

**30 NOVEMBER - 8 DECEMBER 2024**  
**FIERAMILANO (MILAN, ITALY)**

# **ARTIGIANO IN FIERA**

**THE WORLD'S MOST IMPORTANT EVENT  
DEDICATED TO CRAFTS**

[ARTIGIANOINFIERA.IT](https://artigianoinfiere.it)



**FIERA MILANO**

# GE.FI. SPA: 28 YEARS AT THE SERVICE OF ARTISANS AND MICRO & SMALL ENTERPRISES



The company identifies, selects and promotes artisan enterprises that produce **authentic, original and quality products.**



The company focuses on enterprises that take a **people-centred approach to work and the economy.**

Since November 2022, Fiera Milano Spa has been a shareholder (25%) of Ge.Fi. Spa, consolidating strategic partnership aimed at fostering new growth opportunities for both companies and leveraging shared synergies in one of Italy's key industries.

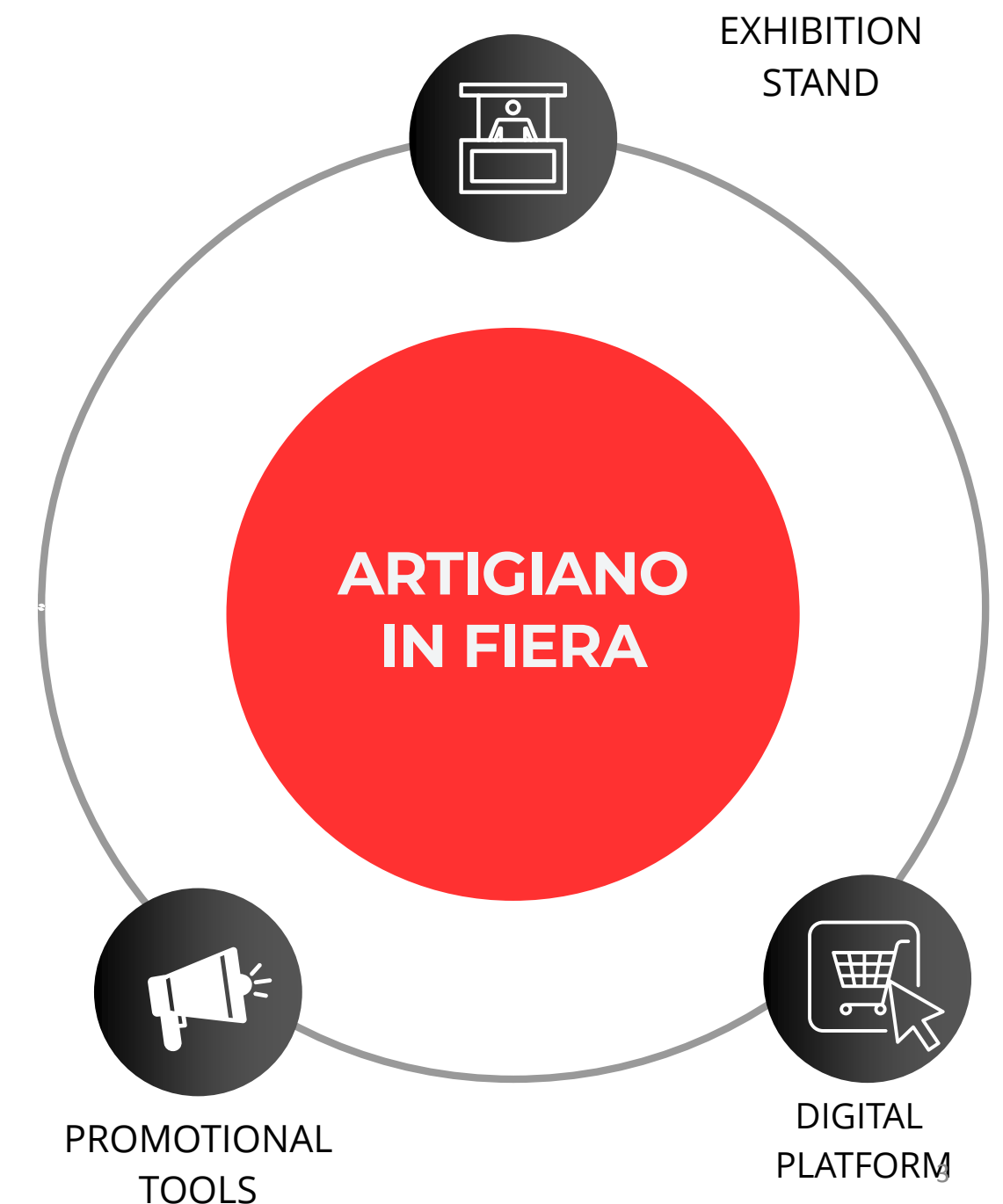
## THE ARTIGIANO IN FIERA ECOSYSTEM: THE OUTLOOK FOR ARTISAN ENTERPRISES

Artigiano in Fiera works on a global scale to support the **growth** of **artisans** and **small enterprises**.

The Artigiano in Fiera journey often leads to enterprises that show a strong understanding of their business and products, even without testing the market.

**Engaging with the market**, however, is essential for business development and requires effort, planning, content and effective promotional strategies.

The Artigiano in Fiera ecosystem provides companies with avenues for growth through **trade fair exhibitions, promotional and marketing tools, both online and offline,** and the **digital platform artigianoinfiera.it**



## ARTIGIANO IN FIERA

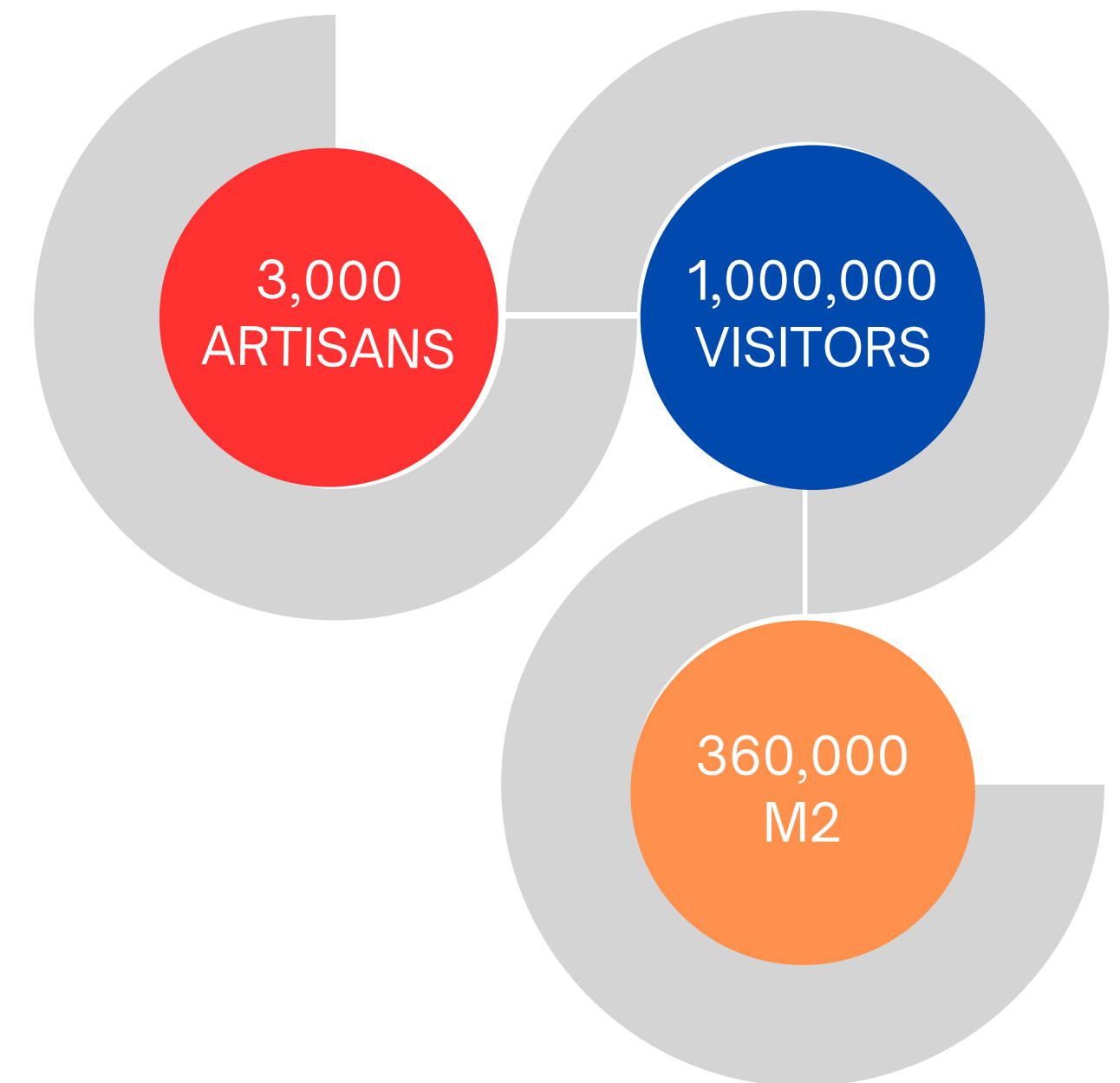
# THE WORLD'S MOST IMPORTANT EVENT DEDICATED TO CRAFTS AND AGRIFOOD



The event where artisans from all over the World **promote and sell their craft trade products**, share their **story** and **craftsmanship**, and celebrate the culture and specialities of their local regions.



The event proudly represents enterprises, institutions and products from **5 continents and 100 countries**, with all Italian regions present.



# AN EVENT THAT GETS PEOPLE TALKING IN THE WORLD



3.300.000

UNIQUE  
WEBSITE  
USERS



11.000.000

PAGES  
VIEWED  
ON THE WEBSITE



7.500.000

CONTACTS  
REACHED ON  
SOCIAL MEDIA



800

PRINT, RADIO  
& TV  
APPEARANCES

# ENTERPRISES CHOOSE ARTIGIANO IN FIERA TO...



## TEST THEIR MARKET

at the sole cost of exhibiting at the fair, checking prices against products and whether they satisfy market needs



## SELL THEIR PRODUCTS

to an attentive, selective market with a high spending capacity



## COMMUNICATE AND PROMOTE THEIR BUSINESS

to a broad market, with the opportunity to create a customer network and word of mouth that leads to increased sales

ARTISANS AT THE  
CENTRE



# TERRITORIAL MARKETING: **KEYWORDS**

## FOOD & WINE

The event allows visitors to explore “worldwide cuisine” with a selection of products, recipes and traditional dishes served by quality restaurants

## TOURISM

It facilitates direct regional marketing actions: service proposals, infrastructural solutions, holiday packages

## ECONOMIC SUSTAINABILITY

An event capable of generating income and business for enterprises during and after the fair



## CRAFTSMANSHIP

The fair identifies, selects and exhibits only craft trade products distinguished by their authenticity, originality and quality

## CULTURE

It brings to the stage events, music and colours from all over the world, celebrating each country’s culture and traditions

## ECONOMIC DEVELOPMENT

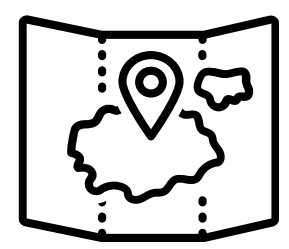
Business growth stimulates local economic development



**TERRITORIAL MARKETING  
ACTIONS**



Kingdom of Saudi Arabia



# ARTIGIANO IN FIERA ALL YEAR ROUND

## THE DIGITAL PLATFORM **ARTIGIANOINFIERA.IT**

Digital, integrated promotion, permanently connected to the physical event, is the key to an efficient and complete **OMNICHANNEL** approach.

Artigiano in Fiera is also a **digital platform**, allowing enterprises to maintain ongoing relations with their audience all year round.



①

**INCREASE**  
your visibility all  
year round



②

**SELL**  
your products  
online



# SHOP ONLINE

## FOR CRAFT TRADE PRODUCTS BY ARTISAN ENTERPRISES ARTIGIANOINFIERA.IT



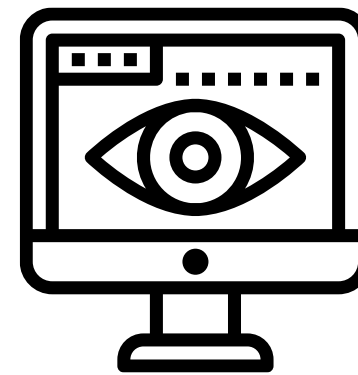
**20,000**  
products  
for sale online



**500**  
companies  
with product  
showcases



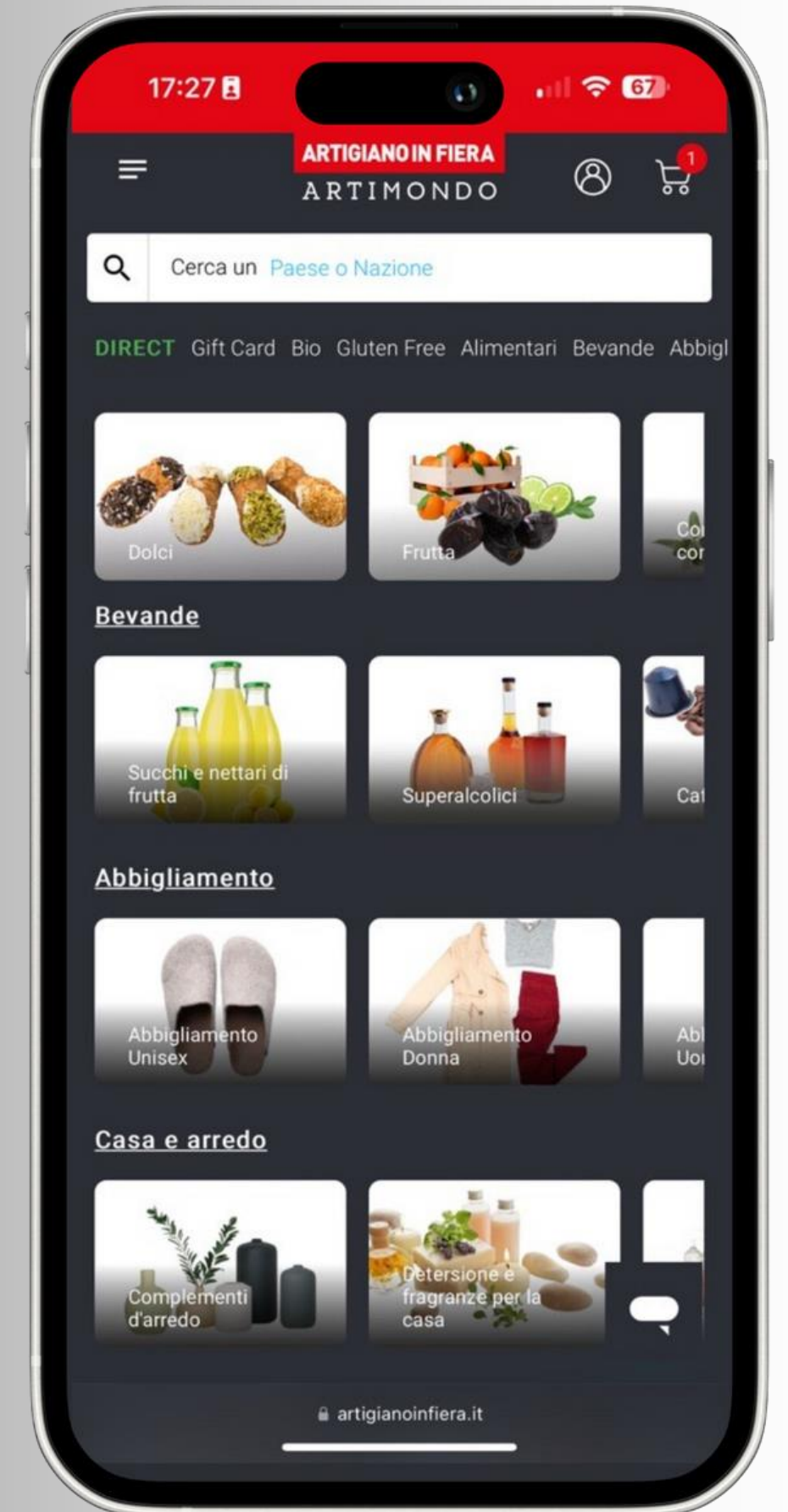
**3.300.000**  
unique  
visitors



**11.000.000**  
pages  
viewed



Food, Clothing and Accessories, Home and Furnishing, Jewelry, Health and Beauty, Leisure and Creativity.



# MARKETING OPPORTUNITIES AT THE FAIR AND ALL YEAR ROUND

Artigiano in Fiera is an opportunity to boost the visibility of **your business** and **region** through **promotional tools** at the physical exhibition and a series of digital opportunities all year round.



## PROMOTE YOUR BUSINESS

to millions of contacts;



## SUPPORT AND STRENGTHEN

your visibility at the fair;



## PLAN MARKETING AND COMMUNICATION ACTIVITIES

directed towards an interested market;



## PRESENT NEW PRODUCTS

to a varied audience.



# DIGITAL PROMOTIONAL TOOLS TO INCREASE VISIBILITY

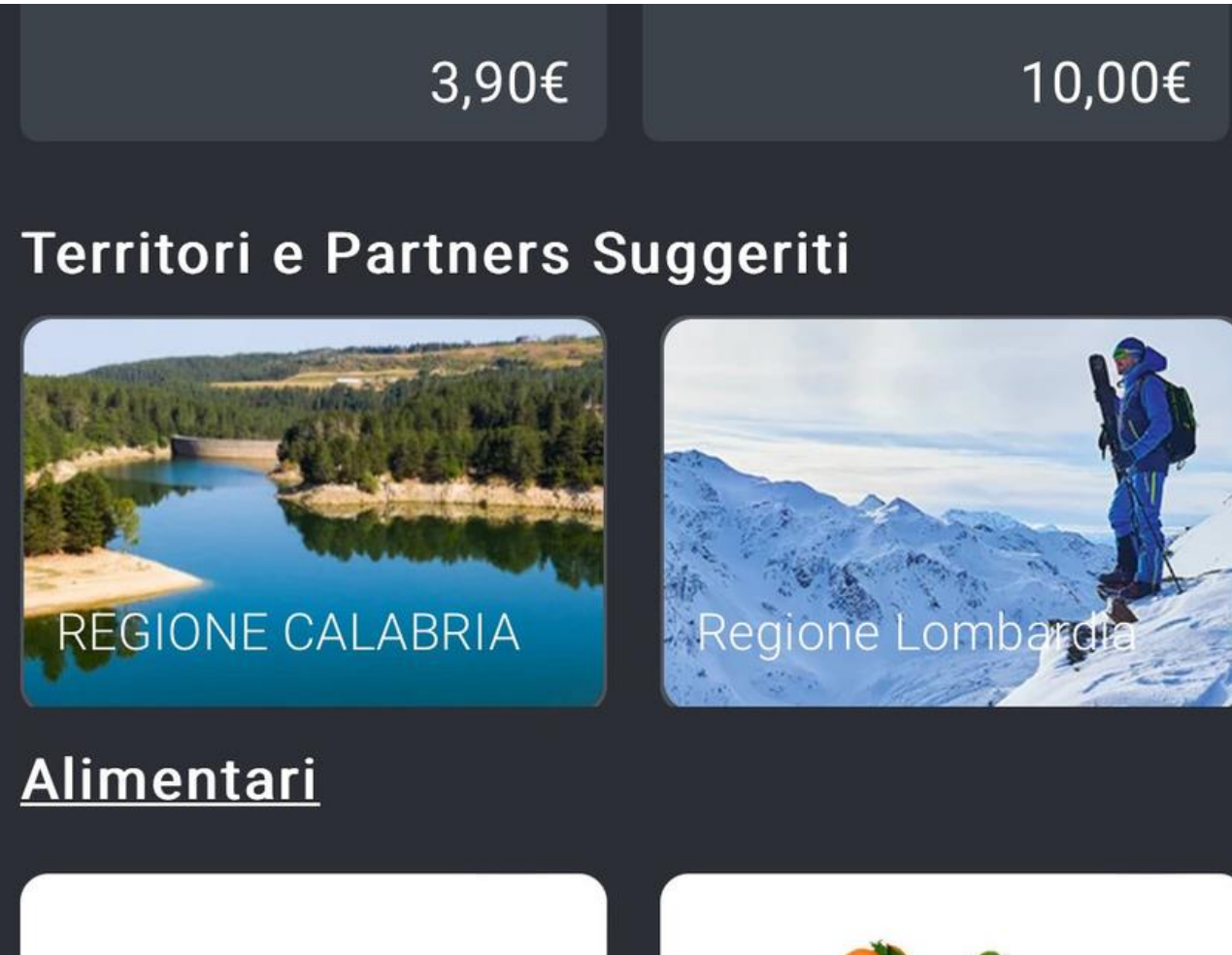
## Newsletter

aimed at a Community of **1,800,000 members**.  
A profiled audience interested in the content of regional promotions



## Social Network

per raggiungere sui profili Facebook e Instagram di Artigiano in Fiera **centinaia di migliaia di contatti**.



## Featured Channel artigianoinfiera.it

box with image **in the central part of the home page and link to a landing page** with content reserved for the territory.

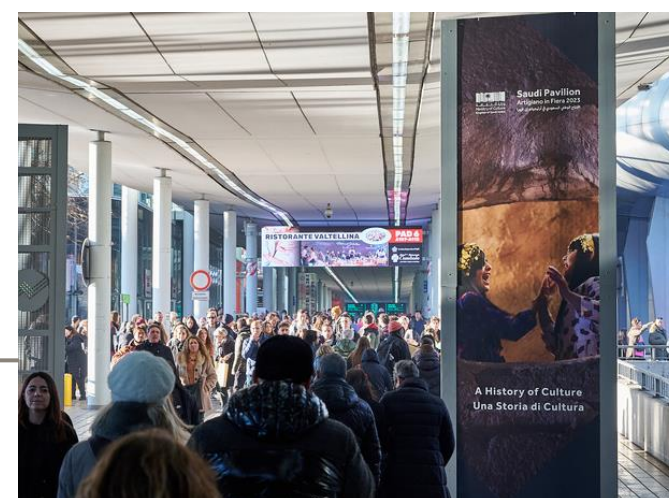
## Domination banner artigianoinfiera.it

banners present **on all pages of the site** that promote the territory, viewed by hundreds of thousands of users.

# PHYSICAL PROMOTIONAL TOOLS TO INCREASE VISIBILITY

## Totems and Signage

Dedicated signage indicating **the presence of the territory**, institutional and exhibition signage at the fair.



## Ledwall Digital

**Innovative digital** communication tools that promote the area and capture the visitor's attention directly at the fair.

**30 NOVEMBER - 8 DECEMBER 2024**  
**FIERAMILANO (MILAN, ITALY)**

# **ARTIGIANO IN FIERA**

**THE WORLD'S MOST IMPORTANT EVENT  
DEDICATED TO CRAFTS**

[ARTIGIANOINFIERA.IT](https://artigianoinfiere.it)



**FIERA MILANO**