

Next edition scheduled 2-5 November 2015 alongside Projex Africa

**MORE THAN 3 THOUSAND OPERATORS FROM 16 COUNTRIES AND
120 COMPANIES FROM 7 COUNTRIES:
SUCCESS IN CAIRO FOR MS MARMOMACC SAMOTER AFRICA AND MIDDLE EAST**

The first Veronafiery exhibition in Egypt dedicated to natural stone and quarry-site machinery closed yesterday. Giovanni Mantovani, CEO & Director General of Veronafiery, met the Egyptian Minister for Industry and Trade in Cairo today: "We are assessing other partnerships in this area in strategic sectors for us such as agriculture, agricultural machinery and food."

Verona, 15 December 2014 – The first bridge linking building markets on either side of the Mediterranean has been launched. After four show days, the first edition of **MS Marmomacc Samoter Africa and Middle East** ended yesterday in Cairo - the new Veronafiery exhibition taking the natural stone, quarry and site machinery sectors into North Africa (www.msafrika.net).

The debut event in the Cairo International Convention and Exhibition Centre attracted participation by **3000 specialist operators**, as well as official delegations from 16 countries from all over the African continent, the Middle East and Europe. Buyers took part in a series of B2B meetings with more than **120 exhibitors** from Egypt, Italy, China, India, Turkey, Russia and Poland, as well as a programme of training and updating events, such as the course for architects organised by the Marmomacc Stone Academy, a seminar on restoration and conservation of the cultural heritage and the annual general meeting of the AUA, the African Union of Architects.

Egypt is a natural gateway for all markets in Africa and the Near-Middle East. With 12 billion dollars of investments planned for work to double the Suez Canal, there are excellent opportunities for companies in the building sector capable of internationalizing their business.

"These considerations," said Giovanni Mantovani, CEO & Director General of Veronafiery, "three years ago saw the creation of the MS Marmomacc Samoter Africa and Middle East project working alongside Egyptian partners Art Line and Expolink, and with the fundamental support of institutions in the persons of Maurizio Massari, Italian Ambassador to Egypt, and Massimiliano Sponzilli, Director of the ICE Italian Foreign Trade Agency in Cairo. This first edition of the event achieved all our objectives and we have already scheduled the next show 2-5 November 2015, together with Projex Africa, a new exhibition dedicated to building, innovative materials and sustainable construction."

And precisely today, CEO Mantovani, as a member of the **Italian-Egyptian Business Council**, met **Mounir Fakhry Abdel Nour** in Cairo, **Egyptian Minister for Industry and Trade** who in 2013, made his first official visit abroad to Veronafiery to attend Marmomacc, the international marble, technology and design exhibition.

"Our relationships with Egypt institutions are very good," said Mantovani after the confidential meeting. "This, combined with the success of the first edition of MS Marmomacc Samoter Africa and Middle East and our international trade player experience, means we can look optimistically towards strengthening our future in the area by examining other partnerships in strategic areas for us such as agriculture, agricultural machinery and food."

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