

HARDWARE
FORUM
ITALY

www.hardwareforum.org

THE ITALIAN HARDWARE SHOW

TOOLS | **FIXING** | BUILDING | **SAFETY** | PAINTING | **ELECTRIC**

MORE
THAN
A FAIR



EXHIBITION
AREA



MATCHMAKING



CONFERENCES



SPECIAL EVENTS

The B2B event for the hardware sector

22. - 23.09.2021 | *Fieramilanocity* Milano

Partnership:

Bricoday
ExpoForum

Ferrutensil



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EISENWARENMESSE

koelnmesse
we energize your business | since 1924

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WATCH
the official video



Hardware Forum Italy: The Italian Hardware Show

Hardware Forum Italy is recognised as **the main Italian platform for the hardware sector** where Italian and international leading companies present their new products to a qualified audience.

For the exhibitors it is **a unique opportunity to meet customers and develop new business relationships** with buyers, suppliers and local distributors. Visitors gain access to a complete range of products in the hardware, tools, paint, garden, safety, protective equipment, building and electric sectors.

Thanks also to the renewed **collaboration with Bricoday**, Hardware Forum Italy is the only real multichannel event in the Italian hardware sector, able to attract all distribution channels in one single event: traditional, professional, e-commerce and large-scale distribution (DIY). **This year Hardware Forum Italy and the partner event Bricoday will be held under the same roof, in a new and bigger pavilion.**

The modern infrastructure of the pavilion will also allow the event to take place in complete safety and security, in compliance with the current regulations.

Hardware Forum Italy 2020 will offer **a wide range of side activities, a stimulating conference and workshop programme.**

The **Matchmaking service**, reserved to Hardware Forum Italy's exhibitors, will be further developed in 2020. This free, well organised and professional service will allow the companies to meet both national and international selected top buyers. It grants a unique opportunity to find new business contacts and generate relevant business opportunities.

Hardware Forum Italy is **powered by Koelnmesse**, organizer of International Hardware Fair Cologne (INTERNATIONALE EISENWARENMESSE).

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10 Good Reasons to exhibit at Hardware Forum Italy 2021

1

THE ONLY SHOW IN ITALY

It is **the only independent trade fair in the hardware sector in Italy**, covering all product segments of the industry.

2

NEW PAVILION

Hardware Forum will take place in a **new, modern and functional hall** together **with the partner event Bricoday**: the ideal solution for a further improvement of the show.

3

A MULTICHANNEL EVENT

An event addressed to the **entire hardware world** - traditional and professional - as well as to the **large-scale distribution**, thanks to the partnership with Bricoday.

4

A STEP INTO THE ITALIAN MARKET

Thanks to the **high presence of buyers and purchasing groups**, it is a unique opportunity to develop new business relationships in the Italian market.

5

MATCHMAKING

It offers to all exhibitors a professional matchmaking service, free of charge. A unique opportunity to talk - in pre-set meetings - to Italian and international **high level distributors** during the fair.

6

A CENTRAL LOCATION

It takes place in a functional exhibition centre **in the heart of Milan, the main business centre in Italy**. An easy-to-reach location both from Italy and abroad.

7

MORE THAN JUST A TRADE FAIR

Exhibitors and visitors can benefit from a **rich programme of collateral activities**: conferences, seminars, workshops and awards to keep updated on the latest trends of the sector.

8

SUPPORT FROM THE ITALIAN ASSOCIATION

Hardware Forum Italy is **supported by Assofermet Ferramenta, the main association in the hardware sector**. The partnership grants the presence of a high number of wholesalers at the show.

9

A GROWING EVENT

The show has become year by year the **most important platform in the Italian market** and it is recognised as the meeting point of the sector.

10

PART OF KOELNMESSE GLOBAL COMPETENCE

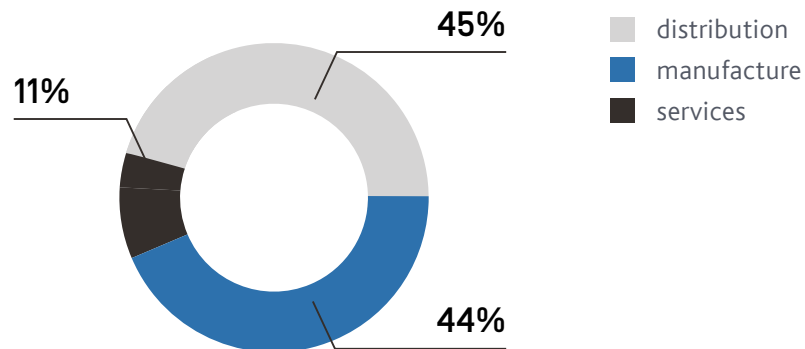
Koelnmesse has bundled its worldwide trade fair portfolio for the hardware sector under **KOELNMESSE: GLOBAL COMPETENCE IN HARDWARE**.

Trade **Visitor** profile

3,450 visitors attended Hardware Forum Italy 2019: **a significant increase compared to last edition (+44%)** concerning especially retailers and wholesalers.

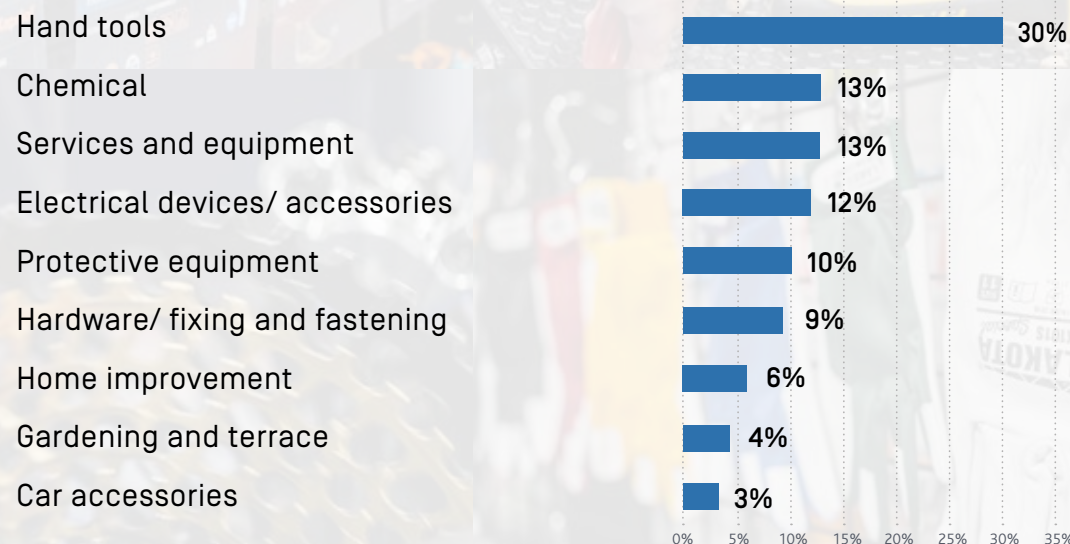
- **45% DISTRIBUTION:** owners of hardware and tool stores, professional hardware stores, wholesalers, paint shops, DIY store owners and GD buyers, other distributors (e.g. building, electronics, etc...)
- **44% MANUFACTURE:** suppliers, industry professionals and sales agents
- **11% SERVICES:** service providers and trade press

3.450 VISITORS



Product segments

Exhibitor profile



DISPLAY
2019 exhibitor list



- Manual hand-held tools
- Power tools and accessories
- Workshop and factory equipment
- Protective equipment
- Safeguarding systems
- Fixing and fastening technologies
- Furniture, window and door fittings, decorative metal wares
- Colours and paints
- Sanitary ware and fittings
- Materials and chemical products
- Interior fittings
- Building materials, elements and accessories, outdoor structures, automotive suppliers and accessories
- Car accessories
- Outdoor and garden accessories
- Electrical and energy supplies

Types and rates of pre-assembled stands at Hardware Forum Italy 2021

**EARLY BIRD
DISCOUNT**
WITHIN
31.12.20



A **SINGLE STAND**
MEASURES: mt 3 x 2,5
RATE: **2.800 EURO**



B **DOUBLE STAND**
MEASURES: mt 6 x 2,5
RATE: **5.000 EURO**



C **TRIPLE STAND**
MEASURES: mt 9 x 2,5
RATE: **7.500 EURO**



D **ISLE STAND**
MEASURES: mt 6 x 5
RATE: **9.500 EURO**

THE PRE-ASSEMBLED STAND INCLUDES:

- White wooden panel walls
- Carpet
- Table
- Chairs
- Spotlights
- Sockets
- Banner for company name
- Exhibitors pass
- Parking permits

In addition to the pre-assembled stand solution, it is possible to buy **RAW SPACE**.

Do not hesitate to contact us for further information!

CONTACT US
for more info



Matchmaking Service: pre-booked meetings between exhibitors and distributors



All exhibitors will have **the chance** to join Hardware Forum Italy's Matchmaking service, a great opportunity **to start new strategic commercial relationships** with the most important Italian, traditional and professional distributors/wholesalers, the best e-commerce platforms and leading national and international buyers.

Through the new dedicated digital platform, exhibitors will be able to manage their own calendar of meetings - both physical and virtual.

Meeting planning before the event > trade fair appointments > new business opportunities

In the last edition 25 qualified distributors and buyers joined the Matchmaking activity and 250 meetings were held. The service will be intensely enhanced by increasing the number of distributors and by adding **new segments such as building, tools, safety, electric and colour.**

Here some of the main distributors taking part in the Matchmaking programme



The Hardware Forum Italy **sponsor packages**



Sponsor packages

The sponsor packages are designed to guarantee maximum visibility to the sponsors of Hardware Forum Italy before, during and after the event, thanks to **a rich mix of promotional activities** addressed to a wide and qualified professional target group.

There are **3 sponsor packages**:

- **Standard:** online visibility
- **Gold:** online and on-site visibility
- **Premium:** maximum and exclusive visibility

FIND OUT MORE
about Sponsor Packages ➔

Sponsor:



Hardware Forum Showcase

Hardware Forum Italy Showcase is the online platform dedicated to the promotion of exhibitors for a period of 12 months on the show website. It is promoted through online banners on Hardware Forum Italy website as well as all communication activities addressed to potential visitors and through specific newsletters. This service can be booked individually or combined with a sponsor package.

FIND OUT MORE
about Hardware Forum Showcase ➔

Hardware Forum Italy 2021: Ferramenta World



Ferramenta World Area

A **special area** inside the pavilion dedicated to retailers and manufacturers. Companies can use this **space to present the latest products and innovative services**, displayed as in a real hardware shop.

Hardware shops can find exhibiting solutions, ideas and services to renovate their shop.

An eye-catching project designed to **increase the visibility of exhibitors** at the fair and **focus visitors' attention** on the latest market news.



Hardware Forum Italy Awards



Hardware Forum Awards

The Hardware Forum Italy Award is aimed at rewarding the excellence among traditional and specialised stores; an initiative that is growing year after year thanks to the participation of stores that have introduced innovative activities in the following categories: web, marketing and social initiatives, innovative exhibition solutions, customer service or specialisation.

A qualified jury consisting of journalists from the traditional and social media, experts from the sector, the academic world, associations and opinion leaders will evaluate the candidates by selecting the nominees and awarding the prizes during Hardware Forum Italy 2021.



“Product of the Year” Prize

The Product of the Year prize, launched in 2019, completes the value chain of the hardware sector. In 2019 were taken into consideration the following categories: products design, innovation and green (eco-sustainable) production.

Manufacturer Prize

The Manufacturer prize is dedicated to the best 100 producers in the hardware sector, selected through a complex evaluation analysis based on economic parameters such as transparency, reliability and credit rating. The winners are selected in collaboration with **Assofermet** and **Cerved Group**.



Hardware Forum Italy Conference

Two days of **training, education and information**, a unique opportunity for the Italian hardware professionals to be up to date on the latest innovations and market trends.

Workshops and round tables where manufacturers and distributors can talk and share their experiences and views on the most current topics.

The conference is organised **in collaboration with Assofermet Ferramenta** (the association of Italian hardware wholesalers)



ColorDay

ColorDay is a **conference event for colour and paint** and for the operators of the hardware/colour sector in Italy: retailers, distributors and their employees, wholesalers, agents, industries and craftsmen.

Promoted jointly by Radio Colore, Colore & Hobby and Hardware Forum, ColorDay offers an update on important and current topics in the colour sector.

WATCH
2019 videos



www.hardwareforum.org



FIND Mi. Co.
on Google Maps



New Location: Fieramilanocity

Hardware Forum Italy 2021 will be held in pavilion 3 of Fieramilanocity, a functional and modern venue right **in the city centre of Milan** that will allow the event to take place in complete safety and security, while respecting the current regulations.

The location is **easily accessible** from the **motorway**, the **railway stations** and the **airports** and from a dedicated **subway stop** (Lilac Line M5 - Portello station next to the entrances).



Entrance:

Viale Scarampo - Portello station – Lilac Line M5



HARDWARE FORUM ITALY

LA FIERA DELLA FERRAMENTA 25-26/09/2019

IN CONTEMPORANEA CON
Bricoday
ExpoForum

INGRESSO

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we energize your business | since 1964

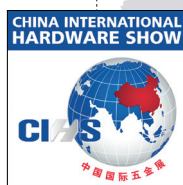


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The international exhibitions network of Koelnmesse in the hardware sector




08.-10.10.2021



China International Hardware Show

SHANGHAI | 08.-10. OCTOBER 2021

China International Hardware Show [CIHS] is Asia's top trade fair for the entire hardware and DIY sectors offering a comprehensive overview over products and services to an audience of specialist traders and buyers. CIHS is the number one platform to enter or expand business in the Chinese market and the ideal gateway for international brands looking to gain firm foothold in China. **The last edition hosted 2,620 exhibitors and more than 40,000 visitors.**

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06.-09.03.2022



EISENWARENMESSE International Hardware Fair Cologne

COLOGNE | 06.-09. MARCH 2022

EISENWARENMESSE – International Hardware Fair Cologne is the largest and most international fair in the hardware sector offering a wide range of products from tools, to fasteners, fixings and fittings, through to industrial and home improvement supplies. It is the must-attend biennial event where the entire global industry presents what is important and what will become important in the hardware sector. **2,770 exhibitors from 58 countries and more than 47,000 visitors from 143 nations participated in the last edition.**

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02.2023



Asia Pacific Sourcing

COLOGNE | FEBRUARY 2023

APS –Asia-Pacific Sourcing is the communication platform for products, innovations and trends for the house and garden segment made in the Far East. Since its premiere in 2005, Asia-Pacific Sourcing has established itself as the number one sourcing platform in Europe. In 2019, **786 exhibitors from 18 countries of the Far East** have presented a huge diversity of products for the house, garden and leisure sector, to **around 7,700 visitors coming from 84 countries.**

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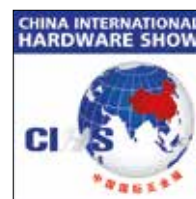
Hardware Forum is an initiative powered by Koelnmesse

Hardware Forum Italy is part of “Global Competence in Hardware”, the network of Koelnmesse international fairs in the hardware sector.

Koelnmesse is a leading trade fair organiser – based in Cologne - active in 25 commercial sectors, with more than 70 fairs and 2,000 conferences organised all over the world.

Thanks to its long-time experience in organising fairs and events, it offers professional and innovative solutions for all company needs, in Cologne and worldwide.

KOELNMESSE: GLOBAL COMPETENCE IN HARDWARE



www.koelnmesse.it

Stay tuned!



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