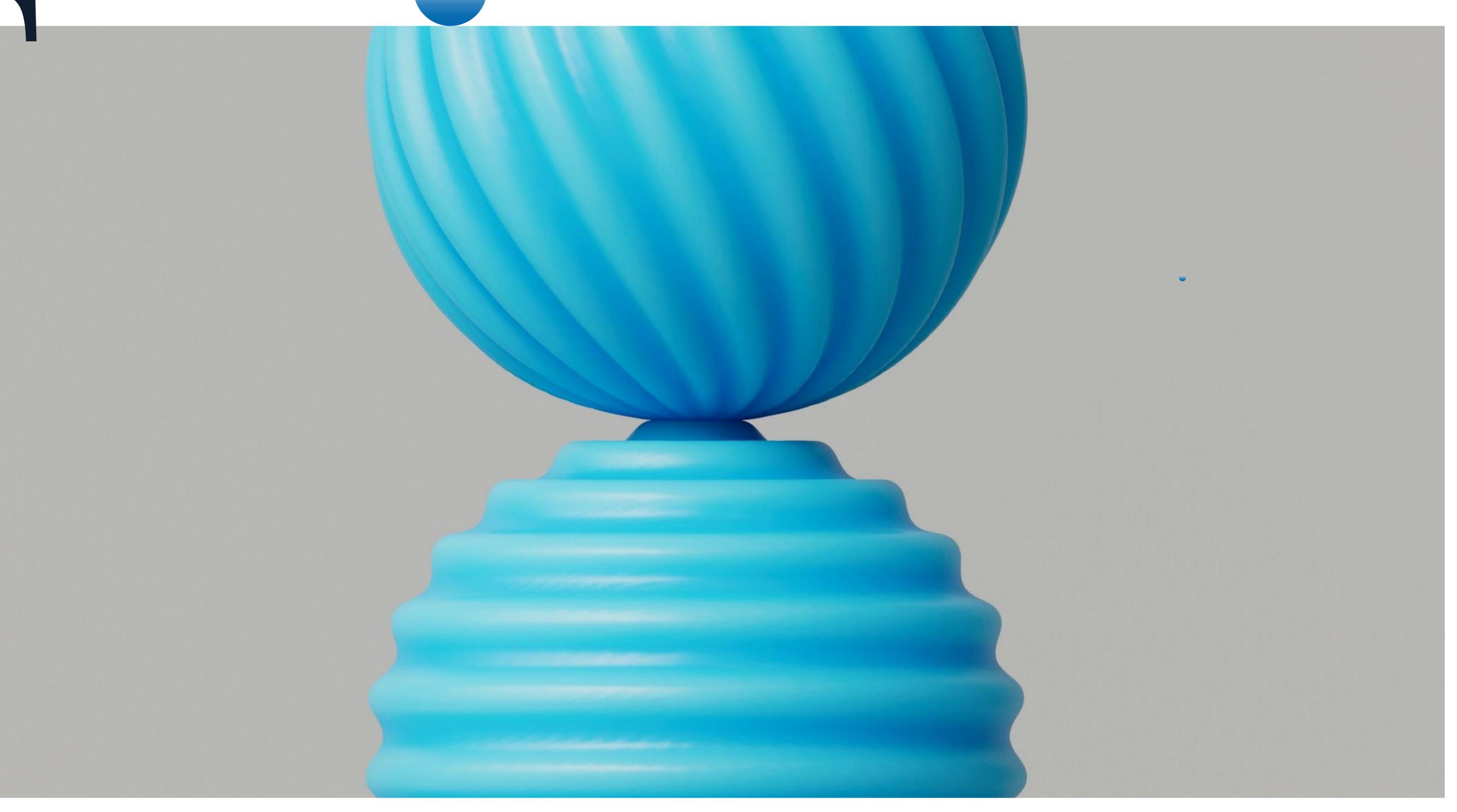
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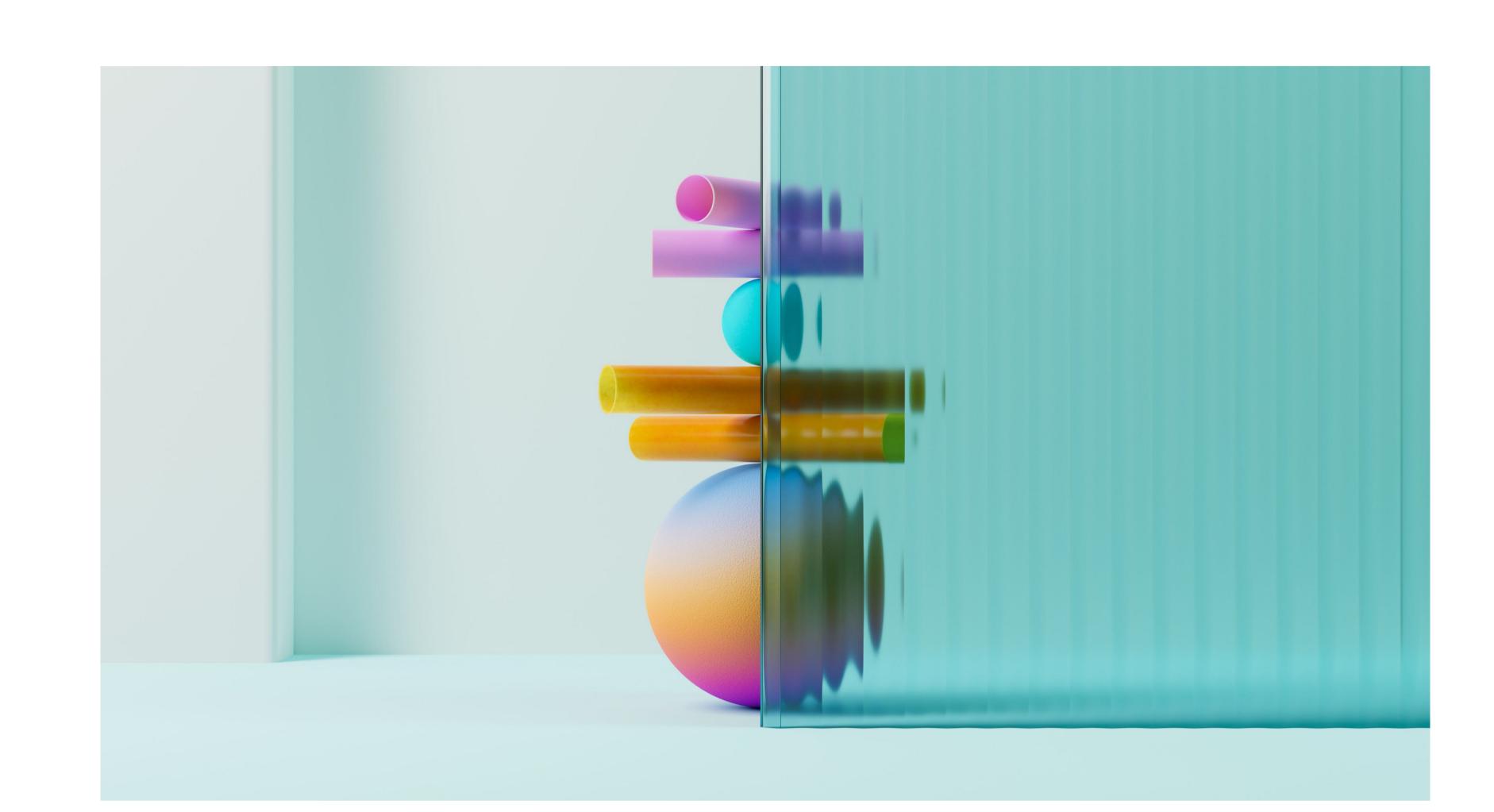
# ITALIAN ASSOCIATION OF INTERNATIONAL EXHIBITIONS

## MANIFEST



## 1/ Our horizon is international

We work to provide representation for Italian trade fairs with international scope and the industries they serve, to support Italian businesses competing in foreign markets or those ready to enter them.



### 2/Our goal is Italy

We promote the trade fair system as a driver of national development and a key tool in industrial and economic policy.

## 3/Our path is dialogue

We strive to be partners with institutions, allies of the business community, and collaborators of international organizations in the sector.

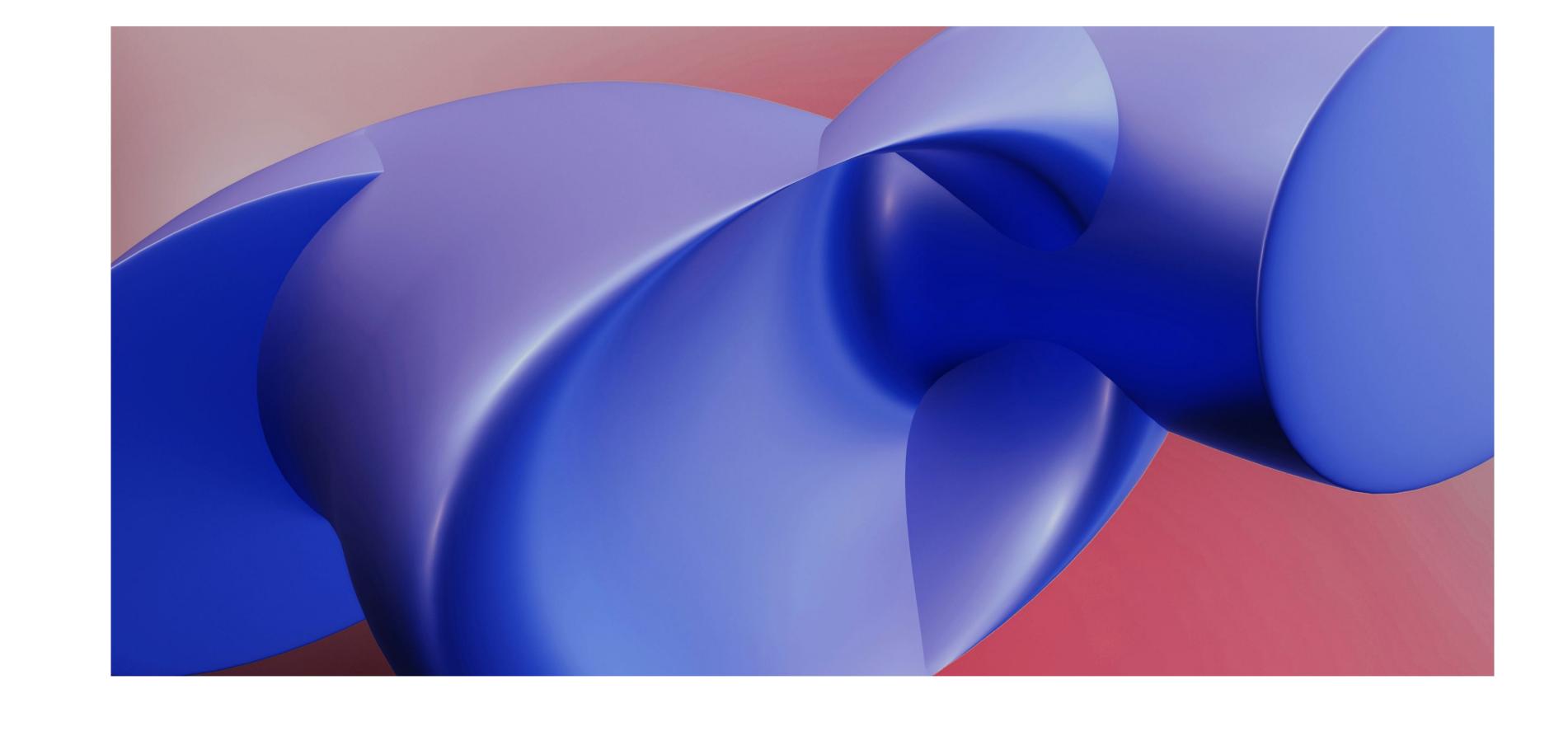


## 4/ We move towards the future, starting from the present

We embrace the challenge of present, as it holds opportunities for that 'Made in Italy' that has established itself in the world thanks to that creativity, intelligence and "know how" with which it has grasped and guided changes.

### 5/ Our knowledge comes from years of experience

We master the complexities of the various product sectors and geographical areas thanks to the experiences gained by the numerous exhibiting companies and partners of the associated fairs, driving forces of "Made in Italy".



### 6/ Our approach is collaboration

We were founded to create synergies, not to defend entrenched positions. In all areas of interest, we aim to contribute with a useful rather than divisive, tangible rather than fleeting, lasting rather than temporary way.

