



Assoprom President Marco Busini (2nd f.t.r.) opened the show. Next to him on the left, the organiser Flavio Cantarero.



Satisfied with the event: Bruno Specia, heri.

Expo della Comunicazione, Catania Weekend enjoyment

I – Marco Busini, President of the Italian promotional products association, Assoprom, cut through the ribbon with a determined snip and in doing so officially opened the Expo della Comunicazione.

Supported by Assoprom, the show for the Southern Italian promotional products industry took place for the third time from February 25-27, 2011 in the Centro Commerciale Etnapolis in Belpasso (Catania).

According to the official figures, the organiser Flavio Cantarero, H & P, presented 65 exhibitors, including also several internationally-operating companies to the visitors – exclusively promotional products distributors.

Cantarero: "Having sold 3,500 m² of exhibition space we were fully booked. In total 1,200 peo-

ple attended the show, whereby it was especially remarkable that 32.5% of our guests decided to attend the show on Saturday afternoon. In the meantime this show in Catania has completely established itself."

The distributors from Southern Italy evidently consider the trade show to be a significant event that is even worth visiting at the weekend.

Dr. Maximiliano Greco, AGEF: "Companies that want to do business in Southern Italy, simply have to visit this show in Sicily. Sicily is the second largest region in Italy, a lucrative market. Moreover, the people from Southern Italy don't visit the PTE in Milan."

In addition to the high representation of textile companies, a significant number of suppliers of

customising machines exhibited at uniform stands. Companies that supply trophies and prizes were also well-represented at the event and the exhibitors also included several commercial agents, who exclusively offer specific products.

The majority of the exhibitors were satisfied with both the quantity and the quality of the visitors. Flavio Cantarero: "However, this year in comparison to the past we didn't have as many visitors from North Africa. Nevertheless, in the light of the political upheavals in many of these countries this was only to be expected." All in all it was a successful event. ■ *Sche*

www.expodellacomunicazione.it



Textiles and customising technologies dominated the scene.