

No. 04 / International Hardware Fair Italy / Milan, March 31 2025

## The second edition of International Hardware Fair Italy promises to be a success.

**With over 310 exhibitors from 21 Countries and 6,000 visitors from Italy and Europe expected, the event establishes itself as a benchmark for the hardware sector in the Italian and European markets**

International Hardware Fair Italy, scheduled for **Thursday 8 May and Friday 9 May 2025** at Bergamo's trade fair centre, will be the stage for an event that, following the success of the first edition, establishes itself as an essential meeting point for professionals in the fields of hardware, building, DIY, industrial supplies, garden & outdoor supplies, safety, colours, and electrical and automotive supplies.

**With over 310 exhibitors from 21 Countries and 6,000 visitors expected from across Italy and Europe**, including key market players, the 2025 edition promises to be even richer and more dynamic, with a programme of meetings and content designed to provide new opportunities and inspiration for the sector.

"We are extremely pleased with the market's response. The extraordinary participation of buyers and leading market companies unequivocally demonstrates that International Hardware Fair Italy has no rivals in Italy. With one month to go before the fair, we continue to receive registrations from both national and international buyers, thanks also to the strong inbound programme activated, which highlights the growing interest and importance of this event" reports **Thomas Rosolia, Managing Director of Koelnmesse Italia**.

"For this second edition, we are ready to take a step forward in quality: the conference programme will be even more engaging and of a higher standard. The participation of buyers in our Matchmaking programme will increase significantly, offering an unmissable opportunity to connect with industry professionals. Furthermore, in the Test & Demo Area, exhibitors will organise practical demonstrations of their product innovations," emphasized **Alice Brambilla, International Hardware Fair Italy Project Manager**.

### Highlights of the event:

The event will offer numerous networking opportunities, updates on the latest industry news, and chances for dialogue among key market players:

- **Exhibition area:** a vast exhibition showcasing innovative tools, machinery and products.
- **Matchmaking:** a free service promoting contact between companies and buyers, with more than 300 meetings already scheduled.



International Hardware  
Fair Italy  
Fiera di Bergamo  
8-9 May 2025  
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- **Incoming buyers:** an incoming programme for buyers from Italy, all over Europe and North Africa.
- **Store check:** an initiative organised in collaboration with EDRA/GHIN to visit a selection of traditional supply chain and large-scale retail stores on the day before the fair opens.
- **Test & Demo Area:** a large outdoor area dedicated to companies for live demonstrations of the latest innovations and showcasing products in action to an audience of highly qualified visitors. The area will also feature a food court

### A focus on key themes of the market and a complete visitor experience

The conference programme will offer a wide-ranging overview of key trends of the market, with a special focus on:

- **Digitalisation:** how the new technologies are transforming the industry, and what opportunities this offers for enterprises.
- **Sustainability:** new models of consumption and the most innovative green construction solutions.
- **Evolution of distribution formats:** the new challenges facing retail today, and how distribution chains are adapting.
- **The colour industry**
- **Manual and electrical tools**
- **International distribution**

For more information on the programme, go to <https://www.hardwarefair-italy.com/en/events-and-conferences/conferences/conference-second-edition/>

### The partnerships of International Hardware Fair Italy

The fair is supported by the leading sector associations at an international level. Among the partners that have renewed their commitment and support for the event is **EDRA/GHIN**, the association that brings together DIY and home improvement stores and retailers globally, covering both physical shops (over 34,000 in 78 countries) and major retailers and digital platforms. Also noteworthy is the confirmed collaboration with **ZHH** (the association for the specialised hardware trade operating in the DACH region); **FWI**, the association of tool manufacturers in Germany; **Assofermet Ferramenta** (the Italian wholesalers' association); **MADE4DIY** (the Italian consortium of DIY and gardening manufacturers); **ASCOM of Bergamo**; **Assodimi//Assonolo**; and **Confartigianato Imprese Bergamo**.

### The ideal location

Fiera di Bergamo, which will host the event, located behind Orio International Airport and at the crossroads of major motorway routes, confirms its central role in the success of the exhibition

### The award

International Hardware Fair Italy will also host a new edition of the **Product of the Year Award**, a highly anticipated recognition for the exhibiting companies.

**Visitor portal registration**

For more information about the event and to register for free admission, visit <https://www.hardwarefair-italy.com/en/ticket-shop/get-your-free-ticket-now/>

So, the event is set to return to Bergamo on Thursday, 8 May, and Friday, 9 May 2025.

**Koelnmesse - industry trade fairs for the hardware industry:** Koelnmesse is the global leader in hosting top-tier international trade fairs for the tools and hardware sector. Its leading event, EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR, is held in Cologne, where Asia-Pacific Sourcing, the largest sourcing platform outside of Asia, also showcases its products. Beyond Cologne, Koelnmesse is expanding its portfolio across key international markets. The China International Hardware Show in Shanghai, International Hardware Fair Italy in Bergamo, International Hardware Fair India in New Delhi and El Gran Salón Ferretero in Colombia are leading regional trade fairs with international participation. New additions to the portfolio are the International Hardware Fair Indonesia in Jakarta and the International Hardware Fair Saudi Arabia in Riyadh, both set to take place in 2025.

**Upcoming events:**

International Hardware Fair Saudi Arabia, Riyadh 16.-18.06.2025  
International Hardware Fair Indonesia, Jakarta, 24.-27.09.2025.

**Note for editors:**

International Hardware Fair Italy photographic material is available in the image database on our website, in the "Press Area".

More information for the press at:

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