



*Discover the*

# UPCOMING FAIRS IN ITALY

FEBRUARY  
2025





2026

# Riva Del Garda



February 2nd–5th

## HOSPITALITY IL SALONE DELL'ACCOGLIENZA

Agri-food and beverages

EDITION 2025

20.000

visitors

19

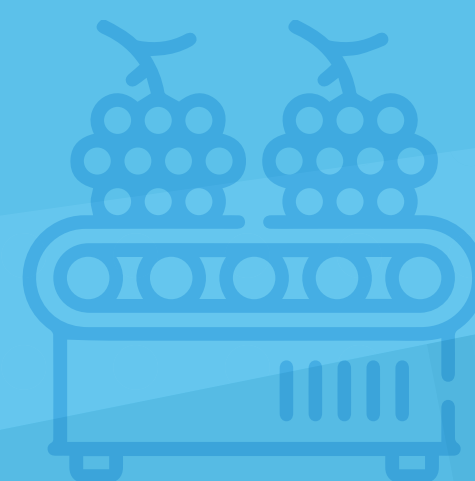
foreign buyers involved by ITA

ITA<sup>®</sup>





2026



# Verona

February 4th–7th

# FIERAGRICOLA 2026

**Agricultural machinery**

EDITION 2025

**98.000**

visitors

**56**

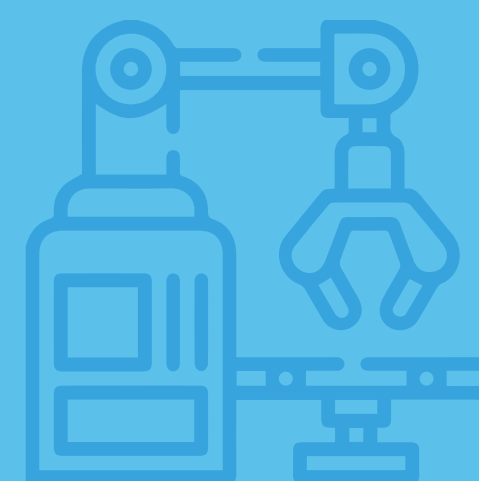
foreign buyers involved by ITA

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2026



# Pordenone

February 5th–7th

# SAMUEXPO 2026

Industrial and manufacturing  
machinery

EDITION 2024

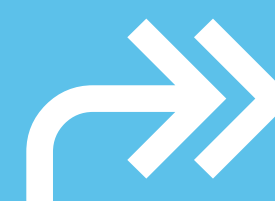
17.012

visitors

16

foreign buyers involved by ITA

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2026



# Florence

February 7th–9th

# PITTI TASTE 2026

## Agri-food

EDITION 2025

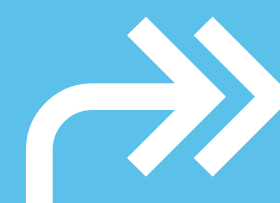
## 12.300

visitors

## 41

foreign buyers involved by ITA

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2026



# Bergamo

February 11th–13th

# CASEITALY EXPO 2026

## Living & housing

EDITION 2025

**10.000**

visitors

**47**

foreign buyers involved by ITA

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2026



# Milan

February 11th–12th

# FILO 2026

## Fashion

EDITIONS 2025

*Overall data from the  
two editions - February and September*

# 4.942

visitors

# 61

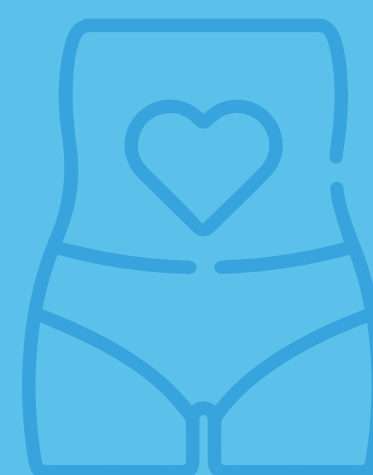
foreign buyers involved by ITA

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2026



# Florence

February 14th–16th

# IMMAGINE ITALIA 2026

## Underwear

EDITION 2025

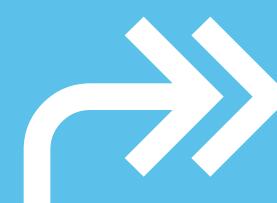
## 2.465

visitors

## 16

foreign buyers involved by ITA

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2026



# Rimini

February 15th–17th

# BEER&FOOD ATTRACTION 2026

**Agri-food**

EDITION 2025

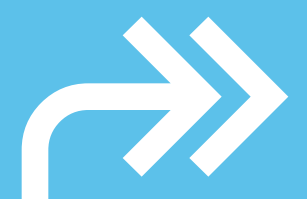
**43.500**

visitors

**18**

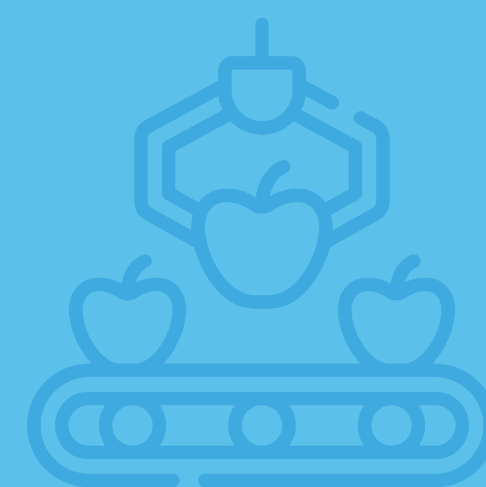
foreign buyers involved by ITA

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2026



# Rimini

February 15th–17th

## BBTECH 2026

### Food processing machinery

EDITION 2025

# 42.636

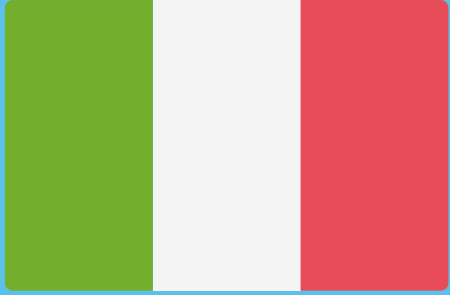
visitors

# 18

foreign buyers involved by ITA

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# Pordenone

February 18th–19th



# AQUAFARM 2026

**Agri-food**

EDITION 2025

**2.400**

visitors

**24**

foreign buyers involved by ITA

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2026



# Milan

February 18th–20th

# MYPLANT & GARDEN 2026

Agri-food and beverages

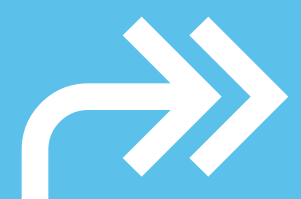
EDITION 2025

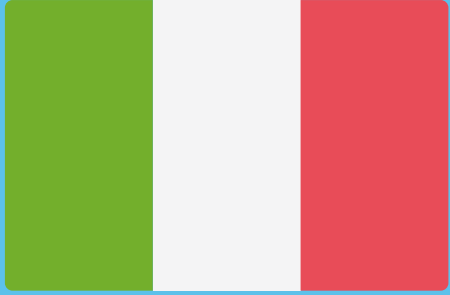
27.000

visitors

10

foreign buyers involved by ITA





2026

# Milan

February 21st–23rd



# MILANO FASHION & JEWELS 2026

## Fashion

EDITIONS 2025

*Overall data from the  
two editions - February and September*

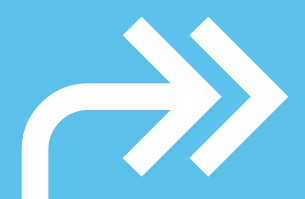
## 33.000

visitors

## 67

foreign buyers involved by ITA

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2026



# Bologna

February 22nd–24th

# SANA 2026

## Agri-food and beverages

EDITION 2025

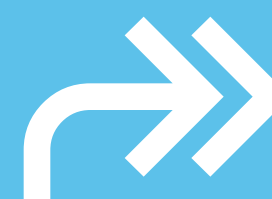
## 15.000

visitors

## 90

foreign buyers involved by ITA

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# Bologna

February 22nd–24th



# SLOW WINE FAIR 2026

Agri-food and beverages

EDITION 2025

15.000

visitors

60

foreign buyers involved by ITA

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# Milan

February 22nd–24th

# MIPEL 2026

## Fashion

EDITIONS 2025

*Overall data from the  
two editions - February and September*

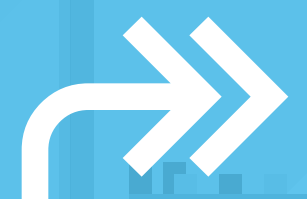
## 60.000

visitors

## 160

foreign buyers involved by ITA

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# Milan

February 22nd–24th



# MICAM 2026

## Fashion

EDITIONS 2025

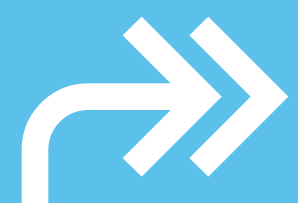
*Overall data from the  
two editions - February and September*

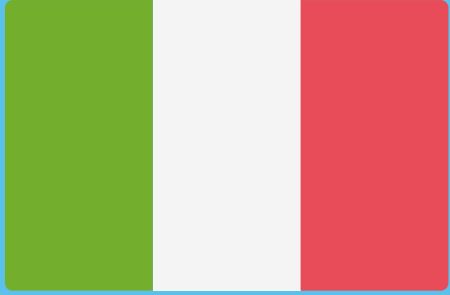
## 60.000

visitors

## 420

foreign buyers involved by ITA





2026



# Milan

February 24th – March 1st

# MILANO FASHION WEEK

## Women's fashion

EDITIONS 2025

*Overall data from the two editions  
February and September - Women's  
January and June - Men's*

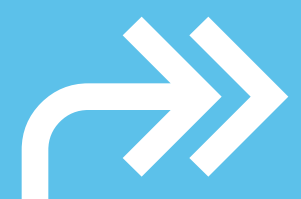
## 45.000

visitors

## 970

foreign operators involved by ITA

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# Milan

February 26th – March 1st

# WHITE Milano

## Fashion

EDITIONS 2025

*Overall data from the three editions  
February, June and September*

## 38.000

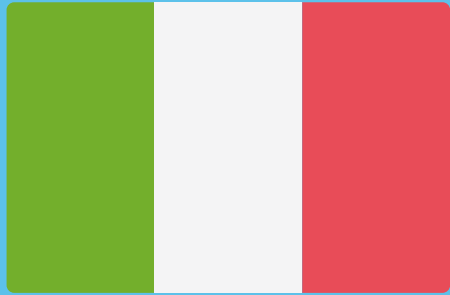
visitors

## 380

foreign operators involved by ITA

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2026

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