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Press Release

International Hardware Fair Italy

Fiera di Bergamo

5-6 May 2023

www.hardwarefair-italy.com

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SUCCESS BEYOND ANY EXPECTATION FOR THE DEBUT OF INTERNATIONAL HARDWARE FAIR ITALY

*More than 5,300 visitors from 30 countries. The new trade fair, powered by EISENWARENMESSE,* *achieves its goals and meets the expectations of visitors and exhibitors.*

**INTERNATIONAL HARDWARE FAIR ITALY**

The first edition of International Hardware Fair Italy took place from 5-6 May 2023 at Fiera di Bergamo. International Hardware Fair Italy 2023, organised by Koelnmesse Italy on the model of EISENWARENMESSE, was sold out with 302 exhibitors in its two halls. The trade fair experienced a strong participation from international companies from 20 countries, including group and individual participants. Along with a strong European participation from **Italy, Germany, France, Spain, Belgium, Switzerland, Poland, Greece, Bulgaria, Holland, Slovenia, United Kingdom, Norway, Serbia and Turkey** companies from **Australia, India, Taiwan, China and Unites States** joined the premiere event.

The strong synergy with EISENWARENMESSE, the world's largest trade fair for the sector is the basis for the immediate success of the new events’ first edition that registered more than 5,300 visitors from 30 different countries. International Hardware Fair Italy aims to become the new Italian "home" of hardware both at Italian and European level and hosts the entire world of hardware, building, DIY, outdoor & garden, as well as safety, paints & colours, electricity and industrial supplies. Complementary to EISENWARENMESSE the Italian event is held in odd years.

**A platform that meets the real needs of professional industry**

“For some time now, we have been gathering clear signals from the Italian and European market to organise an event dedicated to the hardware, building and DIY world, which was not yet present in Italy. And the market proved us right,” commented Markus Oster, Vice President Trade Fair Management, Koelnmesse GmbH in Germany. “The success of this first edition comes from all our experience as trade fair organisers, which has enabled us to structure a trade show exhibition that meets the real needs of the industry. Also thanks to the strong support to this first edition of the many European and Italian associations, we managed to create the most representative platform in Italy for the European market,” added Thomas Rosolia, CEO of Koelnmesse Italy.

**International Hardware Fair Italy partners with EDRA/GHIN**

The partnership with EDRA/GHIN (European DIY Retail Association-EDRA, and Global Home Improvement Network-GHIN) represented an important step towards establishing the event at European level. “The International Hardware Fair Italy was one of the most successful first editions of a Trade Fair that I have had the pleasure of experiencing” commented **John W. Herbert**, General Secretary of EDRA/GHIN. “The organisers of the coming together of the industry in Bergamo can be most proud for what they have accomplished with this show, which will have a most promising future.”

**The national and international associations’ support**

The leading associations in the different sectors, more than twenty of them both Italian and European, also confirmed their support and cooperation for the trade fair. Among them, we can mention ZHH, the Professional Association for the Hardware Trade; FWI, the Association of Tool Manufacturers in Germany; Assofermet Ferramenta, the Italian Association of Hardware Distributors. At regional level, the response was also strong, gaining the cooperation of organisations with strong roots in the region, including Ance Bergamo, Confartigianato Imprese Bergamo, Confindustria Bergamo and, in particular, Ascom Confcommercio Bergamo, which includes one of the largest hardware business networks in Italy.

**The key role of matchmaking**

The matchmaking programme was a key event to enable companies and distributors/dealers to meet at the trade fair. More than 200 meetings were organised during International Hardware Fair Italy, thanks to the collaboration with national and European distribution partners with specialisation in the different channel clusters involved in the event.

**The conferences**

The conference programme included two days of discussion on the most topical issues: industry scenarios, panel discussions between manufacturers and distributors from the physical and online channels, and an extensive programme of professional workshops.

The first morning was dedicated to the international market scenario in the hardware, building and DIY sectors, and the strategic and economic drivers that will condition the supply chains in the coming years. In the afternoon slot, the conference was dedicated to trends in modern home improvement, and the evolution of the national and international large-scale retail network.

The conference on the second event day was dedicated to renewal in independent technical retail, the evolution of B2B and social communication, and the new expectations of the professional consumer post Covid, with a focus on the world of colour in the ColorDay event.

The garden & outdoor market played a leading role in the conference dedicated to trends in the green distribution world and garden centres, with an in-depth look at the Green Bonus and innovation in gardening equipment.

The Product of the Year Award - a collaboration between International Hardware Fair Italy and Assofermet Ferramenta - as well as the Oscar del Negozio ferramenta and the Negozio Ascom Prize were presented during the award ceremony.

**The industry’s comments on International Hardware Fair Italy 2023**

**Michele Taddei, Sales Director of Bossong spa**

“We are now an historical presence at the Cologne Fair: at EISENWARENMESSE we are very much at home. When the opportunity to participate in the first edition of International Hardware Fair Italy in Bergamo came up, we took it immediately, precisely because of the success of the Cologne fair over all these years. Here in Bergamo, we experienced a similar spirit of internationality in the building sector that exists in Germany. The size of the fair was, of course, smaller, but Italy responded very positively to our expectations.”

**Franco Morganti, CEO of Morganti spa Kapriol**

“From our perspective, the impression of this first edition of International Hardware Fair Italy is definitely positive; for us, it is a successful event, which has met and exceeded our expectations. The event, particularly for the number of visitors and the high profile of the exhibiting companies, is a not to be missed appointment also for future editions. And it will certainly be counted among the most important trade fairs on the European scene.”

**Luca Paccagnella, General Director of Helvi spa**

“We are very satisfied with Helvi participation in the first edition of International Hardware Fair Italy; this international specialised event was very well attended and generated a lot of interest.”

**Petra Pott-Zemanova, General Manager MPS Sägen GmbH**

“The success of the exhibition was very pleasing for our company. The exhibition was very well organised and fully met our expectations.”

**KOELNMESSE – INDUSTRY TRADE FAIRS FOR THE HARDWARE SECTOR:**

As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE – International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach. [www.hardware-worldwide.com](http://www.hardware-worldwide.com)

Available on [Instagram](https://www.instagram.com/hardwarefairita/), [Linkedin](https://www.linkedin.com/in/international-hardware-fair-italy/), [Facebook](https://www.facebook.com/internationalhardwarefairitaly/) and of course on its website: [www.hardwarefair-italy.com](http://www.hardwarefair-italy.com/)

**Next events:**

China International Hardware Show, Shanghai,19-21 September 2023

International Hardware Fair India, New Delhi, India, 2–4 December 2023

International Hardware Fair Cologne, Cologne, Germany, 3-6 March 2024

**Note for editorial offices:**

International Hardware Fair Italy photos are available in our image database on the Internet at [www.hardwarefair-italy.com](http://www.hardwarefair-italy.com) in the “Press” section.

Press information is available at: [www.hardwarefair-italy.com/press](http://www.hardwarefair-italy.com/press)

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