



FACTS & FIGURES

3 - 6 MAY 2022



1.166 Exhibitors
24% International exhibitors


59.837 Visitors

25% International visitors
1 out of **4** returning visitor


122 Countries

AREAS OF ORIGIN

EU	70,84%
<i>East EU</i>	20,41%
Asia	7,17%
<i>Middle East</i>	5,21%
Africa	12,47%
<i>North Africa</i>	9,19%
Latin America	6,25%
North America	2,56%
Oceania	0,71%

8 Halls
over 53.000 Net sqm

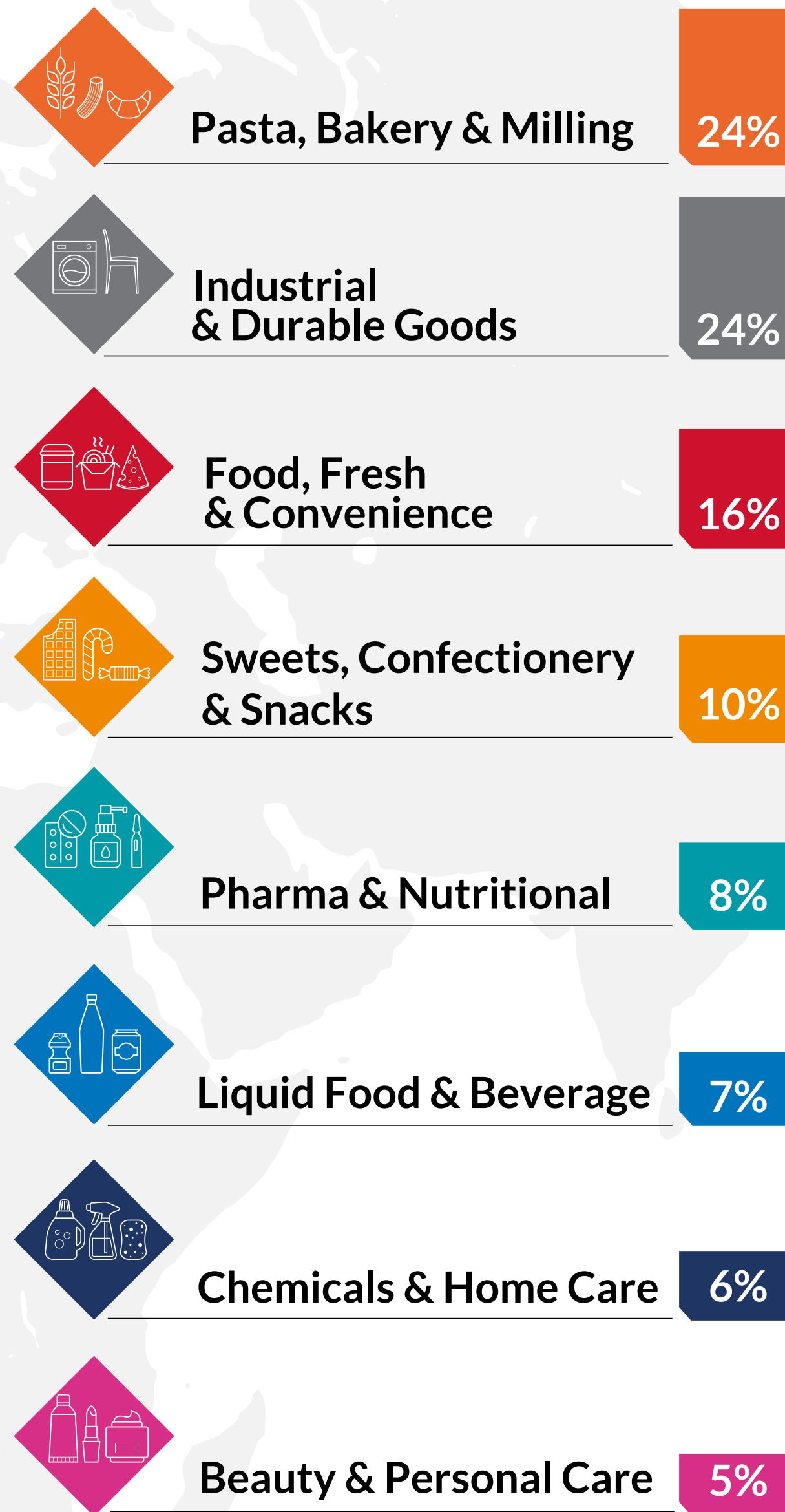
TOP 10 COUNTRIES OF ORIGIN

1. Germany
2. Switzerland
3. Iberian countries
4. France
5. Balcans
6. Maghreb
7. Benelux
8. UK
9. Turkey
10. Greece

350 International VIP buyers
from **46 countries**

400 International media professionals

VISITORS' BUSINESS COMMUNITIES



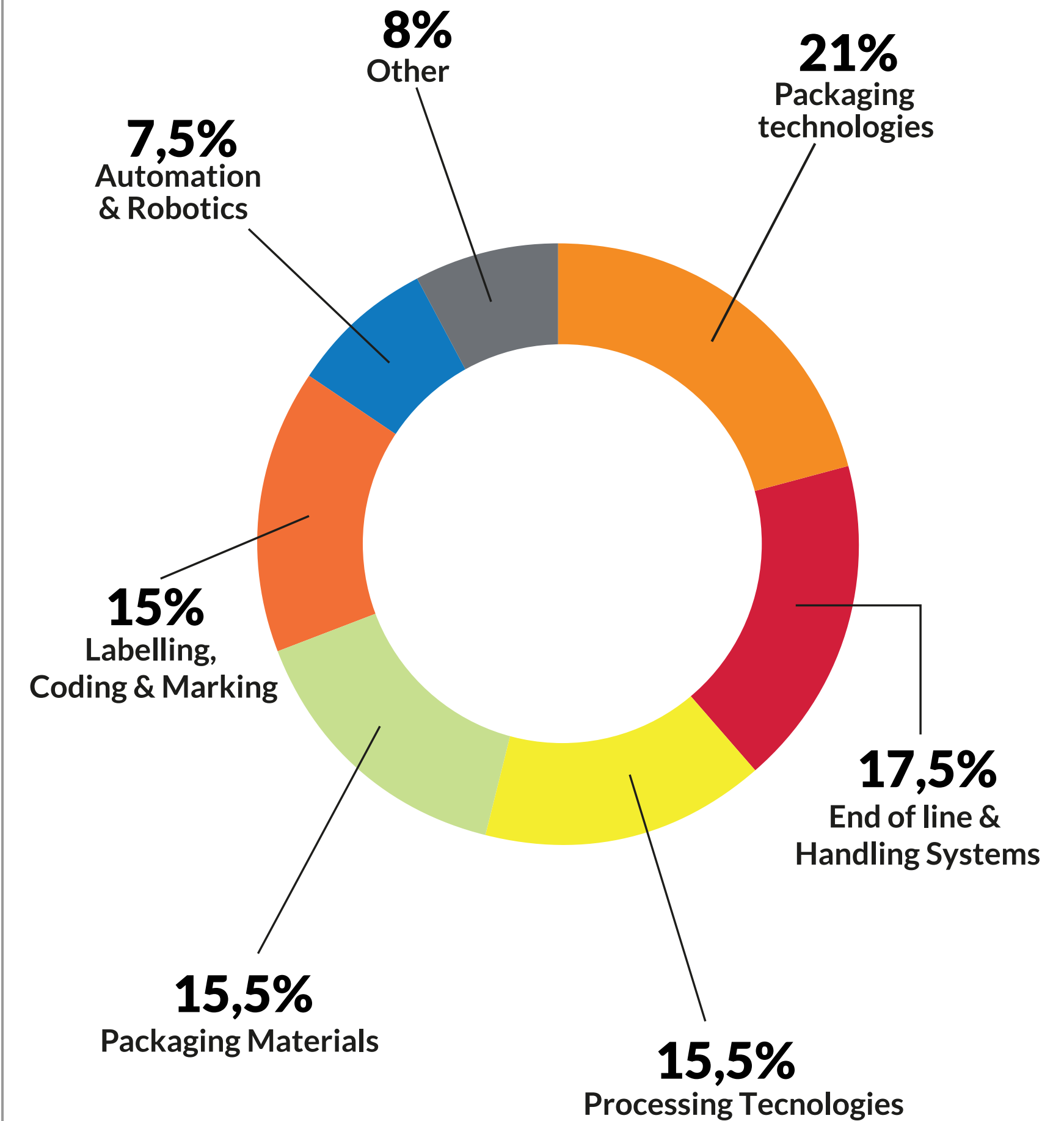
VISITORS' JOB

Production & Operations	32%
Marketing & Sales	24%
R&D	12%
Packaging	11%
Automation & Industrial IT	10%
Purchasing	7%
Logistics	2%
Quality & Safety	2%

VISITORS' DECISION-MAKING POWER

Decisively	42%
Significant influence	35%
Initial recommendation	7%
No specific influence	16%

VISITORS' SECTOR OF INTEREST



See you at  **27-30 MAY 2025**

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A JOINT VENTURE BETWEEN:
 UCIMA  FIERA MILANO