# Press Release

24 March 2022, Milano

INTERNATIONAL HARDWARE FAIR ITALY MAKES ITS DEBUT

***The International Hardware Fair Cologne launches satellite event***

***+++ The new event “powered by EISENWARENMESSE” will be held from 5-6 May 2023 at Fiera di Bergamo***

# Koelnmesse brings the approved trade fair model of EISENWARENMESSE to Italy by launching International Hardware Fair Italy. The new international project for the European market will provide a "home" in odd years to the world of hardware, building, DIY, outdoor and gardening, safety, colour, electrical and industrial supplies. “Our decision to launch International Hardware Fair Italy is in line with our strategy to strengthen our global portfolio while responding to the growing demand in the Italian market” according to Gerald Böse, CEO of Koelnmesse GmbH.

Briefly, this is the commitment that the new event intends to maintain by alternating with the International Hardware Fair Cologne. The Italian event will adopt contents, style, philosophy, objectives and quality of the largest trade fair in the sector worldwide. This new format underlines the great attention of one of the world's most important trade fair organisers for Italy, which, beyond being a leading market, is certainly one of the most attractive location for events of European importance.

The choice of the new location, Bergamo, meets the development and internationality requirements of the new event. It is easily accessible, in a strategic position in northern Italy and well connected to all of Europe.

"For some time now, we have been collecting precise signals from the Italian and European markets for an event that will provide the many sectors mentioned with the necessary continuity of relationship with the market", comments Thomas Rosolia, CEO of Koelnmesse's Italian subsidiary. "We have chosen to put all our experience as exhibition organisers into an international exhibition that meets the real needs of the technical hardware, building and DIY sector. We will achieve this goal with the collaboration of institutional partners and leading production and distribution companies", adds Mr. Rosolia.

International Hardware Fair Italy will be targeting an extremely wide range of visitors: from traditional and professional hardware distributors to tool shops, from large-scale retailers and DIY brands to paint shops and building material retailers. Of course, manufacturers and importers, distributors and decision makers from the industry



International Hardware Fair Italy

Fiera di Bergamo 05-06/05/2023

www.hardwarefair- italy.com

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panel, the increasingly important e-commerce platforms, garden centres, buyers, industry and service companies, will all be present too.

The exhibition is completed by a full calendar of side events: business meetings with major distributors, conferences, demo areas and training workshops to explore the topics and problems of fast-changing sectors.

# See you at International Hardware Fair Italy, 5-6 May 2023 Fiera di Bergamo

**Koelnmesse – Hardware worldwide**

As an international top organiser of trade fairs, Koelnmesse is the global market leader for the product sections hardware/ironware divided up into the segments Tools, Industrial Supplies, Fasteners and Fixings, Fittings, Home Improvement as well as for the innovations of these industries. The leading trade fair EISENWARENMESSE - International Hardware Fair Cologne - as well as Asia-Pacific Sourcing in Cologne, the International Hardware Fair Italy in Milan and CIHS - China International Hardware Show in Shanghai/China - are exemplary for this. [www.hardware-worldwide.com](http://www.hardware-worldwide.com/)

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# Next events:

China International Hardware Show, Shanghai, 21-23 September 2022

EISENWARENMESSE, Cologne, Germany, 25-28 September 2022

APS, Cologne, Germany, 28 February – 02 March 2023

# 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)

*If you reprint this document, please send us a sample copy.*

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