

PRESS RELEASE

EXPOBAGNO 2008 SCHEDULED FOR 11- 15 MARCH

AN EXHIBITION IN AGREEMENT WITH ITALIANS' INCREASING DEMAND FOR COMFORT

Milan, 24th April 2007 – Italians basically tend to save their money. But, when their desire of **comfort and well-being to make home environments comfortable** is concerned, **money's no object with them**. This was revealed by a **survey carried out by ISPO** on behalf of Fiera Milano International.

The survey carried out on a sample of 4,000 people, showed a 41% growth in the demand for comfort and well-being, which are expressed in the choice of technologically advanced systems and solutions for their homes and in the purchase of products for the bathroom.

And for 46% of those interviewed the price is not important: the higher the price, the higher the quality.

According to 21% of interviewees, in fact, the real emblems of comfort are products and solutions for the bathroom such as showers, whirlpool baths, taps and sanitary ware, an opinion expressed mainly by the women interviewed (25%).

As evinced by the sample survey, among the products viewed in particular as being synonymous with well-being within the bathroom, the whirlpool bath leads; 7% already have one, 16% plan to buy one in the coming months.

The Italians' interest in the technological advanced solutions for bathroom was shown by the resounding success of the former edition of Expobagno, the biennial exhibition held parallel to MCE – Mostra Convegno Expocomfort – the leading biennial international exhibition dedicated to Comfort & Living Technology aimed at HVAC, and plumbing sector. Mostra Convegno Expocomfort will take place at the new Fiera Milano exhibition centre in Rho, from 11th to 15 March 2008. The previous edition registered the participation of 3,000 exhibitors and approximately 170,000 trade visitors, 30,000 of whom came from 134 foreign countries.

Ceramic sanitary ware, taps and fittings, wellness facilities, coverings, mini-spas, marble, bathroom accessories and tiles will be once again the undisputed protagonists at the second Expobagno, an **exhibition dedicated to the latest novelties on innovative products, solutions and materials**.

One of the novelties of Expobagno 2008 is the **layout of the exhibiting surface area**. A square plan structure of Halls 14 and 18 will offer a layout more suited to present the products exhibited creating more efficient paths and a continuous visitors' flow.

Plus, Expobagno 2008 will host the **first event dedicated to the distribution sector** to improve the calibre of visitors, focusing in particular on architects, designers, along with luxury hotelery, beauty centres and spas representatives. This event organized by Expobagno will take place in

collaboration with Angaisa (Italian Dealers Association for Plumbing Equipment, HVAC, Flooring, Tiles and Bathroom Fittings).

The new event will join the previous successful initiatives such as the **Comfort & Design Award**, proposing the most innovative products originating from the identification of new requirements and **Material Connexion**, the largest centre for documentation and research on new materials, enriched with a conference area. The most innovative materials in the world for bathroom will be displayed exclusively in the Material Connexion area such as leather tiles, wooden tiles, multicoloured, synthetic and plastic materials.

EXPOBAGNO

Expobagno is the international exhibition dedicated to the bathroom world – ceramic sanitary ware, bath tubs, shower enclosures and accessories, wellness facilities, whirlpool baths, accessorized shower cubicles, bathroom furniture, mini-spas, coverings, tiles, marble, saunas, taps and fittings, components, bathroom accessories, and heated towel rails – organized by Fiera Milano International, a joint venture company formed by Fiera Milano and the British multinational Reed Exhibitions.

The edition 2006 achieved a turnout of over 200 exhibitors, 30,000 Italian and international trade visitors, and 3,200 end-consumers on the one day open to the public. The second edition of Expobagno will take place from 11th to 15th March 2008 at the new Fiera Milano exhibition centre in Rho, parallel to MCE, Mostra Convegno Expocomfort, the international leading exhibition dedicated to civil and plant engineering

For further information

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