BOLOGNA FIERE
14-15-16 SETTEMBRE 2024
HOME DECOR GIFT

Bologna, 17 september 2024

Be Trend: good the first one!

The new B2B trade show dedicated to home decor and giftware closes with a

balance above expectations

Thanks to the collaboration between the SpazioFiera company and BolognaFiere Group, BeTrend

2024 was held from September 14 to 16.

A preview that laid the foundations for an exhibition event, dedicated to the world of living, destined

to become an undisputed national and international reference point for the sector. The just-concluded

edition, sponsored by Ascom Confcommercio of Bologna, represented a sort of number zero of an

even more structured project to be launched in 2025, and was unanimously acclaimed by exhibitors

and visitors alike.

The event cleverly summed up in its signature logo, graceful characters evoking classicism and

tradition, and neutral, elegant colors reminiscent of the latest, most innovative and original fashion

trends, was attended by about one hundred exhibitors and thousands of visitors from all over Italy.

Bologna's central location and accessibility from all over Italy make this venue the perfect stage for a

B2B event like BeTrend. Over the three days of the event, Hall 19 of the fair was crowded with many

industry professionals, importers, distributors, retailers, and e-commerce, with thousands of

registered visitors.

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"This 2024 preview of the BeTrend fair exceeded all expectations," said Giada Nassi executive of Spazio Fiera, "We are pleased with the level of participation and enthusiasm shown by visitors and exhibitors. This success is a testament to the vitality and innovation of the industry, now it is time to look ahead and start planning the next edition, which promises to be even bigger and more innovative. The feedback we have received has been extremely positive, many exhibitors have already confirmed their participation for next year's edition."

"We are pleased with the inclusion of this event in BolognaFiere's calendar and the results of what we consider to be a zero edition," commented Antonio Bruzzone, CEO of BolognaFiere. "With the collaboration of trade and craft associations, it has excellent possibilities for growth. The home decor sector in Italy has shown significant growth in recent years, driven by a growing focus on interior design and the desire to personalize living spaces. What we observed at the Fair is a strong emphasis on product quality and sustainability," Bruzzone concludes.

During the three-day exhibition, visitors had the opportunity to get in touch with a comprehensive overview of the latest innovations in the industry, discover what's new and discuss current trends. With more than half of the exhibitors coming from European countries, BeTrend proved to be a highly successful international showcase.

The appointment with the next edition is still at **BolognaFiere from September 12 to 15, 2025**.



BeTrend

Merchandise Sectors:

- HOME Furnishing and Decorating Accessories, Gardening, Outdoor, and Green Lifestyle,
 Fragrances, Housewares, Table and Kitchen, Textiles, Ho.re.ca
- DECOR Festivity, Decoration and Gifts
- **GIFT** Gift Items, Florist Items, Baby Items and Toys, Wedding Favors, Stationery, Do-it-Yourself Items, Smoking Items, Office Accessories, Organic Products and Body Care

Admission

FREE admission and reserved exclusively for industry professionals

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