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PRESS RELEASE

The 'new' Asphaltica to be held at Bologna Exhibition Centre from 9-12 October 2024

The international Exhibition of technologies and solutions for road paving, infrastructures and services to be held in Bologna announces a raft of new features.

Bologna, 23 November 2023 - The next edition of **Asphaltica**, the International Exhibition of technologies and solutions for road paving, infrastructures and services, will be held at **Bologna Exhibition Centre from 9 to 12 October 2024**.

Developed in 2003 by **SITEB** (the Italian Road and Bitumen Association), Asphaltica is an important new addition to BolognaFiere's exhibitions calendar.

Already attracting over 40,000 visitors from 91 countries, the new event to be held in Bologna will take a huge step forward, involving institutions, allied industrial sectors, and business players committed to working together to ensure the continuous improvement of all related infrastructure thanks to an increasingly skilled Italian supply chain. With **revenues of some 18 – 20 billion Euros, the Italian bitumen emulsions industry** and its supply chain is made up of **400 production plants employing 40 thousand people, a figure that leaps to 500 thousand if allied industries are included**.

Asphaltica is the premier Italian and European event for the road building sector where manufacturers, technicians, designers, the academic world, and public and private clients meet to keep in the loop, gaining updates on the strides made in the design and construction of increasingly safe, efficient, eco-sustainable roads and infrastructure as innovative production technology makes better products and worksite equipment possible.

Gianpiero Calzolari, President of BolognaFiere declared: *"We are very pleased with this new acquisition and the transfer to Bologna not only of Asphaltica, but also of Siteb, the Association that as well as bringing together the road building sector and the allied waterproofing membranes industry, also invests heavily in innovation and training. Bologna is the industry's ideal location. Our University, founded over nine centuries ago, has already started working with the Association on odour-control research; the European Centre for Weather Forecasts, and the National Super Calculation Centre are headquartered here; we also boast offices of the National Research Council (CNR) and ENEA (the national agency for new sustainable technologies), while BolognaFiere is Italy's most international trade-show organiser"*.

"The arrival in Bologna of Asphaltica and SITEB, along with the partnership entered into with BolognaFiere, marks a further growth step for our Association. It also testifies to the key strategic

importance of the road building sector for the development of our country as a whole, to which all Italian companies are committed on a daily basis as they increasingly focus on promoting sustainable, technologically innovative processes and products. The next edition of Asphaltica will present many novelties, starting with its opening up to road-building and allied industries from the rest of the world, a major move that will take our Exhibition well beyond the previous editions," commented **Alessandro Pesaresi**, President of SITEB.

Asphaltica 2024: New features and meetings

In 2024, Asphaltica will host several new sectors that are part of the wider supply chain of the road-building industry. These include: road safety, signage, and traffic management barriers.

During the four-day trade show, ample space will be given to top-level debates, workshops, seminars and conferences on topical sector issues. The institutional conferences will be organised directly by SITEB while the workshops - organised by Exhibiting companies with the involvement of private and public bodies and institutions - will deal with new technologies, regulation updates, and new projects and ideas, especially in the area of safety, environmental safeguard and public health.

Asphaltica 2023: results

Held from 3 – 7 May 2023, Asphaltica had 41,002 attendees from 91 countries and 106 international buyers from 36 countries. 85 exhibitors - 21% from 21 countries other than Italy – were accommodated in a net exhibition surface area of 5,000 sq. m.

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