



# L'Artigiano in Fiera

16<sup>TH</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION



FIERA MILANO



DECEMBER 3-11, 2011  
**fieramilano**  
RHO (MILAN), ITALY



# THE GLOBAL ARTS AND CRAFTS VILLAGE

Tradition, history, originality and culture.  
A story within a story: **craftsmen are the protagonists.**



# L'ARTIGIANO IN FIERA

## ORIGINALITY, QUALITY, PASSION AND INGENUOUSNESS

The originality and quality of the products, **the ingenious and passionate work** of craftsmen and their histories: these are the elements that characterise L'Artigiano in Fiera, the biggest and charming **craftsmanship global village**.

### Tradition and culture

The international event dedicated to **the tradition and culture of crafts from countries all over the world**: typical products, musical events, dances, colours and the flavours that show the history of the world and its peoples.

### A positive context

The exhibited products are the results of the **work and innovative capability** of craftsmen.  
A positive moment in which mankind communicates with its conception of life and its ideals.

### The beauty of craftsmanship at work

A symbol of beauty which the public acknowledges, appreciates and is enticed to purchase.  
This beauty that craftsmen communicate is the soul and secret of *L'Artigiano in Fiera*.





## WHY L'ARTIGIANO IN FIERA

### For Institutions:

- > An opportunity to promote their territory through its main resources: craftsmanship, art, culture, tourism, food and drink.
- > To communicate the best of local craftsmanship to a wide public in an evocative way, through a coordinated presence also in terms of the setting and graphics.
- > To relive local traditions through characteristic, musical, folklore, customs and catering events as well.

### For Companies:

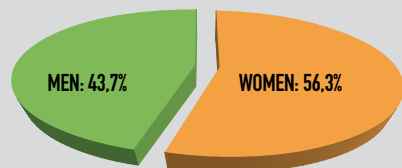
- > The ideal event to promote and sell their products, exhibiting them to a diversified public which includes retailers, wholesalers and distributors.
- > Start new trading relationships which continue all year round, and open out to new international markets.
- > Learn and discover new opportunities for their enterprise's activities by comparing it to the other enterprises exhibiting their products.



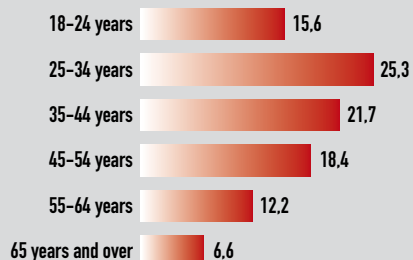


## VISITORS PROFILE

### Sex



### Age



### Visitors level of satisfaction\*:

Visitors to L'Artigiano in Fiera 2010 expressed a high level of satisfaction for the event: the products on exhibition, the services, organisation, and accessibility of the fair area. The average percentage of positive opinions was 95%.

### Willingness to return\*:

Visitors to L'Artigiano in Fiera 2010 expressed a strong willingness to return for the next edition: in fact, 95% of people were likely to return.

*\*Source: market research-Acqua Research-2,000 interviews*

## AF 2010 FIGURES

- 2,900 exhibitors
- 109 countries in 5 continents
- 44 typical restaurants and 6 tasting areas
- 150,000 sq.m
- over 3 million visitors







## THE PROMOTIONAL AND ADVERTISING PLAN

An impressive promotional plan will be realised through national and local channels. The main channels used are the following: bill posting in the main cities in Lombardy and northern Italy, Radio and TV spots, leafleting.

## AN EVENT WHICH LASTS THE WHOLE YEAR ROUND

### NEW ON-LINE TOOLS TO GIVE ARTISANS GREATER VISIBILITY

The on-line L'Artigiano in Fiera tools help visitors to get to know and develop relationships with the craftsmen before the fair begins, improving their fruition of the fair, and benefitting their direction, the search for craftsmen and access to the event's services.

### iAF: APPLICATION FOR IPHONES AND MINI-WEBSITES MOBILE.ARTIGIANOINFIERA.IT FOR CELLULAR PHONES

The iAF application for iPhones and the mini-website [mobile.artigianoinfiera.it](http://mobile.artigianoinfiera.it) allow the public to find out the general details and location of the stands of all the craftsmen, even indicating the best route to take to reach them.





## WHO CAN PARTICIPATE

### PRODUCT CATEGORIES

- > Giftware and fancy goods
- > Clothing and accessories
- > Furniture and furnishing accessories
- > Gold and jewellery
- > Traditional specialities, food and drinks

## THE REQUIRED DOCUMENTATION

### Exhibitors must attach the following to their admission application:

- > Photos of all the products they wish to exhibit
- > A recent copy of a Chamber of Commerce search that certifies their trade as a craftsman or importer of craft products
- > A photo of the workshop where the products are made

### Importers must also attach the following:

- > A detailed list of the craftsmen they buy products from
- > A letter from at least one of these craftsmen declaring that his craft products are imported to Italy exclusively by the company wishing to participate in the event
- > Photo (s) of the workshop (s) where the products are produced showing the craftsmen at work
- > Import documentation



## HOW TO PARTICIPATE

FILL-IN THE ON-LINE APPLICATION ON THE WEBSITE [WWW.ARTIGIANOINFIERA.IT](http://WWW.ARTIGIANOINFIERA.IT)

### EXHIBITION COSTS\*

- > 231 euro/sq.m., including shell scheme stand (partition walls, carpeting, a sign with the name of the exhibitor, lighting, electricity socket and switch)
- > + Supplement of 28 euro/sq.m. for open sides (corner stand)
- > + 250 euro registration fee (to which euro 84 must be added for all risks insurance)
- > + 250 euro registration fee for each artisan firm (apart from the person or firm taking the stand) or company represented in collective stands

Exhibition modules from 12 and 16 sq.m. and multiples.

\*VAT not to be applied to exhibiting companies resident outside Italy // \*DPR 633/72 Art. 7 quinquies



## OPENING HOURS FOR VISITORS

On weekdays (December 5 and 6): from 3 pm to 10.30 pm

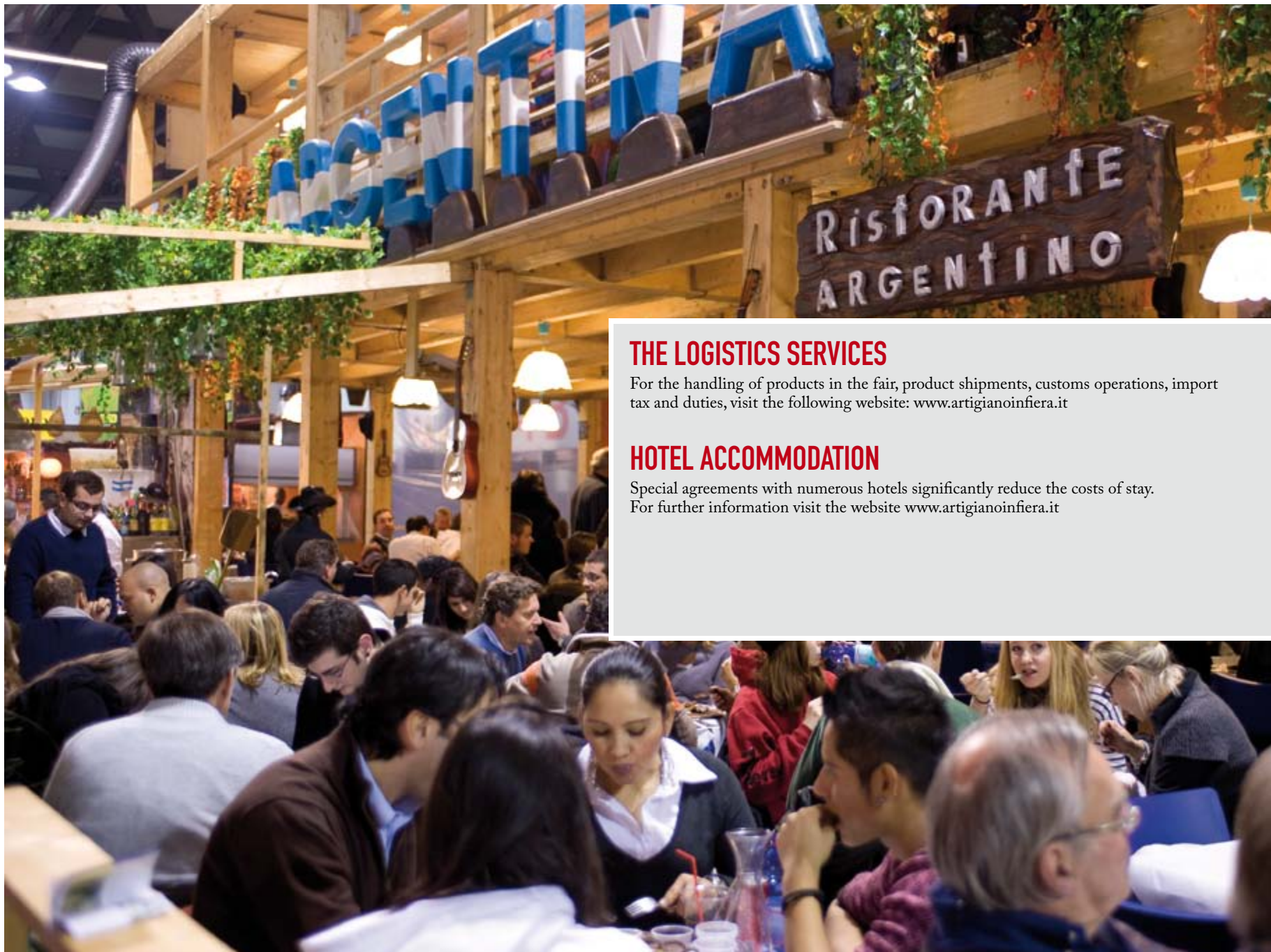
Saturday and holidays (December 3, 4, 7, 8, 10 and 11):  
from 10 am to 10.30 pm

## NEW OPENING TIME

Friday December 9 opening hours are from 10 am to 10.30 pm

## FREE ENTRANCE





## THE LOGISTICS SERVICES

For the handling of products in the fair, product shipments, customs operations, import tax and duties, visit the following website: [www.artigianoinfiera.it](http://www.artigianoinfiera.it)

## HOTEL ACCOMMODATION

Special agreements with numerous hotels significantly reduce the costs of stay. For further information visit the website [www.artigianoinfiera.it](http://www.artigianoinfiera.it)

## THE MILAN FAIR

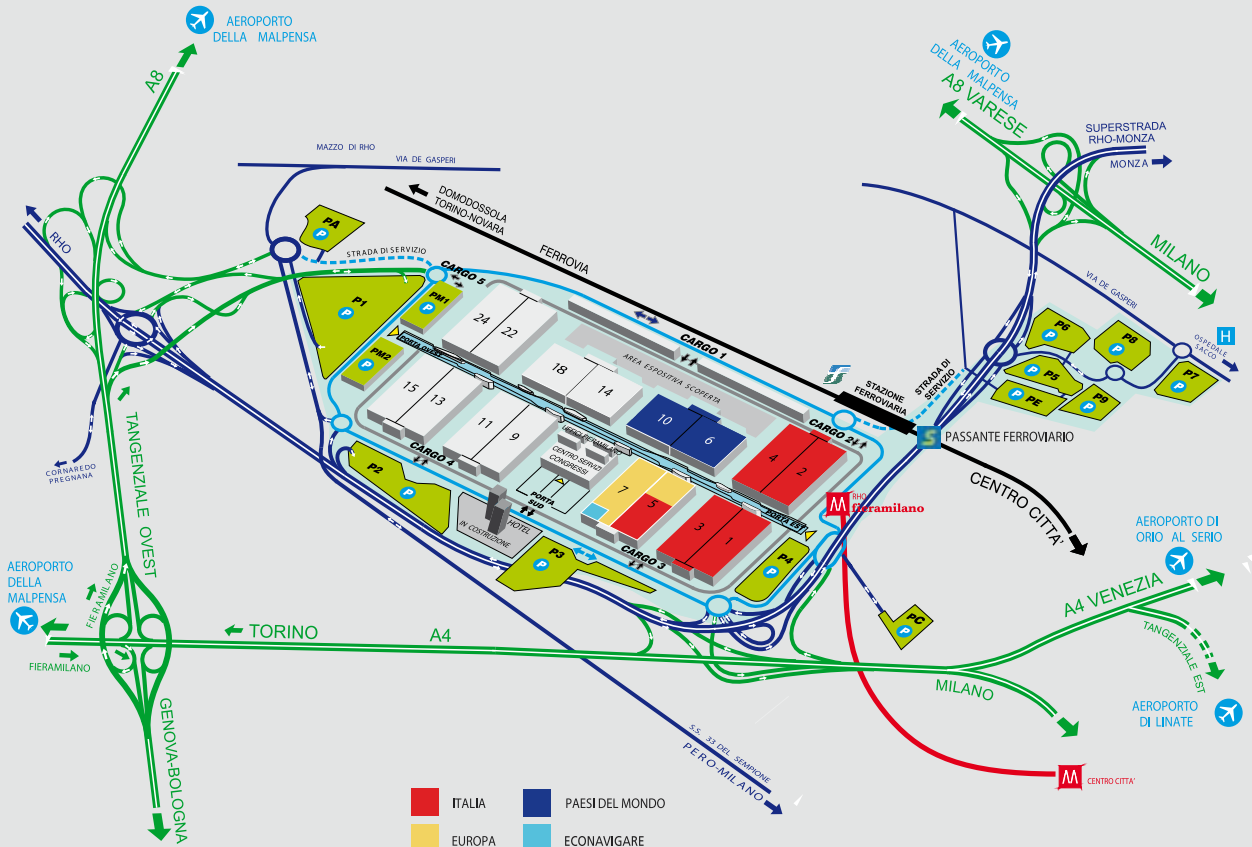
The building and services of a great international fair, a strategic location that allows a substantial expansion in its use and a significant domestic and international public.

### THE EXHIBITION AREA'S CHARACTERISTICS

- > L'Artigiano in Fiera is spread over an extremely big mono-planar area with lots of room
- > Availability of enormous parking space and services, also for setting up and dismantling stands and for supplies.

## THE CONNECTIONS

- Milan's subway, line 1, RHO-FIERAMILANO stop
- The railway, RHO FIERA stop
- High speed train from Turin, RHO-FIERAMILANO stop
- The most important motorway routes: A4 Turin - Venice, A8 Milan -Varese, A9 Milan - Chiasso.
- Milan's western ring-road (connected to the A7 Milan-Genova motorway, the A26 Genova-Gravellona Toce motorway, and the A1 Milan-Bologna motorway).
- Strada Statale 33 del Sempione main road





SPONSORED BY:

# L'Artigiano in Fiera

## 16<sup>TH</sup> INTERNATIONAL CRAFTS SELLING EXHIBITION

**Exhibition Offices:**



**Milan Office**  
 Viale Achille Papa, 30  
 20149 Milan (Italy)  
 Tel.+39.02.319.119.11  
 Fax+39.02.319.119.20

**Rome Office**  
 Via Umbria, 15  
 00187 Rome (Italy)  
 Tel.+ 39.06.978.410.52  
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