

Gift Fair comes to the point

Catania Gift Fair, focusing on wedding-souvenirs, giftware, handicraft, tableware, textiles, houseware and décor, will take place from the 29th of September to the 1st of October, as usual at Le Ciminiere Fairground.

First target: to confirm vitality in Sicilian and Calabrian markets

Catania Gift Fair 2012 shows an important innovation: the thirteenth edition puts forward its dates and will take place from the 29th of September to the 1st of October, as usual at Le Ciminiere Fairground. A novelty which will allow to complete purchases for Christmas.

In 2011 numbers confirmed the validity of the fair: more than 3.000 buyers visited the stands of about 100 exhibitors. The operators came from Sicilia and Calabria, traditional target of the event. Sicilian and Calabrian markets, together, have got almost 6.000 shops and keep on spreading positive signs despite a not exciting economic climate.

A fair which comes to the point, aiming especially to increase exhibitors and visitors. Therefore communication, through internet, specialised press and direct mailing, will be reinforced.

VOCATIONAL TRAINING

Events focusing on vocational training are always a peculiar aspect for Catania Gift Fair: it will be the same in 2012, when operators will count on meetings dedicated to packaging, window dressing, balloon art, tableware, international markets. In 2011, workshops for sugar almonds and artistic ceramics had great success.

“ALTO RICEVIMENTO” PRIZE

A prize, as usual, will be awarded to the firm which, in the previous edition, attracted the highest number of visitors, through the mailing of invitation cards. In 2011 Decam, which celebrated its 35th year of activity, won the “Alto Ricevimento” prize.

FREE SERVICES

Exhibitors and buyers, with free entrance for the fair, can count on many services in the fairground. Among them, the Business centre for fax, photocopies and internet, the Nursery, for children under twelve, the Wardrobe. Not to be forgotten the Specialized News-stand, with magazines on fairs and houseware, wedding souvenirs and stationery, flowers and confectionery: a general view on all the different aspects linked to the fair.

May 2012