

<b>PRESS RELEASE</b>
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**Asphaltica: 2024 Edition is already a sold out**

*More than 100 exhibiting companies have confirmed their presence at the fair from 9 to 12 October. This year's numbers are already higher than those of the 2023 edition. More than 40.000 visitors from 91 countries are expected.*

Bologna, 17 July 2024 - **More than 100 companies will be exhibiting** at the next edition of **Asphaltica**, the International Exhibition for the road and asphalt industry, scheduled at **BolognaFiere from 9 to 12 October 2024**.

The event, promoted by **SITEB** Association (Italian Roads and Bitumen) and at its first, eagerly awaited edition in the **BolognaFiere** exhibition calendar, has received the patronage of the Ministry of Infrastructure and Transport, the Emilia Romagna Region, the Municipality and the Bologna Chamber of Commerce.

In the past few weeks, the number of exhibitors has already been reached and exceeded the 2023 edition; the show will be spread over two halls, plus an outdoor area dedicated to road demonstrations.

For over 20 years, Asphaltica has been the most important national and European event for road operators; the ideal meeting place for companies, technicians, designers, academic world, public and private clients with the common purpose of being updated on themes such as the design and construction of increasingly efficient, environmentally sustainable, safe roads as well as road infrastructures.

Innovative and improving technologies for products, production equipment and construction machinery are also part of this manifesto.

An event that attracts more than 40.000 visitors from 91 countries and that in Bologna can go beyond its expectations, involving institutions, industry and companies committed to working together for the progress of infrastructures, thanks to an increasingly high level of skills and quality of the Italian supply chain.

This supply chain, linked to the world of asphalt, has recently flourished (+ x% since 20xx) in Italy and **is worth between 30 and 40 billion euro (2% of GDP), with 400 plants in operation and 40 thousand direct employees, rising to 500 thousand if we include satellite activities.**

Among others, leading players from the road world such as ANAS and PIARC - World Road Association, will attend the 2024 event. Among the major players in the sector who have already confirmed their participation are AMMANN GROUP, WIRTGEN GROUP, FAYAT

GROUP, MAPEI, SINA and many other operators in the sign, barriers and smart mobility sector.

*'The opening up to the entire road supply chain, beyond the bitumen and waterproofing sector, the focus on the environmental and economic sustainability of infrastructures, and the international scope now part of the event itself, represent next edition's main innovations, thus promising to increase the numbers recorded in the past,'* commented SITEB President – **Alessandro Pesaresi**.

*"I am glad that the arrival of Asphaltica in Bologna has already marked **25% more exhibitors already confirmed for the upcoming edition**, with the return of major exhibiting companies such as ANAS and PIARC (World Road Association)"* says **Gianpiero Calzolari**, President of BolognaFiere. *'The enlarged sector product extended to barriers and signage, so as to cover the entire sector, and the great interest the event is arousing in the Public Administration, makes this edition of Asphaltica a not to be missed event for professionals in this field. SITEB, not only represents the market of the road and waterproofing membrane industry, but is an association that invests so much in innovation and training. Bologna is fertile ground for this sector. We have here a University with more than nine centuries of history with which the Association has already started to collaborate on odour control research, we have the European Weather Centre and a Supercomputing Centre, the CNR and ENEA offices, and BolognaFiere boasts the record among Italian trade fairs for internationalisation. A winning mix that will undoubtedly bring significant results'.*

Road safety, the environmental and economic sustainability of infrastructures, technological innovation, and the funds provided by the PNRR (National Recovery and Resilience Plan) will be some of the main themes of workshops and seminars promoted by SITEB and by the companies that will liven up the 2024 edition of Asphaltica.

Many foreign delegations and European associations of reference for the sector have already confirmed their participation.

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