



press release

RIMINI FIERA AT A GLANCE

Rimini, 23rd December 2009 - Rimini Fiera SpA has traded for over sixty years on the domestic and international markets. The Chairman of Rimini Fiera is **Lorenzo Cagnoni** and the General Manager **Piero Venturelli**.

Rimini Fiera is located in an area featuring a very vast range of hotels, restaurants, venues, leisure and culture, offering business clients incredible opportunities.

Rimini Fiera is a member of the **E.M.E.C.A.**, the European Major Exhibition Centre Association whose members (a total of 19) are owners and managers of the largest exhibition sites, and the **UFI** (Union des Foires Internationales, whose members are the world's major trade fair organizers), which also bestowed its prestigious quality label on no less than three of the Rimini company's expos (SIGEP, MIA and Tecnargilla).

The Rimini company's corporate structure's public shareholders are Rimini Municipality, Rimini Provincial Government and Rimini Chamber of Commerce (with equal shares) and the remaining 14.88% is held by private shareholders (Promotor International; King SpA; Impregilo Edilizia SpA; Fierainvest SpA; Banca Opi; AIA Ass. Italiana Albergatori Rimini Capital SpA; Newco Ascom Spa; Confesercenti Invest Srl; CBR Cooperativa Braccianti Riminese Scarl; Ceisa; Assimpresa SpA; Cassa di Risparmio Rimini; Fondazione Cassa di Risparmio Rimini; Banca Malatestiana Credito Cooperativo Scarl; Concrete Srl; Camst Scarl; Adria Invest Srl; API Associazione Piccole e Medie Imprese di Rimini; Confindustria Rimini; Fincoop Rimini Srl; S.A.L.A Srl).

Rimini Fiera has ISO 9001:2000 certification for its entire management process, obtained from BVQI, and UNI EN ISO 14001:2004 environmental certification.

THE RIMINI FIERA GROUP

As well as the group leader, **RIMINI FIERA SPA**, which organizes the exhibitions, manages the expo centre and coordinates the activity of the companies it controls, RIMINI FIERA GROUP comprises **FIERA SERVIZI**, which provides services and manages the car parks; **TTG ITALIA**, which publishes magazines and organizes trade fairs and events for the tourist trade www.ttgitalia.com; **CONVENTION BUREAU DELLA RIVIERA DI RIMINI**, which manages the present Palacongressi della Riviera di Rimini and has the task of promoting and marketing the new Rimini Palacongressi conference centre www.riminiconvention.it; **PROMOSPAZIO**, which works in the expo standfitting field www.promospazio.it; **SUMMERTRADE**, which works in the food service and catering sector www.summertrade.com; **PRIME SERVIZI**, for the provision of services for the community (hygiene, sanitation, assistance, gardening...) www.primeservizi.it; **EXMEDIA**, which organizes the International Meetings, Conventions and Incentives Fair www.btc.it; **EXHI.CO**, which organizes the Countrylife expo at Modena trade fair centre www.countrylife.it and **GELATO EXPO LLC**, a joint venture with Frozen Dessert Expo Inc. (based in Florida), which organizes the SIGEP USA expo in the US. The Rimini Fiera Group is also a shareholder in **FAIRSYSTEM**, a company in which it is in partnership with Bologna Fiere for expo internationalization; Rimini airport service company **AERADRIA**, the Rimini Airport service company, and **UNIRIMINI**, the consortium that manages Rimini's university campus. It also has an important share in **SOCIETA' PALAZZO DEI CONGRESSI**, in charge of building Rimini's new Palacongressi conference centre www.riminipalacongressi.it.

THE FIGURES

Rimini Fiera SpA ends 2009 with a **preliminary balance of 48.7 million euros of revenue** (4.5% down on the 51 million of 2007 the comparable year with the same number of biennial expos).

The Group's consolidated statement shows an overall preliminary production value of 78.5 million euros (3.6% down on the 81.4 million of 2007).

Chairman Cagnoni says, "In the second half of 2008, we noticed the first signs of the crisis and announced that for 2009 we expected - as was the case - much greater difficulties, which would have led to a scenario represented by a "reverb effect" on the trade fair front of the difficulties in the large manufacturing sector which has had a drop in turnover of around 30% in Italy.

Nevertheless, the high level of investments made during 2009 in our exhibitions also gave virtuous results that featured the tourism sector with TTG, the environment with ECOMONDO, wellness with RIMINIWELLNESS and leisure with ENADA.

And, also in 2009, we made two important new additions to our calendar: TECHNODOMUS, a decisive foray by Rimini Fiera into the Italy's large business sectors with direct relations with our local area, a first edition that immediately took off with a firm basis and market response; and then SALONE DELLA GIUSTIZIA (Justice Exhibition), a highly successful event hosted on the initiative of Arcocomedia and with the direct involvement of the Justice Commission chairman, Senator Berselli.

The conference sector, which is part of the core business of our Group also went well: in 2009 Rimini's conference activity showed its worth, with figures rising by over 4%, very much against the trend, compared with the considerable drop on a national scale; a result favoured by the investments, commitment and activity of recent years, aimed in particular at unifying and organizing in an increasingly cohesive manner what Rimini has to offer."

In 2009, Rimini Fiera was attended by a total of 11,209 exhibitors (10,540 in 2007) and 1,895,980 visitors (1,458,758 in 2007), and 1,153,482 square metres of exhibit space were sold (1,096,976 in 2007).

37 EXPOS AND FOUR BUSINESS AREAS

Rimini Fiera, whose sales organization is divided into three business units, has a calendar of **37 (annual and biennial) exhibitions, 11 of which are classified as international**, the majority organized directly and some world leaders. In particular, Rimini Fiera is a key player in four business areas, with highly specialized expos: **Travel & Tourism, Technology & Environment, Entertainment & Leisure and Hotel & Food Industry.**

THE 2010 SCENARIOS

In 2010, the company will continue to invest in defending and strengthening its exhibitions.

Procedure that will be maintained, with great sacrifices, such as in the case of the rates policy, which will have to shoulder discounts that satisfy exhibitors' requirements.

But which will also have to be maintained with reflections on the quality of trade fairs are instruments: brand-new elements will be introduced to correspond with the diversity of the situation when the crisis is over. Companies' promotional investment in trade fairs will require performance and results with a connotation that is extremely different from the past.

Major new features for Rimini in 2010 include the first edition of the PACKOLOGY exhibition of technology for packaging and processing, being organized with the UCIMA from June 8th to 11th.

INTERNATIONALITY

In 2009, on the incoming front, **3,848 business meetings** were organized, involving **883 Italian companies and 345 foreign buyers from 44 different countries.**

On the outgoing front, in 2010 Rimini Fiera will organize in the United States (in Atlantic City) the second edition of SIGEP USA, from March 21st to 23rd. **Lorenzo Cagnoni continues**, "Internationality is certainly one of the key aspects of our business's innovation. Expos' leadership increasingly depends on the involvement of foreign attendees. Those business sectors that have already reached maturity on the domestic market must head in the direction of internationality and it is along this road that we accompany and will increasingly accompany our companies, organizing the flow to Rimini of foreign visitors that are qualified and really useful to the development of our clients' business, and pushing ahead directly with new expo proposals on the foreign markets."

THE EXPO CENTRE

The new Rimini Expo Centre, designed by **Hamburg's GMP** and opened in 2001, covers a total area of 460,000 square metres: gross exhibit space at the expo centre is 109,000 square metres and space dedicated to services 59,000: overall useable space therefore totals 168,000 square metres and is laid out in 16 halls (20 metres high, 60 wide and 100 long): they are all on ground floor level, cabled, air-conditioned, able to be blacked out and all are single-span and column-free, ensuring the utmost exploitation of available space. The halls are interconnected with a series of roofed loggias, porticos and fountains). Rimini Fiera also has 24 conference rooms seating up to 730, a business centre, press rooms with TV uplink to national networks, two restaurants, three free-flow eateries, nine bars, an ice cream parlour and

two pizza-kebab parlours. And that's not all: banking and insurance services, care hire, travel agency, hotel bookings, shopping area, first aid post and nursery.

SERVICES: THE LOCAL AREA, TRANSPORT, THE WEB

The ease with which the expo centre can be reached is also a big plus for exhibiting firms and visitors: Rimini Fiera has an **on-site railway station** on the Milan-Bari line, at which 16 north- and south-bound trains stop every day during expos; the expo centre also has an **on-site bus terminal** that ensures direct access to all those arriving with public transport or the shuttle buses from the hotels and airport and - lastly - it also has a **helicopter landing area**, with a bookable heli-taxi service. The 11,000 parking spaces are equipped with motorhome facilities. The furthest away are connected with a shuttle service.

On the online front, Rimini Fiera offers exhibitors **WEB BUSINESS SPACE**, an innovative interactive portal, by means of which it is possible to take advantage of a series of opportunities that facilitate and streamline expo participation. The service enables to calculate estimates for exhibit areas, see available stand fitting formulae (with photos and descriptions) and the various services regarding expos organized directly by Rimini Fiera, check Rimini Fiera archives for information on the various expos one has participated in, update company data filed with the sales office, check that current requests are proceeding according to plan and book technical and advertising services, with the possibility of viewing products of interest. <http://www.webservices.riminifiera.it>.

CONFERENCES

In 2007, the work-site opened for the **new Rimini Palacongressi conference centre**, with the foundation stone being laid on 27th September. Rimini Fiera is the company carrying out the project. The venue, designed by Hamburg's GMP studio, will involve an overall investment of 113 million euros. The conference centre will stand in an area of 38,000 square metres and have an overall seating capacity of 9,300. The structure will be completed by a service area, restaurants and food service points and an underground car park system that will have one of the highest numbers of parking spaces (1,000) of current European conference locations. The opening is scheduled for the first half of April 2010 and will also bring a great event to Rimini, **the BTC**, trade fair of the meeting industry in Italy, **which will move from Rome to Rimini**, where it will be held in July 2010.

FURTHER INFO FOR THE PRESS:



Rimini Fiera SpA Communication and Media Relations Service

+39-0541-744510 press@riminifiera.it

manager: Elisabetta Vitali; press office coordinator: Marco Forcellini; press staff: Nicoletta Evangelist and Alessandro Caprio;

Italian corporate media consultant: Cesare Trevisani; foreign corporate media consultant: Ingrid Moesges Nisi.