



PRESS RELEASE

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Hardware Forum 2017: the B2B Hardware event keeps on growing

Hardware Forum 2017, the trade fair and conference for hardware professionals, will take place on 20th and 21st September in Milan at Mi.Co Milano Congressi. An event that keeps on growing and improving and that, after the successful result of the 2016 edition, is on its way to become the key event of the hardware, fastener and hand tools productive and distributive market. Two days of intense informative and commercial training, where producers will meet retailers, wholesalers, purchase managers and decision-makers of the industry.

THREE-IN-ONE EVENT

The event consists of different moments: Conference, Exhibition and Special Events that will be structured according to a rich program conceived for traditional retail market. Once again this year, visitors will have the chance to enter an exhibition area that has functional preassembled stands showcasing the wide range of products of leading brands.

Together with the trade fair, the Hardware Forum Conference will also take place and it will be attended by leading experts from the academic, managerial and distributive world. They will address the latest issues of the complex industry of hardware. A rich program of brand new presentations and training workshops will be organized and it will delight professionals attending the fair.

In a busy and eventful day, exhibitors and visitors will have the chance to meet, know each other, discuss and develop new business opportunities.

Hardware Forum Awards are back!

After the success of 2016, Koelnmesse and Ferrutensil want once again to award the hardware Oscars to the best specialized stores.

The awarded categories will be:

1. WEB Category: best social media solution (e-commerce platform, websites, the Internet, social media activities, web marketing)

2. Exhibition Category: best exhibition solutions (layout, display, special exhibition space)
3. Best Specialized store (security, colors, tools, gardening)

And the best hardware sales agent 2017 award, that is one of this year's news.

Hardware Forum is part of the largest network of hardware events: it is organized by Koelnmesse - the leading hardware fair organizer, that promotes international trade fairs such as Eisenwarenmesse Cologne and CIHS Shanghai - together with Epe Edizioni, Bricoday organizer, the leading event for DIY. The two events will again run alongside this year.

"Last year edition showed that Bricoday and Hardware Forum create an important synergy. We had a significant growth in the number of visitors, especially thanks to the tangible presence of both traditional and specialized hardware stores, and the types of professional operators attending exhibitions also increased - firmly said Thomas Rosolia, Koelnmesse Italy CEO - We will follow the path we have fixed, aiming at raising the number of participants and improving in quality, trying to attract foreign visitors too."

"We expect an increase both in the number of exhibitors and of products offered. That is the reason why we have organized a two-day event, and that is the greatest news of this year" said Maurizio Casolaro of Bricoday.

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