



VITÓRIA STONE FAIR/MARMO+MAC LATIN AMERICA: 43rd EDITION OPENS TODAY

VERONAFIERE IN BRAZIL WITH MARMOMAC TO PROMOTE DEVELOPMENT OF THE INTERNATIONAL NATURAL STONE INDUSTRY

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Verona, 6 June 2017 - Italy and Brazil team up under the insignia of natural stone. Today sees the inauguration in Vitória, Espírito Santo State, Brazil of the 43rd Vitória Stone Fair/Marmo+Mac Latin America, the reference event in South America for marble, granite and processing technology.

Brazil is 5th largest exporter of stone materials in the world (after Italy) with trade worth more than \$1.1 billion in 2016. Reference markets see China head the list for unworked granite (with 62% of total sales), while four-fifths of processed marbles go to the United States, Canada and Mexico.

For four days until 9 June, 300 exhibiting companies from 19 countries will come together in Vitória ready to meet for buyers and specialist operators in fields such as construction, architecture and design from nearly 80 countries. This trade show has strong roots in the most important natural stone district in Brazil - handling 80% of the country's exports in this field - based on entirely Italian know-how. It is organised by Milanez&Milaneze, a subsidiary of Veronafiere do Brasil, which in turn belongs to the Veronafiere Group.

"Brazil confirms its status as a strategic market for the international natural stone industry," said Giovanni Mantovani, CEO of Veronafiere SpA. As the organizers of Marmomac in Italy - the world's leading natural stone trade show - we have the skills and experience needed to continue expansion of the event in Vitória. In recent years, we have helped Italian companies and operators working in Brazil, at the same time as promoting attendance by Brazilian buyers at Marmomac itself - almost 800 in 2016, accounting for 43% of all buyers travelling from South America."

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