

# Fastener Fair Italy has international appeal

The first edition of Fastener Fair Italy took place from 28<sup>th</sup> – 29<sup>th</sup> September at the MiCo – Milano Congressi. Claire Aldridge, deputy editor, visited what was arguably one of the most successful launches of a Fastener Fair to date.

Over 2,600 managers, engineers and buyers from a wide cross section of industry attended the two day event. While the majority were from Italy, 36% of visitors were from a further 58 countries including France, Germany, Turkey, the UK, and the USA – underlining the international appeal of the event. Of those visiting the show 39% were distributors or suppliers of fastener products to users, 32% were fastener or fixing manufacturers, 25% were wholesalers or suppliers to resellers, and 16% were fastener or fixing users.

Olivia Griscelli, exhibitor director for organisers Mack Brooks Exhibitions, said: “Both visitors and exhibitors warmly welcomed this event, confirming its potential for generating new business, highlighting the latest product developments and, most importantly, creating valuable opportunities for face-to-face contact.”

In all, 170 companies from 13 countries such as Spain, France, Germany, the Netherlands, the UK, Turkey, and Norway exhibited at the show. Presenting diverse and innovative products aimed at a wide range of sectors, exhibitors included Ambrovit SpA, BRALO S.A, Chavesbao, Defremm SpA, Fastbolt GmbH, Lederer GmbH, Nord-Lock Srl, Vorpa Srl, VIPA SpA, and washer manufacturer Sipa Srl.

Sipa commented: “There was a lot of uncertainty in the success of this new event, which was held just six months before the historical Fastener Fair Stuttgart. We were, however, pleasantly surprised by the large number of visitors attending the show and also the quality of those who were either buyers or decision makers. As the show was two days it was busy all the time and we were always engaged with customers. We will definitely be part of the next event as we believe this exhibition will have an important role in this specific sector in the Italian market.”

The fair also saw 87 new exhibitors (51%) – some of whom hadn’t exhibited at trade shows before or for a number of years – 74 of these were Italian companies. One such company was Bontempi Vibo SpA – participating in its first trade fair for more than 15 years. The company was introducing its new sister company FRAM Srl to the fastener market as well as its extensive range of products. Vittoriano Calomeni, sales manager at Bontempi Vibo SpA, commented: “The quality and volume of visitors was outstanding and perfectly matched our target range. We met many potential customers from central Europe, northern Africa and eastern Europe. Overall the show was extremely successful for us and we will look forward to the next edition of Fastener Fair Italy.”

Suppliers of fastener manufacturing equipment were also well represented with Dimac Srl, Carlo Salvi SpA, HEROSLAM SAL, Marposs Italia SpA, Regg Inspection Srl, Tecno Impianti Srl, and TesT GmbH. All of these exhibitors reported a successful show, however were disappointed by the limitations of the hall that meant heavy machinery was not able to be brought to the show. →





➔ One exhibitor, SACMA Group, solved this issue by taking advantage of the show's close proximity to its factories. "For both SACMA and Ingramatic the best place to show their capabilities and technologies in Italy are in their factories. The Group has more than 70/80 machines in its assembly divisions. SACMA was therefore able to invite customers to visit its factories and was able to finalise contracts at its headquarters – just 15km from the show. SACMA will definitely join the next exhibition to highlight the 'Italian Excellence' and display its most innovative technology famously named Winning Technologies®. We hope in the future another hall will be used to enable us to bring a machine to the show," stated Frederic Nathan, sales management at SACMA Group.

Dimac Srl was also exhibiting at the show, attracting visitors to its stand with its latest generation SPC-LAB mobile station for fastener measurements and controls. The company also encouraged customers to bring their own master parts for a live demonstration. Dimac commented: "We were able to bring the SPC-LAB to the show due to its mobility and quick set-up time. Customers were impressed by its simplicity, accuracy and versatility and we are pleased the first Fastener Fair Italy was a success for Dimac."

Organisers Mack Brooks Exhibitions received very positive feedback from exhibitors, indicating plenty of valuable business leads and expressing strong approval of both the number and quality of visitors attending the show.

This included international stockist and distributor of small diameter industrial threaded fasteners, Lancaster Fastener Co Ltd. Lee Procter, marketing manager, said: "Overall we were very pleased with Fastener Fair Italy and it definitely proved worthwhile. We welcomed visitors from 24 countries to our stand of which 40% were new contacts. Visitors were a healthy mix of long established customers and fastener distributors new to us wanting to know more about what we do. There was certainly a 'buzz' throughout the event and we look forward to exhibiting again in 2018."

Adding a further important dimension to Fastener Fair Italy was an accompanying programme of free to attend seminars providing insights into issues currently impacting the fastener market. These proved highly popular and attracted approximately 120 delegates overall. These seminars included 'Distribution of fasteners: Market changes and technological innovation' presented by Bruno Troiano of Frontline Consulting, and 'Structural anchors and construction products regulation', by Barbara Sorgato, General Secretary of the European Consortium of Anchors Producers, examining major changes in the CE marking of European construction products.

Altogether, exhibitors reported a successful show and were pleasantly surprised by the international feel of the show and the quality of visitors. It was certainly clear from walking the aisles and the constantly busy stands that business was taking place. The convenient location of the show proved popular with both visitors and exhibitors – particularly those from Italy – who were unanimous in their excitement and anticipation for the next edition of the fair.

Fastener Fair Italy will return to the MiCo in Milan in September 2018, with dates to be announced. The next edition will also see the show move to the larger South Hall at the MiCo, which will provide space for the event to expand. +

