

71st Cremona International Livestock Exhibitions

October
26th-29th,
2016

71st Edition
International Dairy
Cattle Show

20th Edition
RASSEGNA SUINICOLA
DI CREMONA
ITALPIG
ITALIAN PIG BREEDING SHOW

6th Edition
EXPOCASEARIA
Technologies for the production
and distribution of dairy products

4th Edition
INTERNATIONAL
POULTRY FORUM

Cremona Exhibition Centre

THE RIGHT PLACE TO MEET THE KEY PLAYERS OF THE ITALIAN PRODUCTION MODEL

Agriculture is proving to be the most dynamic industry in Italy, with a growth in employment (+1.6% in the last year), and exports reaching 34.3 billion Euros.

In this context, Lombardy Region plays a leading role:

- The agro-industrial production is worth 13 billion Euros (16% of the total Italian production)
- The average a farm is 18.6 hectares (twice than in the rest of Italy and 27% more than in the rest of Europe)
- 23% of Italian dairy cattle
- 47% of Italian pigs



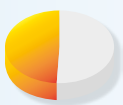
In this area, so important in Europe for the agri-industrial production, the Cremona International Livestock Exhibitions are **the only events specialized in livestock industry and** one of the most effective instruments to get in touch with the major national agri-food companies.

PROFESSIONALS CONFIRM THE BUSINESS EFFECTIVENESS AND QUALITY OF VISITORS OF THE CREMONA INTERNATIONAL LIVESTOCK EXHIBITIONS

Each year we survey the professionals who visit the Exhibitions; below are the most significant results which highlight the **business effectiveness and quality of our visitors.**



95% of visitors are returning also in 2016: a figure that shows the visitors loyalty and the importance of keeping in touch with them; **77% is highly satisfied after visiting the Exhibitions**



48% visit the Exhibitions **in order to develop business with existing and new suppliers.** Being here means strengthening its own position in the market and find new customers



44% of visitors are the owners of their company: **at the Exhibitions there are the decision makers of the purchases and business strategies**



19% are new visitors: a figure which demonstrates the constant turnover of visitors, and thus always new business partners for the exhibitors of the Events



52% of visitors are aged between 20 and 44 years old: a figure which shows that at the Exhibition it is possible to meet new professionals of the sector

INNOVATIVE TOPICS IN THE SCIENTIFIC PROGRAMME TO ATTRACT NEW PROFESSIONALS

One of the strengths of the Cremona International Livestock Exhibitions is its scientific programme. **More than 70 events** facing each year the most current issues in agriculture and animal husbandry.

The growing need to find new sources of income for farms and livestock companies brought CremonaFiere to introduce new topics:

- Precision livestock
- Organic farming
- Milk processing
- Automated stable



Create new contacts and unexploited networks







For the realization of the events we have worked with over 50 among the most important institutions and associations in the agricultural and agri-food sector:


- 13 associations, including AITA, AIVEMP, SIVAR, Star European Dairy Farmers
- 16 research centres, including ISMEA, CNR, CREA
- 3 institutions, including the U.S. Department of Agriculture and ERSAF
- 5 universities, including the University of Wisconsin, Bologna University, University Cattolica in Piacenza

IMPORTANT COMMUNICATION OPPORTUNITIES WITH OUR PRESS OFFICE

For the promotion of the Exhibitions, CremonaFiere plans each year a widespread communication campaign using all available means. In 2015 we have realized:

-  **Press releases**
27 press releases sent to a mailing list of 2,900 journalists
-  **News on our website**
171 news (in 2015, the Exhibitions website has recorded 36,431 visitors)
-  **Posts on Facebook**
Over 250 posts (average coverage of each post: about 360 contacts, with peaks of 1,600 contacts)

-  **Communications to the database of professionals**
18 communications to over 44,000 contacts

-  **Video footages and video interviews**
53 videos (interviews with exhibitors, speakers, guests, delegations, special events) published on our website and sent to those who have been interviewed, and spread through social media

887 cuttings (articles, reports, special reports, etc.)

338 media channels (magazines, newspapers, TV, radio, web)

CORRIERE DELLA SERA

24 ORE

TG5

MEDIASET TGC24

Rai Giornaleradio

ANSA

7 GOLD

la Repubblica

Rai Radio 2

TG4

TGR

adnkronos

LA SICILIA

Italtpress

EVOLVING EXHIBITIONS THAT GIVE ADDITIONAL MARKETING SERVICES TO EXHIBITORS

The Cremona International Livestock Exhibitions always offer new initiatives and solutions in order to be an effective and constantly updated marketing tool to optimize the presence at the Exhibitions and take advantage of an international communication.

Among the latest news:



A new way to live the Exhibitions with demonstration areas and workshops of great appeal for operators. This is a tool to highlight the news of the milk supply chain companies, from genetics to milk processing.



A place in which the different parts of the sector meet and shed light on critical issues and opportunities for the national and international pig industry.



Machines of the main manufacturers have shown the importance of efficiency of the process, sustainability and applied technology.

An incoming programme for foreign buyers

Cremona International Livestock Exhibitions aim for internationalization through a programme of incoming to attract in Cremona the most qualified professionals from the most attractive markets offering more business opportunities for exhibitors.



Introduction into major international markets

CremonaFiere directly promotes the International Livestock Exhibitions on major foreign markets where our staff meets some of the most qualified professionals and institutions of the sector to represent the Italian production model and to enlarge the professional network with selected partners.

Optimize your exhibition experience. Take advantage of international communication

20 official delegations from 16 Countries

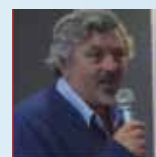
Exhibitors and CremonaFiere work together to create winning co-marketing activities

Professionals confirm the business effectiveness and the strategic role of the Cremona International Livestock Exhibitions

DELEGATIONS OF FOREIGN PROFESSIONALS

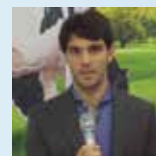


Cemalettin Ozden - President of the Association of Cattle Breeders in Turkey
"We came back this year to find new technologies that will be launched this year."



Vladimiro Miguel Debeljuh Guruceaga - Official Representative of the Argentine Delegation
"We aim to take back to Argentina some useful contacts that will allow our companies to do business with Italian companies"

EXHIBITORS



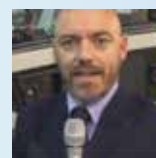
Jose' Ahedo - Director of Semex Italia
"The Cremona International Livestock Exhibitions allow us to meet with our existing customer and create new business, not only in Italy but also abroad."



Piero Mayer - Owner of Fa.ma.vit
"Here is the heart of the Italian animal husbandry, especially for the milk and pig chain."



Luca Santuari - Director of Cosapam
"The Cremona International Livestock Exhibitions allow us to be quickly in touch with the vast majority of Italian farmers, suppliers, and also potential foreign clients."



Cristiano Campici - Sales Manager Italy of Merlo Group
"The Cremona International Livestock Exhibitions give us an important feedback to draw the right considerations about the market and the use of our machines."



Andrea Filippini - Sales Manager of Enne Effe - Boumatic
"We think that the Exhibition is a meeting point between companies, farmers and business people. This year's edition was very interesting, we had good days, and we hope that it will bring good luck for 2016 and for the re-launching of the Italian animal husbandry."

THE FIGURES OF THE CREMONA INTERNATIONAL LIVESTOCK EXHIBITIONS

- 841 brands
- 71 events including seminars, conferences and workshops
- More than 250 speakers
- 20 official delegations of professionals from 16 Countries
- 400 heads of cattle on display
- 60,148 visitors
- 3,846 foreign visitors



THE CREMONA INTERNATIONAL LIVESTOCK EXHIBITIONS INCLUDE:

71st Edition

International Dairy Cattle Show

71st International Dairy Cattle Show

The only Show in Italy specialized in dairy farming, and one of the three most important events in the world for the sector.

Besides exhibiting the best international brands for dairy farming equipment and services, each year the show hosts the National Exhibition of Friesian breed in which there are more than 400 heads of cattle from the best Italian breeding farms.

20th Edition



20th Italpig - Italian Pig Breeding Show

The only Italian pig breeding Show placed in an area with the highest concentration of large farms and processing industries. It is a useful and effective tool for Italian breeders, especially in difficult times that still affect the sector.

6th Edition



6th Expocasearia

An Exhibition that continues to grow thanks to the greater opportunities offered by processing the milk within the company. Expocasearia is an essential tool for those who want to take advantage of these new income opportunities and it is focused on equipments, production and marketing systems for dairy by-products (cheeses, but also ice cream).

4th Edition



4th IPF - International Poultry Forum

An event dedicated to the poultry industry in which international leading specialists discuss the technological, veterinary, and market novelties. IPF is an event that is becoming increasingly important within our Livestock Exhibitions.

FOR FURTHER INFORMATION:

CREMONAFIERE

SALES AND MARKETING OFFICE

Tel: +39 0372 598 011 - Fax: +39 0372 598 222
e-mail: fierezootecnice@cremonafiery.it

COMMUNICATIONS AND EVENTS OFFICE

Tel: +39 0372 598 206 - Fax: +39 0372 598 222
e-mail: paolo.bodini@cremonafiery.it

www.fierezootecnicecr.it

