



ARTIMONDO
ARTIGIANO IN FIERA

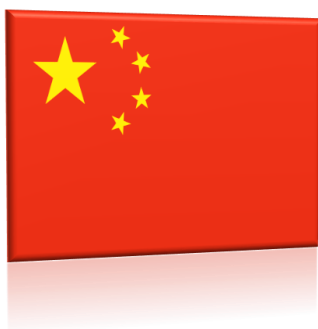
L'ARTIGIANO IN FIERA 2018 米兰国际手工艺展 2018

23RD INTERNATIONAL CRAFTS SELLING EXHIBITION
第23届国际手工艺品展销会

1st – 9th December, 2018 – FieraMilano (Milan, Italy)
2018年12月1日-9日 - 意大利 米兰国际会展中心

Participation Project
参展计划

CHINA PAVILION "One Belt One Road" 中国区



Organized By :



Ge.Fi. Spa

Milan, March 2018



MISSION & VALUES

Since 1995 at the service of artisans and small businesses

Ge.Fi. Spa, founded in 1995 by **Antonio Intiglietta**, is a service company that operates in international markets to encourage the growth of artisans and small businesses.

The company researches, selects and promotes companies that **produce authentic, original and quality products**.

The company's interest is aimed to companies that express a conception of work and economy focused on respect for people, the raw material and territory they belong to.

The challenge of Ge.Fi. to promote this great experience in the world is based on the trust between companies, which are committed to ensuring the authenticity and originality of their products, and Ge.Fi. Spa, which promotes, as much as possible, their activity in global markets and in public opinion.

To reach this goal, Ge.Fi. Spa has developed three tools:

- **L'Artigiano in Fiera**, International Handicraft Market Exhibition, the most important event in the world (business to consumer) dedicated to artisans and small businesses;
- **Artimondo**, the European e-commerce platform for craft excellences active in 5 different languages (Italian, English, French, Spanish and German);
- **promotion activities in global markets** and, in particular, in China through an e-commerce platform created in collaboration with Yiduqiao.com, which will be launched in April 2018.





L'ARTIGIANO IN FIERA

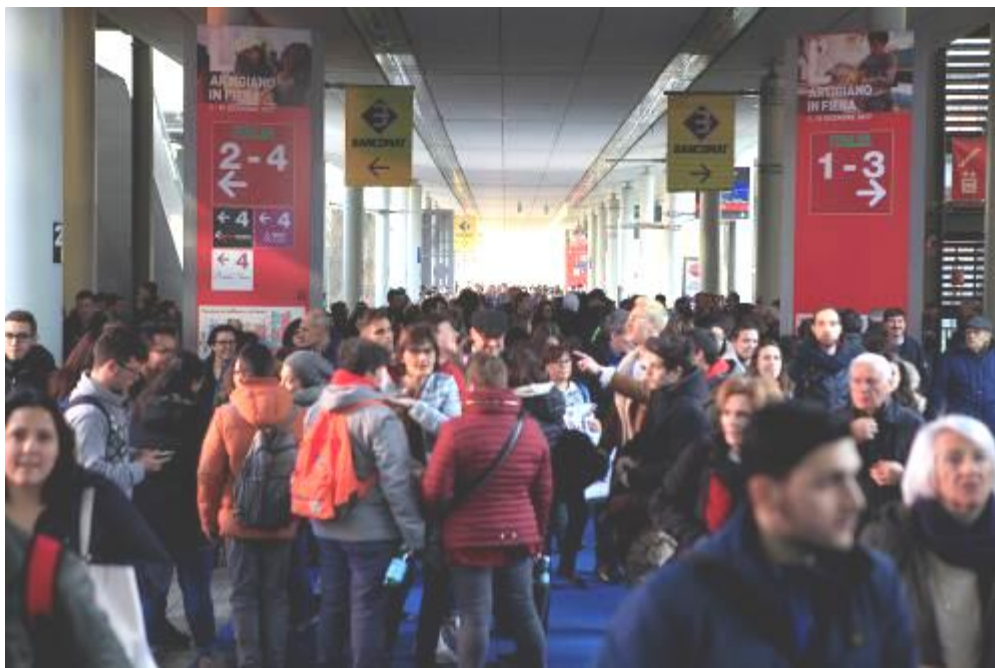
"AF – L'ARTIGIANO IN FIERA" International Crafts Selling Exhibition, whose 23rd edition will be held at FieraMilano (Rho – Milan –Italy) from 1st to 9th December, 2018 is the world's biggest exhibition entirely devoted to the international crafts, gastronomy and tourism. In 2017 L'Artigiano in Fiera registered more than **3,200 stands** representing more than **100 countries** of **five continents** on **320,000 sqm**, **9 halls** and almost **2 million visitors** (1,670,000 in 2017).

The entrance for visitors is free and, being a direct selling exhibition (**BtoC**), products can be sold directly to public and trade.

The objective of AF is to promote the craftsmanship and the authentic and original productions of small producers coming from all over the world, with the aim of creating a real international village of culture and tourism.

L'Artigiano in Fiera is an unique opportunity for small handicraft enterprises and for national and regional institutions to promote the products of their traditional craftsmanship, to face Italian and European market and to compare their experiences with artisans coming from all over the world.

THE GLOBAL VILLAGE OF L'ARTIGIANO IN FIERA





Since December 2013 all the AF exhibitors can be online on our e-commerce **platform, Artimondo by Artigiano in Fiera**. Artimondo allows AF exhibitors to display and sell products on an online showcase open 365 days a year. Artimondo is an occasion to communicate and promote their businesses, open up new business opportunities and expand their network.

AF wants to become, thanks to this online tool, **the channel that links craft companies and international final consumers**. A channel that will be active whole the year giving artisans the opportunity to expand their business network in an international context, currently active in five countries of the European community.

www.artimondo.com | www.artimondo.co.uk | www.artimondo.de
www.artimondo.fr | www.artimondo.es

Access to the platform requires a fiscal subject and a warehouse within the European Union. We are available to assist and provide all the necessary services in order to allow artisans to promote their own products through the platform.

ARTIMONDO
ECCELLENZE ARTIGIANALI



Another service that we offer is **ARTIMONDO MAGAZINE** where will be published the contents related to the craft industry: <https://www.artimondo.it/magazine/>

Artimondo Magazine is an online magazine dedicated to the production, stories and traditions of the territories to which the artisans belong. Every day articles are published concerning handmade products, sustainability, craftsmanship, small enterprises, regional cuisine and world traditions. In 2 years the Artimondo magazine has reached more than 210,000 monthly visits and more than 2.5 million visits a year.

Follow us on:



FACEBOOK:

www.facebook.com/ArtigianoinFiera



YOUTUBE:

<https://www.youtube.com/user/artigianoinfiera>





CHINA at L' ARTIGIANO IN FIERA

The strengthening of a bilateral relationship between Italy and China

"In the last years, the relationships between China and Italy keep on developing. The relevant political trust and the concrete cooperation in different sectors are constantly increased."

Xi Jinping, President of the People's Republic of China

*"After 50 years since the diplomatic relationships between the Chinese Popular Republic and the Italian Republic started, today we step up our relations in terms of **economy** and **culture**."*

Sergio Mattarella, President of Italian Republic



Sergio Mattarella, President of Italian Republic and Xi Jinping, President of the People's Republic of China.
Beijing, February 2017



An opportunity to showcase the country

L'Artigiano in Fiera is the greatest international exhibition where, through the tradition and the authenticity of handicraft, each country can express its authentic beauty and communicate it to the large public visiting the show, coming from the north of Italy and from the nearest European countries.

L'Artigiano in Fiera represents a meeting point between the public and enterprises. Besides, this event does provide the opportunity of launching **localized marketing strategies**, whose objective is to enhance **cultural identities, artisan craftsmanship, tourism, traditions**, local food and wine.

L'Artigiano in Fiera is a unique opportunity to join together the main guidelines of Chinese Government Authority in terms of **Economic Development, Cultural Heritage Promotion** and **touristic flows increase between Europe and China**.

"One Belt One Road"

A bridge of friendship and exchange between Italy and China

L'Artigiano in Fiera is a concrete opportunity to introduce Chinese handicraft productions to millions of visitors, coming from the North of Italy and the nearest European countries, and also to share experiences with institutions and exhibitors coming from all over the world. This is a great opportunity to support SMME's export and to increase trade opportunities between our countries.





"Intangible Cultural Heritage"

The knowledge and awareness of Chinese millenary history

The term "Cultural Heritage" includes traditions or living expressions such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.

Our project has the aim to keep on increasing the presence of cultural events organized by the Chinese provincial delegations and by the academic institutes attending our fair.

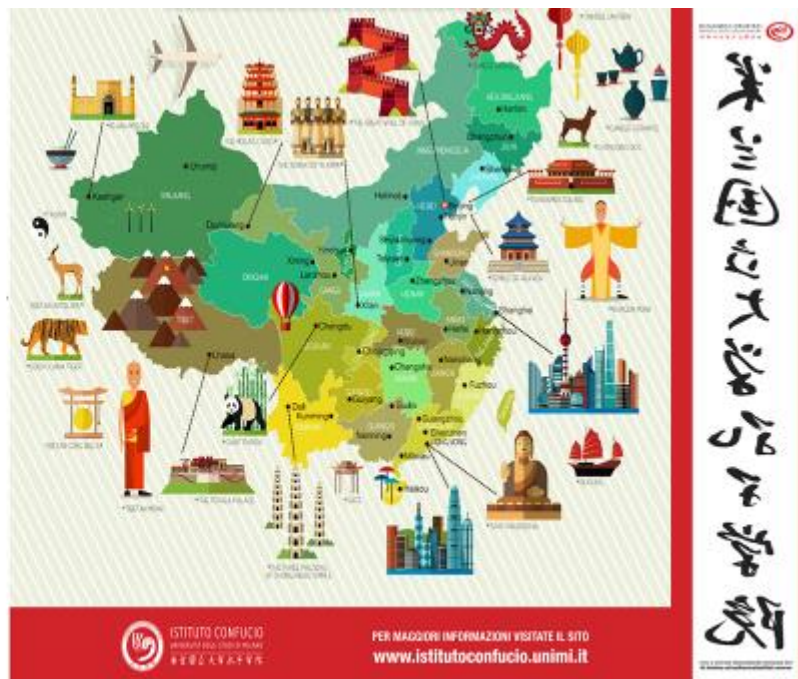
L'Artigiano in Fiera is a real opportunity to share Chinese culture with millions of visitors and thousand exhibitors coming from 5 continents.



Chinese traditional cuisine



Beijing Design Week Co., Ltd.



Confucius Institute of the State University of Milan



"2018 EU-CHINA TOURISM YEAR"
The increase of touristic flows between China and Europe



On the 19th of January 2018, has been inaugurated in Venice (Italy) the "Eu-China tourism year".

China and Europe share a millennial history, with beautiful cultures that have shaped their identity.

The most important aim of the Eu-China tourism year is to increase the touristic flows between Europe and China. The development of tourism helps also the investments between these countries.

Tourism is the other important aspect on which our fair is focused, together with the promotion of economy and culture.

L'Artigiano in Fiera is a unique opportunity to meet the huge public coming from the north of Italy and the nearest European countries, and to promote directly the Chinese natural and technological beauties.



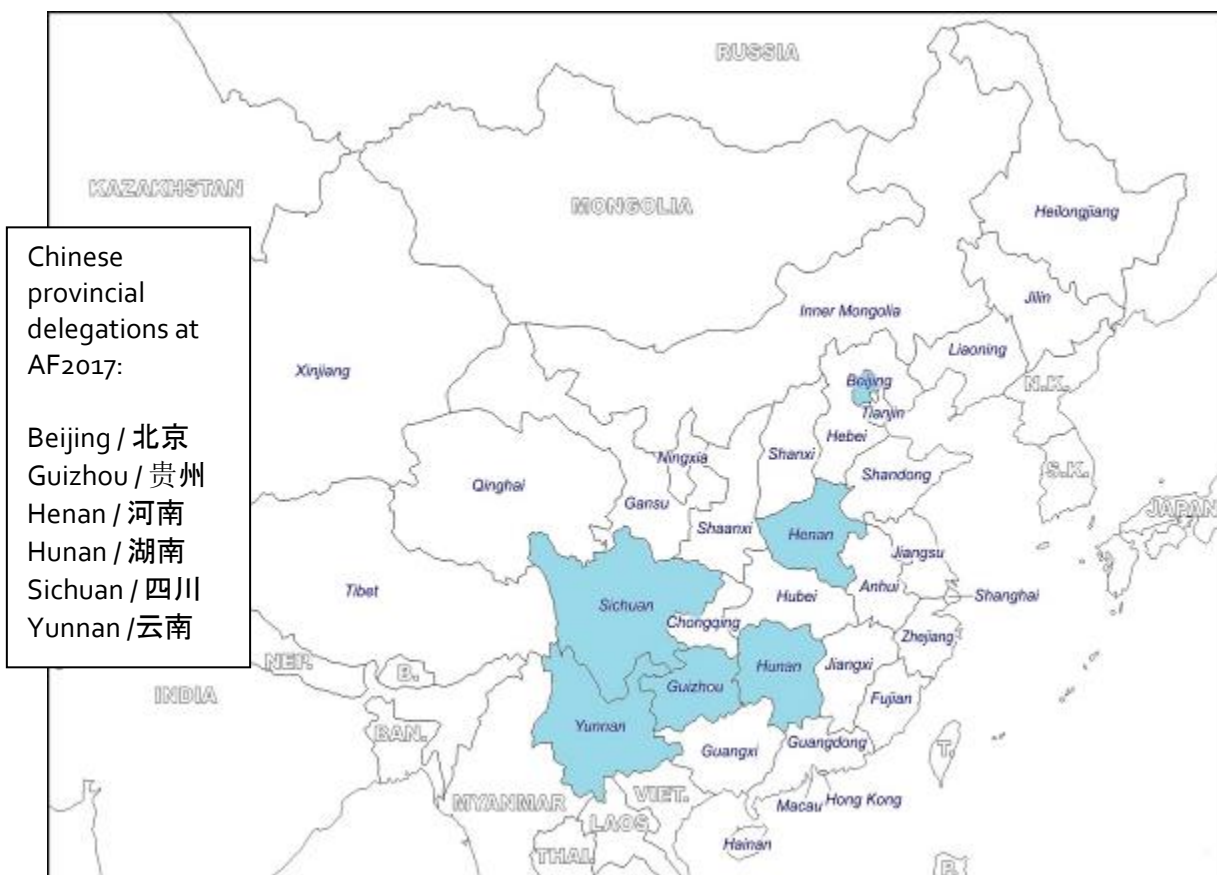


CHINA PAVILION "One Belt One Road" 2017 figures

In the last edition of L'Artigiano in Fiera 2017, a "China Pavilion" has seen the presence of six provinces: **Beijing, Guizhou, Henan, Hunan, Sichuan, Yunnan**, and more than **70 companies from China**.

The China Pavilion project "One Belt One Road" **has been the beginning of a path**, a bridge of friendship between Italy and China, where various identities could express themselves: the artisans, the provinces, associations, gastronomy and events.

The aim of L'Artigiano in Fiera 2018 is to strengthen the relationships between China and Italy, thereby providing continuity to what has been done in last editions.





L'ARTIGIANO IN FIERA 2017 figures



Numbers of 2017 L'Artigiano in Fiera

3,200 Stands

More than 100 Countries

5 Continents

320,000 SQM Space Occupy

9 Halls

1,670,000 Visitors

On Line Communication:



Facebook *

1,368,236 Interactions

55,909,712 Content Views

244,741 Total Fans

32,761 New Fans

*Data from the 29th September to 10th December 2017



WEB SITE : www.artigianoinfiera.it *

737,133 Unique Visitors

4,265,584 Pages Visited

13,346 Registered Users

901,112 Visits

*Data from the 10th September to 10th December 2017





National DELEGATIONS exhibiting at L'ARTIGIANO IN FIERA 2017

AFGHANISTAN
ARGENTINA
BOLIVIA
CHINA
COLOMBIA
CUBA
DOMINICAN REP.
ECUADOR
EGYPT
FRANCE
GEORGIA
GERMANY
GUADELOUPE
HUNGARY

IRAN
INDIA
INDONESIA
JAPAN
KOREA
LATVIA
LIBYA
LITHUANIA
MADAGASCAR
MALTA
MARTINIQUE
MEXICO
MOROCCO
NEPAL

PERU'
PORTUGAL
ROMANIA
RUSSIA
RWANDA
SLOVENIA
SPAIN
THAILAND
TUNISIA
TURKEY
USA
VIETNAM





An opportunity for the institutions

- ✓ **to support and promote the handicraft enterprises:**
Support micro-small artisans in their internationalization process by approaching the Italian market. The aim of AF is to showcase original and innovative crafted products from all over the world, thus creating a real Global Village of Culture and Craft Work;
- ✓ **to promote tourism in China:**
Enhance the identity of each province, planning marketing activities and launching initiatives in tourism sector;
- ✓ **to promote the culture and the tradition of your country:**
Thanks to many cultural initiatives, L'Artigiano in Fiera gives you the possibility to show and to present typical traditions of your country.



Guizhou Province



Henan Province



Hunan Province



Sichuan Delegation



An opportunity for the handicraft enterprises

- ✓ **to display** and **sell** their own products to millions of visitors;
- ✓ **to compare** their productions in an **international market** and of great competitiveness;
- ✓ **to consolidate** and **expand** your consumer network;
- ✓ **to communicate** and **share** its creativity in an international network;
- ✓ **to create a partnership** with GeFi with the purpose to develop and to empower their activity.



Yunnan Province



Diqing Prefecture (Yunnan Province) Delegation



Hunan Province



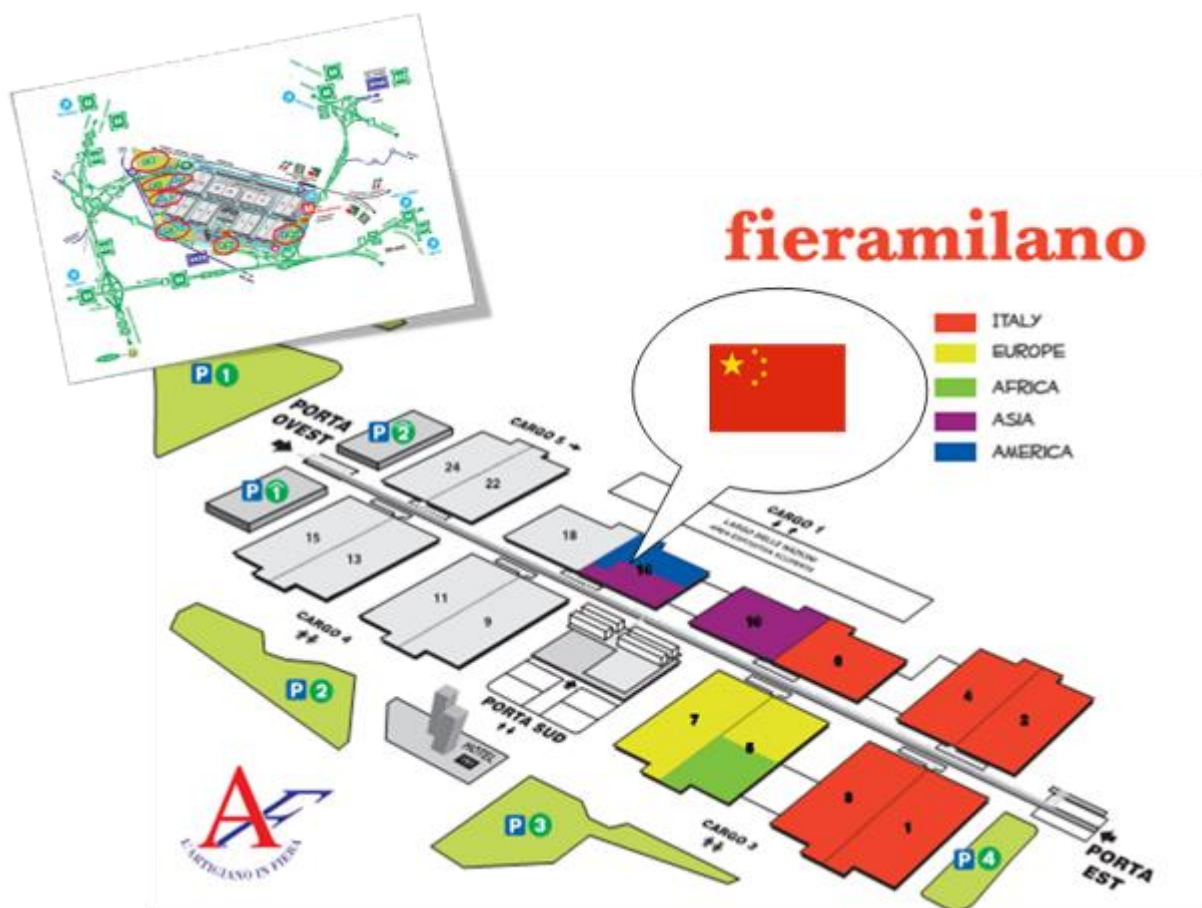
THE EXHIBITION AREA

The Milan Fair exhibition area is well served by the public transportation (underground and railway) and being located in a strategic connection point is easily reachable by car.

AF is spread over an extremely big mono-planar area of 320,000 sqm.

AF is subdivided by continents and by countries according to the origin of exhibitors. Sections will be: Italy, Europe, Africa, America and Asia.

The China Pavilion will be located in the Asia Section, Hall 14.





EXHIBITION COSTS 2018 AND APPLICATION PROCEDURE

The application procedure is ONLINE at the follow link:

https://afexhibitors.artigianoinfiera.it/?lang=en_EN

EXHIBITION COSTS 2018		
	By 30th September	From 1st October
Cost per square metre includes shell scheme booth (dividing walls, carpet flooring, sign with company name, lighting and power socket)	€ 252	€ 262
Surcharge per sq.m. for corner booths	€ 45	€ 50
Surcharge per sq.m. for food serving area	€ 50	€ 60
Registration fee for each exhibiting company (including those in collective booths), including all services (e-commerce, inclusion in online catalogue, mini-website and internal parking)	€ 540	€ 540
All-risks insurance for each exhibiting company	€ 95	€ 95
VAT* added to total	22%	22%

*** VAT not to be applied to exhibiting companies resident outside Italy (DPR 633/72 Art. 7).**

We are available to prepare a customized quotation in case of a national delegation.

IMPORTANT DEADLINES

- ✓ **By 30th June 2018:** official confirmation of the contract and 50% deposit;
- ✓ **By 25th July 2018:** exhibitors list and companies registration in our system;
- ✓ **By 15th September 2018:** final exhibitors list to start the Visa procedure;
- ✓ **31st October 2018:** balance payment.



BASIC STAND DECORATION

The Basic stand decoration provided by Ge.Fi. at a cost of 37.00 Euro/sq.m. + VAT, includes: dividing walls, banner with exhibitor's trading name, carpeting, lighting, electric socket up to 300W and switch, electricity.

Furnishings such as table, chairs, shelves etc. can be rented on-line on our web site:

www.artigianoinfiera.com



CUSTOMIZED DECORATION and BRANDING

In order to make your stand more visible and attractive we can provide you a customized decoration and branding according to your needs (in addition to the basic stand decoration of 37 Euro/sq.m. already included).

Design can be realized by Ge.Fi. or provided by yourself. Do not hesitate to contact and send us your input to have an estimate of costs.

More personalized furnishings can be realized by different suppliers, according to the exhibitors needs.

Here below please find some examples:





EXHIBITOR SELECTION

We need a deep knowledge of our exhibitors in order to promote them properly through our communication channels and guarantee a high quality experience to our visitors.

We therefore ask you to provide detailed information on the **activities** carried out by each company and the **products** they intend to bring to the fair.

Exhibitors must send their company profiles (company registration number document, tax number and pictures of the products and of the laboratory) describing their activity. Only artisans with hand-made products are allowed to participate at the show. Industrial products are not accepted.

WHAT IS A COMPANY PROFILE?



- ☒ Who Am I?
- ☒ What is my story?
- ☒ Picture of my products
- ☒ Picture or video of my manufacturing process
- ☒ Website?
- ☒ Business Licence
- ☒ Tax Document



VAT EXEMPTION

Services concerning FAIRS for overseas companies (with the exclusion of private parties or entities that exclusively undertake institutional activities), ARE NO LONGER SUBJECT TO ITALIAN VAT.

A compulsory condition for not being subject to VAT is the communication of your company's VAT number/identification code BEFORE the issuing of documents (invoices).

Operators must communicate their identification codes or tax/VAT numbers. If Operators do not have codes or numbers, invoices with Italian VAT will be issued.

Entities will also be requested to produce a communication on headed paper signed by their legal representative, which evidences the undertaking of activities that are not just institutional but also of a commercial nature.

Documentation required for non-European subjects:

- A document (with a date of no more than 6 months beforehand) containing the VAT number or identification code, and registration in the relevant Chamber of Commerce.
- Only for public entities and persons: a declaration that they undertake commercial activities, written on headed paper and signed by the legal representative.

LOGISTIC SERVICES

We must ensure that all exhibitors will be ready at fair opening. So please assist your exhibitors in advance especially in the case of food.

For any information on shipping, import tax and duties on goods to be brought into the fair, please apply to the official freight forwarding agents of the Milan Fair:

EXPOTRANS Srl:

Tel. +39-02-3666.9600/+39-02-3666.9610/1/2/3 – Fax 39-02-4540.2024

Mail: alessandra.dellavedova@expotrans.it

ACCOMMODATION

Special rate for exhibitors are provided by several hotel nearby the Milan Fairground:

2018 Hotel list will be soon available on www.artigianoinfiera.com.

VISA

Visa invitation letters necessary to obtain Schengen Visa will be provided by Ge.Fi. only after receiving 50% deposit payment, and will be issued for a maximum of two people for each company. A detailed list of the exhibitors must be forwarded to the organizer **by 15th September** in order to prepare necessary documents on time.



CONTACT AND INFORMATION

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