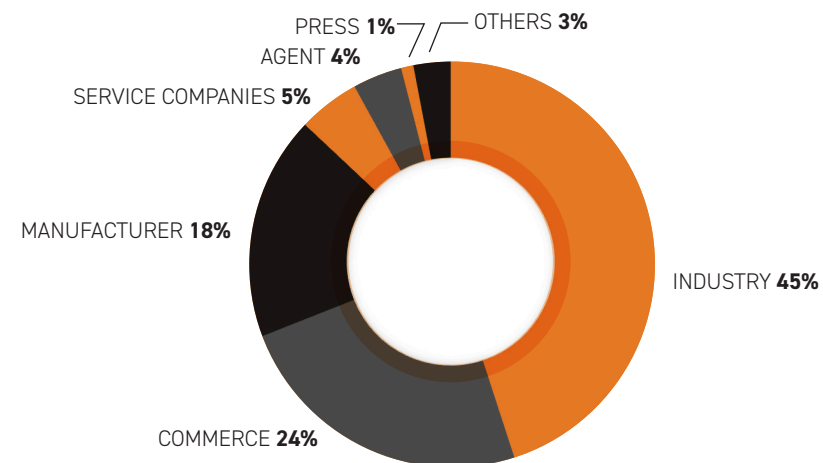
DATA  
2025



## VISITING COMPANIES BY MAIN SECTOR



## VISITING COMPANIES BY ACTIVITY



DATA  
2025







17<sup>TH</sup>

**SEE YOU  
AT THE NEXT EDITION**

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FROM TUESDAY 20<sup>TH</sup>  
TO FRIDAY 23<sup>TH</sup>  
**OCTOBER 2026**

