

No. 02 / International Hardware Fair Italy / Milan, 17 September 2024

## Sneak peek at the convention programme accompanying the second International Hardware Fair Italy

### Key themes identified for the convention programme at Bergamo fairground on 8-9 May 2025

International Hardware Fair Italy, powered by EISENWARENMESSE, the world's leading hardware show in Cologne, is offering an initial glimpse of the convention programme currently taking form. The sneak preview suggests an event packed with content, revolving around presentations by prominent speakers on the global scene covering the issues at the centre of current technical debate in hardware, construction, DIY, garden & outdoor, gardening, safety, paints and varnishes, electrical materials and industrial supplies.

Thursday, 8 May will open with a discussion among production and distribution experts entitled "Home Improvement: The era of hybridisation - distribution channels in comparison". The conference will address the evolution of formats and assortments, service as a key development element, climate and meteorological studies influencing the change in offerings, and, last but not least, sustainability as a reputational value and a concrete business opportunity.

In the afternoon, this will as usual be followed by an event focusing on the colour sector, with in-depth information provided by Colore&Hobby magazine. Then GfK will analyse the latest trends in the macro-sector in a talk entitled "Manual and Power Tools - a focus on product categories".

Friday, 9 May will open with a provocation for physical retailers: "War on eCommerce!", offering advice and suggestions on how to compete with e-commerce.

Later on in the morning, DIY International editor-in-chief Rainer Strnad will help the audience understand the dynamics of international distribution today, citing significant case studies.

For more information on the programme go to <https://www.hardwarefair-italy.com/en/events-and-conferences/conferences/conference-second-edition/>.

Partners who have confirmed their continued commitment and support for the event include EDRA/GHIN, a global association of do-it-yourself and home improvement stores and retailers including both physical stores (more than 34,000 in 78 different countries) and large-scale resellers and digital platforms. Partners also include ZHH (a hardware trade association specialising in the DACH area); FWI, an association of German tool manufacturers; Italian hardware wholesalers' association Assofermet Ferramenta, and MADE4DIY, an Italian consortium of manufacturers of do-it-yourself and gardening products.



International Hardware Fair Italy  
Fiera di Bergamo  
8-9 May 2025  
[www.hardwarefairitaly.com](http://www.hardwarefairitaly.com)

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International Hardware Fair Italy will also feature this year's edition of the prestigious Product of the Year Award, an important competition for exhibitors.

All taking place in Bergamo on Thursday 8 May and Friday 9 May 2025!

**Koelnmesse - industry trade fairs for the hardware sector:** As a top international trade fair organiser, Koelnmesse is the global market leader in organising events for the hardware/ironware segment. It hosts the leading international event EISENWARENMESSE - International Hardware Fair Cologne at its trade fair grounds in Cologne, where Asia-Pacific Sourcing also showcases products, innovations and trends for homes and gardens from the Far East. In addition to the events at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally in key markets: With the event "El Gran Salón Ferretero" in Colombia, Koelnmesse supports its customers in entering the market in Latin America and the Caribbean. The China International Hardware Show in Shanghai, the International Hardware Fair Italy in Bergamo and the International Hardware Fair India in New Delhi are bespoke events and leading trade fairs for the region with international participation. They create the foundation for sustainable, international business for their participants and bring together supply and demand within the sector with a carefully targeted approach.

#### **Upcoming events:**

China International Hardware Show, Shanghai, 21.-23.10.2024, International Hardware Fair India, New Delhi, 06.-08.12.2024, APS Asia-Pacific Sourcing, Cologne, 11.-13.03.2025, El Gran Salón Ferretero Colombia, Bogotá 06-08.11.2025, EISENWARENMESSE - International Hardware Fair Cologne, Cologne, 03.-06.03.2026.

#### **Note for editors:**

International Hardware Fair Italy photographic material is available in the image database on our website, in the "Press Area".

More information for the press at:

<https://www.hardwarefair-italy.com/en/press-area/>

If you publish this information, please send us a copy of the article

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