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IN COLLABORATION WITH
 **ACIMAC**
Association of Italian Manufacturers of
Machinery and Equipment for Ceramics

WITH THE SUPPORT OF
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IEG and Acimac announce a successful edition of Tecna

The show was attended by visitors from more than 100 countries and reaffirmed its status as a world-leading event featuring energy-saving technologies, thematic trails and business meetings with top buyers. The Decortech Conference also attracted great interest

Rimini 1 October 2024 - The 28th Tecna, the recently concluded International Exhibition of Technologies and Supplies for Surfaces organised by **IEG** (Italian Exhibition Group) and **Acimac** (Italian Ceramic Machinery and Equipment Manufacturers' Association) and held in the Rimini Expo Centre, was a resounding success.

Tecna once again confirmed its status as the international trade fair with the **highest degree of innovation** in the sector, while also recording a similar level of visitor turnout to the previous edition. The show's success was reflected in the satisfaction of the **350 exhibiting brands**, who welcomed high-quality operators and buyers **from over 100 countries** including **Spain, Turkey, India, Brazil, Algeria, Egypt, Mexico, Poland, Iran, Indonesia, Argentina, Russia, Morocco and Vietnam** to discuss future projects incorporating their latest innovations and the very best of Italian manufacturing expertise. The **African continent** was also strongly represented, with operators coming from countries such as Ghana, Uganda, Ethiopia, Nigeria, South Africa, Tanzania, Kenya, Mozambique, Sudan, Rwanda, Angola and Cameroon.

The R&D departments of the exhibiting companies focused on key areas such as **artificial intelligence, digitalisation, energy saving and sustainability**, and presented forward-looking solutions for the industry's future. Kilns powered by alternative energy sources, more advanced, automated production lines with optimised emissions, and applications for digital decoration were all solutions that captured the attention of visitors.

The strong interest shown by international players in the exhibited technologies was also evidenced by the **1,600 business meetings** organised in cooperation with the **Italian Trade Agency ITA** to explore the best investment opportunities. These meetings involved **150 top hosted buyers** from **36 countries**.

The four-day exhibition also featured a packed programme of events, including the **inaugural conference** and the **TecnaAwards**. The inaugural conference provided valuable insights into the geopolitical dynamics affecting the exports of Italian companies in the sector, with analyses and potential international scenarios presented by experts Paolo Magri and Marco Taisch. The second edition of the TecnaAwards brought leading global ceramic players to Rimini to collect the prizes awarded by Italian machinery manufacturers for the best investments made by national and international customers over the past two years.

ITALIAN EXHIBITION GROUP SpA - Via Emilia, 155 - 47921 - Rimini - (RN) Italy
Registro delle imprese Rimini C.F./P.I. 00139440408 - Cap. Soc. 52.21.897 i.v.
Ph. +39 0541 744111 - Fax +39 0541 744200 - segreteria@tecnaexpo.com - www.tecnaexpo.com

MODENA OFFICE - Via Fossa Buracchione, 84 - 41126 - Baggiovara - (MO), Italy
Ph. +39 059 512 428 - Fax +39 059 512 189



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The **Decortech Conference**, also now in its second edition, hosted leading producers of technologies capable of achieving the highest levels of aesthetic quality for surfaces, an added value that boosts the competitiveness of finished products. In the Decortech Arena, sponsoring companies provided a comprehensive overview of the latest innovations in surface decoration and finishing for architecture and design, attracting significant interest amongst attendees.

Finally, the Innovation Arena hosted numerous **technical conferences** dedicated to strategic topics such as raw material management, servitization, cybersecurity and Industry 5.0. The **Innovation District** also served as the hub for **start-ups**, where the Lorenzo Cagnoni Award was presented to the three most innovative business ideas.

Tecna also focused on the future of the sector through educational initiatives involving numerous technical institutes from the Emilia-Romagna region. Students from these institutes were invited to the exhibition centre for a dedicated day of activities on Friday to discover the opportunities offered by this thriving Italian sector. The event was attended by more than 350 students.

The next edition of Tecna will be held in **September 2026**.

This press release contains forecasts and estimates that reflect the management's current opinion, particularly with regard to future operating performance, investments, cash flow trends and the evolution of the financial structure. By their nature, forward-looking statements of this kind contain an element of risk and uncertainty because they depend on future events. The actual results may differ significantly from those announced in relation to a number of factors, including, but not limited to: trends in the out-of-home catering market and tourist flows in Italy; trends in the jewellery market; trends in the green economy market; trends in raw materials prices; general macroeconomic conditions; geopolitical factors and changes in the regulatory framework.

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

FOCUS ON ACIMAC

ACIMAC is the association of Italian manufacturers of plant, machinery, equipment and semi-finished products and suppliers of raw materials and services for the ceramic (tile, sanitaryware and tableware), heavy clay and refractory materials industries.

ACIMAC represents the majority of Italian companies in the sector, from small to medium sized businesses through to the largest firms. ACIMAC is affiliated to the Italian employers' federation Confindustria, making it an integral part of Italian industry's system of representation.

The sector is the world's largest system of suppliers to the ceramic industry with a constantly growing export share that today stands at more than two thirds of total turnover thanks to the level of excellence and production of the most competitive plants in the world. Consisting of more than 100 companies with 7,325 employees, in 2023 the industry generated a turnover of 2.35 billion euros with exports accounting for 72% of total volumes.

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