



Genoa, 18th June 2009

Press Release

**The amusement industry will meet in Genoa
from 28 to 30 October 2009 at Amusement Expo Europe
The cooperation with ICE – the Italian Institute for Foreign Trade
and with professional associations**

Amusement Expo Europe – the great international trade fair devoted to the amusement industry organised thanks to the partnership between Fiera di Genova and Messe Stuttgart - will be held in Genoa from 28 to 30 October 2009. The new Show is the successful combination of the two leading trade fairs in this sector, *Technofolies* in Italy and *Interschau* in Germany, and will be held every year, in one of the two cities on an alternate basis.

Amusement Expo Europe's main goal is to identify and successfully meet the needs of the European amusement industry as a whole and, more specifically, of travelling showmen and amusement and leisure park managers alike. The Show promotes European products that are leaders on international markets through a highly scenic and impressive exhibition layout: the most innovative and exciting models will be **on display** and **operating** in Jean Nouvel's large Pavilion B overlooking the sea, and will feature **an extraordinary combination of sophisticated technologies and top-quality craftsmanship.**

To further highlight the **international significance of the Show**, **ICE** (the Italian Institute for Foreign Trade) - within the framework of the agreement with the Italian Ministry for Economic Development, the Association of Italian Fair and Exhibition Centres and the Industrial Trade Fairs Committee – will ensure that **Amusement Expo Europe** is attended by a large **delegation of selected operators** from a wide range of countries: from the **Mediterranean Basin** (Morocco, Tunisia, Egypt, Turkey, Cyprus, Greece, Spain, and Portugal) to **Central and South America** (Argentina, Brazil, Mexico), all the way to **Asia** with India and the Arabic peninsula. The event can also rely on the **support of** the German (**DSB**), Italian (**ANESV**), and European (**ESU**) showmen **associations** and of **UNIONPARCHI** and **AiCE**, the Amusement industry European Council, which comprises trade associations of Italy (**ANCASVI**), Spain, and the UK.

For the first time this year the Show will offer an even wider *social programme*, by proposing not only a tour of Genoa and the Riviervas, but also a longer cruise on the Mediterranean, an initiative which is already widely appreciated by the operators.

In 2007, when *Technofolies/Interschau* was last held in Italy, the Show was visited by over **4,000 operators**, 30% of whom coming from abroad to find out the latest trends and attractions displayed by **70 exhibitors**. The latest *Interschau/Technofolies* held in 2008 in Germany was visited by 3,500 operators, 20% of whom from abroad.

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