



23,000 VISITORS FROM ALL OVER EUROPE AT PIACENZA EXPO FOR THE THREE SPRING FAIRS

Press Release

Piacenza, March 3, 2024 - The exceptional influx of visitors that characterized the first two opening days, at Piacenza Expo, of the 2024 edition of Apimell, Seminat and Buon Vivere, was confirmed again today on the third and final day. Thanks also to a substantial increase in visitors from abroad, particularly from Austria, France, Germany, Spain and Slovenia, more than 23,000 attendees registered at the Piacenza fairgrounds this weekend.

"A figure that is slightly up compared to last year's edition," says Piacenza Expo President Giuseppe Cavalli, "and which once again rewards the excellent work done by our organizational structure. In order to grow our trade fair events, we focus on quality and content aspects, values that allow us to win the appreciation and trust of an ever-growing number of exhibitors, but also to contrast the competition of other entities operating in these sectors. Once again, thanks to Apimell, Seminat and Buon Vivere, we have given added value to our territory."

Three trade fairs for a single event, a formula capable of satisfying both professional operators - interested above all in Apimell, its technological innovations for the world of beekeeping and the in-depth topics covered in the various scheduled conferences - and the general public at Seminat, passionate about gardening and floriculture, but also those eager to get acquainted with new tastes and flavors as part of the Buon Vivere market.

"Apimell," adds Piacenza Expo Director Sergio Copelli, "has confirmed its supremacy as the most important and qualified exhibition event for the beekeeping world in Europe. A supremacy also highlighted by the growth of professional operators coming from beyond national borders, but also by the high quality level of the conferences and moments of in-depth technical analysis organized by the trade associations that have been collaborating with Piacenza Expo for years.

