

**Luca Micaletto**

**FAIRS AND SUSTAINABILITY**

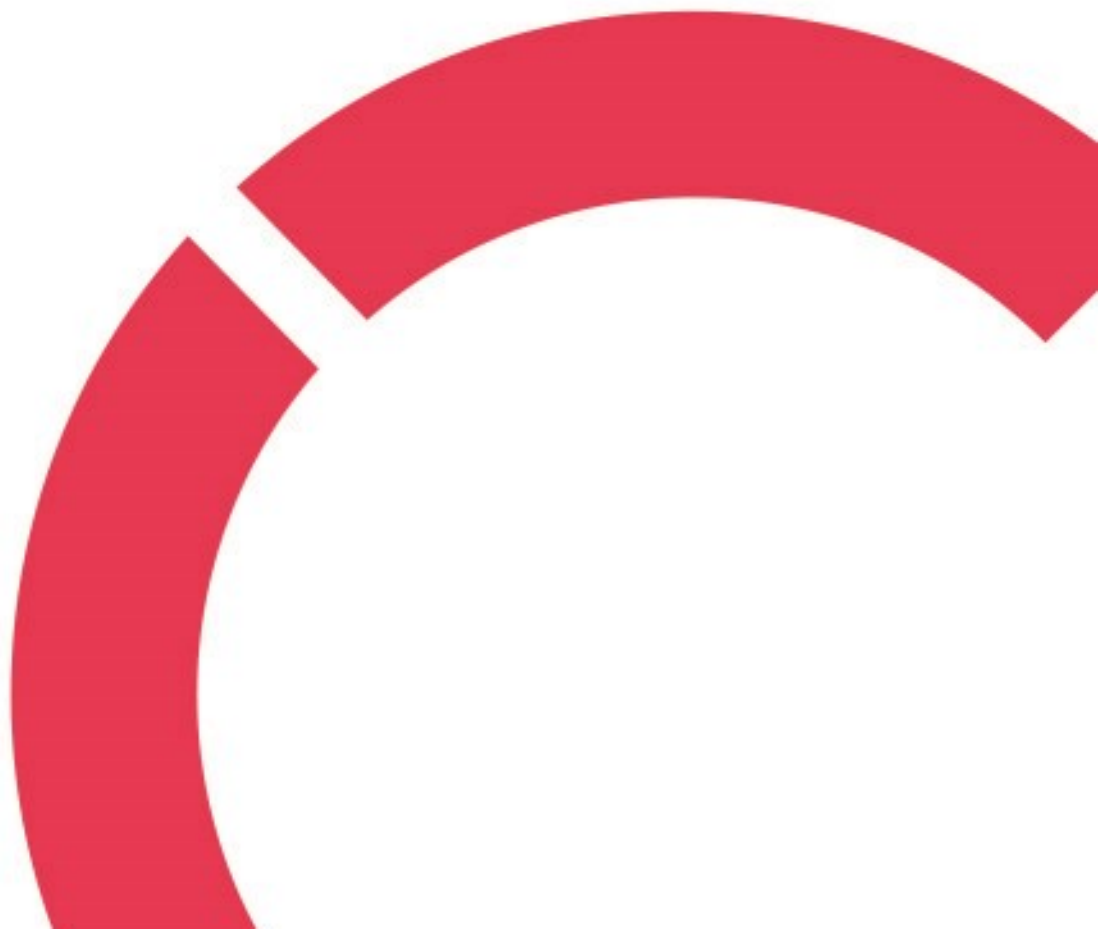
**The conscious modernization process of IDM Südtirol-Alto Adige**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**Master of Business Administration – International Business Management**

**May 2024**



**ABSTRACT**

<b>Centria University of Applied Sciences</b>	<b>Date</b> May 2024	<b>Author</b> Luca Micaletto
<b>Degree programme</b> Master of Business Administration – International Business Management		
<b>Name of thesis</b> FAIRS AND SUSTAINABILITY. The conscious modernization process of IDM Südtirol-Alto Adige		
<b>Centria supervisor</b> Weimu You	<b>Pages</b> 52 + 22	
<b>Instructor representing commissioning institution or company</b>		
<p>This thesis deals with the topic of trade fairs. The purpose of these events is to promote companies and their products in specific sectors and markets. The main objective is to explain how IDM Südtirol - Alto Adige, a non-profit agency, specialized in the creation of events for companies located in South Tyrol, Italy, manages its planning and organisation process.</p> <p>In addition, through a series of questionnaires and considerations, the possibility of using a new type of stand, with a modern flair, increased sustainability characteristics and state-of-the-art materials, is analysed.</p> <p>The results obtained derive from data collected over the last 5 years. By applying them to the new proposals, IDM is able to plan the new type of stand that can be used starting from March 2025.</p>		
<b>Key words</b> Business to Business, Business to Consumer, Business Development, Catering, Collective Stand, Customer Satisfaction, Exhibition, Export, Fairs, Feedback, Logo, Marketing, Questionnaire, South Tyrol, Stand, Stand Builder, Sustainability, Trade Show, Transport.		

## **CONCEPT DEFINITIONS**

### **AD**

(Anno domini) Meaning “in the year of the Lord” in Latin language, was a way to calculate years in the Julian and Gregorian calendar.

### **B2B**

(Business To Business) An activity, often an event, which involves several professionals but never, or very limited, final customers.

### **B2C**

(Business To Consumer) An activity, often an event, aimed at a very wide and almost never specialized audience.

### **BLS**

(Business Location Südtirol) Former company for the establishment of businesses and territorial promotion of the Autonomous Province of Bolzano, South Tyrol.

### **CES**

(Consumer Electronics Show) A fair, dedicated to the electronics sector, which takes place in Las Vegas.

### **CRM**

(Customer Relationship Management) An IT system that companies use to interact with actual and potential new customers. It helps, for example, with direct mailings.

### **CSAT**

(Customer satisfaction score) A system for measuring the level of customer satisfaction with a product or service.

### **EOS**

(Export Organization Südtirol) Former company whose focus was the internationalization and export promotion of South Tyrolean companies.

**FVG**

(Friuli Venezia Giulia) A geographical area located in the north-east of Italy bordering with Slovenia and Austria.

**IDM**

(Innovators Developers Marketers) The company that deals with marketing activities and economic development in the Autonomous Province of Bolzano, South Tyrol.

**ITA**

(Italian Trade Agency) Italian government agency with main focus on internationalization of Italian companies.

**KWH**

(Kilowatt-hour) Unit of energy (Kw) produced or consumed in one hour (h).

**LED**

(Light-Emitting Diode) A semiconductor that emits light when conducting current, used for indoor and outside lighting.

**MDF**

(Medium Density Fiberboard) Panel made of wood fibers pressed with glues and resins at high temperatures.

**NOI TECHPARK**

(Nature Of Innovation) A new innovation district in the Autonomous Province of Bolzano, South Tyrol.

**ROI**

(Return on investment) The measure used to evaluate the efficiency or profitability of an investment

**SMG**

(Südtirol Marketing Gesellschaft) Former company that dealt with tourism promotion for the Autonomous Province of Bolzano, South Tyrol.

**TIS**

(Techno Innovation Park South Tyrol) Former company whose activities were innovation, cooperation and scientific-technological transfer in the Autonomous Province of Bolzano, South Tyrol.

**UFI**

(Union of International Fairs) Global Association of the Exhibition Industry.

**ABSTRACT**  
**CONCEPT DEFINITIONS**  
**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 THEORETICAL FRAMEWORK .....</b>	<b>3</b>
<b>2.1 Fairs.....</b>	<b>3</b>
<b>2.1.1 Business to Business trade shows .....</b>	<b>6</b>
<b>2.1.2 Business to Consumer trade shows .....</b>	<b>9</b>
<b>2.2 Impact of fairs as of today .....</b>	<b>9</b>
<b>3 RESEARCH METHODOLOGY .....</b>	<b>14</b>
<b>4 RESULTS .....</b>	<b>17</b>
<b>4.1 IDM Südtirol – Alto Adige .....</b>	<b>17</b>
<b>4.1.1 From the merger to the present day.....</b>	<b>17</b>
<b>4.1.2 IDM business sectors .....</b>	<b>19</b>
<b>4.1.3 IDM Fairs .....</b>	<b>19</b>
<b>4.1.3.1 IDM’s current situation .....</b>	<b>21</b>
<b>4.1.3.2 How others manage fairs .....</b>	<b>28</b>
<b>4.1.3.3 The new IDM stand - Forecast for March 2025.....</b>	<b>30</b>
<b>4.1.4 The standard IDM trade fair evaluation questionnaire.....</b>	<b>33</b>
<b>4.1.5 The new stand concept questionnaire - needs and improvements .....</b>	<b>39</b>
<b>5 DISCUSSION AND CONCLUSION .....</b>	<b>46</b>
<b>5.1 Discussion.....</b>	<b>46</b>
<b>5.2 Conclusion.....</b>	<b>47</b>
<b>REFERENCES.....</b>	<b>49</b>
<b>APPENDICES</b>	
<b>FIGURES</b>	
FIGURE 1. Sales volume of organic products in Germany from 2000 to 2023 .....	8
FIGURE 2. Summary of improvement of the company situation given by participation in 2020 – 2023 fairs.....	34
FIGURE 3. Net Promoter Scores from 2020 to 2023 .....	39
FIGURE 4. Companies’ overall satisfaction during trade fair appearances .....	40
FIGURE 5. Companies’ specific satisfaction generated by stand image .....	41
FIGURE 6. Visibility of the IDM stand from a distance .....	41
FIGURE 7. Presentation possibilities (graphics) for companies .....	42
FIGURE 8. What to change in the current IDM joint exhibition stand .....	43
FIGURE 9. Main reasons to choose the IDM South Tyrol Exhibit stand .....	44
FIGURE 10. Willingness to pay for new services .....	45
<b>PICTURES</b>	
PICTURE 1. Great Exhibition of the Works of Industry of all Nations – London .....	4
PICTURE 2. Aerial representation of the Fiera Milano exhibition centre .....	5

PICTURE 3. IDM Südtirol – Alto Adige logo from 2016 to October 2022 and from October 2022 to present days .....	17
PICTURE 4. The umbrella, quality, and localization brand .....	18
PICTURE 5. Laminate walls at Biofach fair 2024 in Nuremberg, Germany. Luca Micaletto .....	22
PICTURE 6. MDF walls at Tuttofood fair 2019 in Milan, Italy. Luca Micaletto .....	23
PICTURE 7. BeMatrix frame with holes ideal for mounting both panels and textiles .....	23
PICTURE 8. Frame walls for an interchangeable graphic. Nordic Organic Food Fair 2022 in Malmö, Sweden. Luca Micaletto .....	24
PICTURE 9. IDM furniture at Tuttofood fair 2023 in Milan, Italy. Luca Micaletto .....	25
PICTURE 10. Logo for sign “Companies from Südtirol” .....	27
PICTURE 11. Logos for signs “Apfelkonsortium” - apple consortia, “Weinkonsortium“ – wine consortia and „Speckkonsortium“ – Speck consortia. ....	27
PICTURE 12. Brand that certifies the sustainability of regional businesses and the origin of agri-food production in the Friuli Venezia Giulia region (Italy) .....	28
PICTURE 13. Italian Trade & Investment agency .....	30
PICTURE 14. Feasibility study of the new IDM Südtirol - Alto Adige exhibition stand .....	30
PICTURE 15. New graphic options with different sizes .....	31
PICTURE 16. “Piazza” – central area for IDM events.....	32

## TABLES

TABLE 1. Number of fairs organised in the period 2019 to 2024 .....	20
TABLE 2. Percentage value assigned to certain values between 2020 and 2023 .....	35
TABLE 3. Companies interested in participating again in a IDM collective stand.....	35
TABLE 4. Companies’ evaluation of factors connected with the fair.....	36
TABLE 5. Stand options.....	36
TABLE 6. Number of new connections of South Tyrol companies during fairs .....	37
TABLE 7. IDM invitation methods .....	38

## 1 INTRODUCTION

Globalization has changed economic, social, and cultural situations in different parts of the world. As indicated by Hassi and Storti, no state can escape this change. What happens instead is the exclusion of some states from international trade, for reasons of internal development or political instability. (Hassi & Storti 2012)

We often tend to give a negative view of globalization, forgetting all the advantages it has brought to the economy. With its arrival, companies were able to better promote their products, addressing them to a wider range of audiences compared to the closed market that existed before. Large but above all small and medium-sized companies, have been able to reach for the first time an audience that previously only purchased local products and now looks for different products from all over the World.

Globalization has also brought with itself a series of environmental problems such as global pollution linked to mass production, transport (primarily via sea and air) but also consumerism. The impact of globalization on consumerism is also discussed in the Indian journal of law and legal research. Singla cites a concept by Will Rogers who gives a simple but effective explanation of this concept: people spend money on unnecessary things to impress others that are not strictly relevant. (Singla 2023, 1)

The environmental factor was the most overlooked during the globalization boom. Beckermann's analysis of the welfare of populations living in developing countries, with limited access to drinking water, food, and other basic needs, is a great example of globalization problems shifted elsewhere. (Beckermann 1992, 481-496)

Nowadays we try to perfectly balance the advantages that this has brought and find sustainable solutions to reduce the impact that our choices are having on the planet. Some companies such as IDM (Innovators Developers Marketers) Südtirol - Alto Adige have been able to include these measures within their action plan.

This thesis aims to offer a service to companies that is effective from the commercial point of view, in terms of economic development and at the same time does not burden the environment around us.

IDM plays, among other tasks, an important role in encouraging the export of companies from a specific area of northern Italy called South Tyrol. It organizes fairs and events in which selected companies can

participate to promote their products and services. For some years now, the theme of sustainability has also been among IDM's objectives, which include:

- How to manage to organize and carry out events and fairs in a sustainable way (or more sustainable than in the past) is one of the biggest challenges both for IDM and for all companies active in the fairs and events sector.
- Different and reusable materials, locally produced products, and transport systems with less impact on the environment but also modifications and improvements to past work processes.

The objective of the theoretical framework (second part of the thesis) is to give a general overview of the trade fair sector, differentiating by historical period, typology, geographical area, and environmental impact.

The third part discusses the research methodology. From this point we can deduce the type of data that was used and for what purpose. The data was derived mainly from two questionnaires and the material created by IDM.

The next chapter analyses the results (fourth part). After a brief introduction of the activities of IDM, all the data deriving from the activities related to the world of fairs and events are explained and analysed. Theoretical and technical notions are explained. It is precisely in this chapter that the topic of sustainability of the products and systems implemented by IDM is addressed.

The last chapter (conclusion) underlines the most important findings and gives an indication of the best choice that could be adopted for the future of IDM's operations.

## 2 THEORETICAL FRAMEWORK

This thesis focuses on the central concept of fairs, and specifically, Business to Business (B2B) trade shows and Business to Consumer (B2C) trade shows, which are reviewed in this chapter.

### 2.1 Fairs

When speaking about fairs (or exhibitions) it is almost a must to understand where they were born, why, which sectors were involved, size, and the kind of visitors/buyers they attract. The first forms of fairs could be found already during the period of the Roman Empire. It is precisely at this time that they began to be called fairs (from the Latin "fera", a place where animals and other everyday objects were exchanged or sold).

In the following centuries, the type of event began to change according to the needs of the people and to economic and labour development. This led to a drastic change that can be observed in the medieval period, roughly between 1000 Anno domini (AD) and 1500 AD. It is the period in which mercantile capitalism developed the most, especially in the area of present-day eastern France, where the Champagne fairs flourished. These were annual events in a particular area of France, halfway between the Mediterranean area and the Baltic Sea, in which people could find and exchange goods from afar such as fabrics and spices (from the South) with furs and resins (from the North). This period is also crucial as it marks the beginning of the use of silver as a currency and means of payment. An example of a city that developed on trade routes, starting from the Middle Ages, is Bolzano, a city in northern Italy, the cradle of a culture straddling the Latin and Germanic worlds (Weinstrasse 2024).

It is also important to point out that the northernmost part of Italy was characterized by continuous exchanges with foreign countries (countries like Austria, Germany, and Switzerland of nowadays) and the rest of Italy. In fact, every single city had more or less large markets, markets that often took place at scheduled intervals (1 or more times a year) and took the name of agricultural fairs or fairs dedicated to saints. The latter often took place concurrently with the harvests.

Also, not to be forgotten is the fundamental role of Italy (or at least of the geographical area that is now called Italy) in the sector of maritime and inland trade. Some of the cities with the most important markets and fairs were on the main crossroads for Europe or were positioned on the coasts such as Venice, Trieste, but also Genoa, Naples, and Palermo, just to name a few.

However, it was only in the 18th century that the first major industrial fairs began to develop in both Europe and North America, also thanks to the Industrial Revolution. It is only until the end of the 19th century that the first specialized industrial fairs started to be organized on a yearly basis. In 1851 the first edition of what we now call Expo, the universal exhibition, took place at the Crystal Palace in Hyde Park in London (United Kingdom) (PICTURE 1) and was called the "Great Exhibition of the Works of Industry of all Nations". (Harper and Brothers 2014, 602-603)



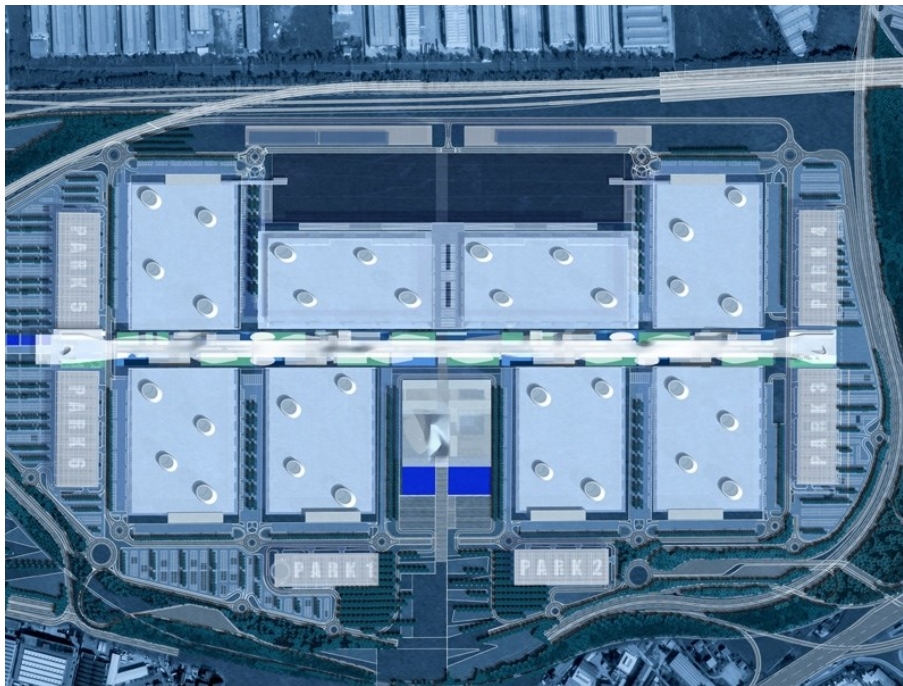
PICTURE 1. Great Exhibition of the Works of Industry of all Nations – London (Wikipedia)

This is also the period in which the first professional centres for the organization of fairs and exhibitions were born, first in Europe and then in North America. Many of these centres still exist today and work in a similar way as in the beginning by organizing a series of events throughout the year, differentiating by sector and public.

Today, when we talk about trade shows, we often refer to events organized in large and modern exhibition centres around the world. However, if we do more in-depth research, we note that, considering the top 10 largest exhibition centres by covered exhibition area in the world, 4 are in Germany, 1 in Italy, 4

in China and 1 in Russia. Looking at the years of opening of the 4 Chinese exhibition centres we can see that 3 out of 4 were opened between 2015 and 2019 (only one has been active since 1926) (Rlist 2019).

For many centuries European states ruled the fair market in an almost monopolistic manner. Nowadays, it can be deduced that the trade balance is shifting more and more towards Asia. When we refer to a fair what should we think about? We should probably first consider the place where the event takes place. Almost always these are areas dedicated to exhibitions in the immediate vicinity of large cities. To better understand, the example of Fiera di Milano Rho is proposed, an Exhibition centre founded in 2005 and which today is the largest exhibition centre in Italy and the second in Europe for covered square meters (PICTURE 2). Between 1881 and 2005 the events took place in the old area of Nuova Piazza d'Armi near the Amendola area.



PICTURE 2. Aerial representation of the Fiera Milano exhibition centre (Fuksas & Fuksas 2023)

An exhibition centre is almost always made up of a central management area in which the executive offices are located. This is an area dedicated to the management of each individual event with the various project teams, to the technical services necessary for the correct performance of operations of ordinary and extraordinary administration and obviously the exhibition halls. Often, in the vicinity of an exhibition centre it is possible to find a congress centre, useful for offering additional services to support fairs or to create ad hoc events like press conferences and congresses.

The events sector has undergone a drastic stop between February 2020 and October 2021 due to the global pandemic. Many trade fair organizers have managed to create in this period online platforms to still be able to organize their events at least in a digital format. (Can & Canli 2022, 15)

Being able to hijack from a type of event that thrives on physical meetings and exchanges of information to online meetings was probably one of the biggest challenges that fairs have had to undergo in the last 100 years. For this reason, many small fair organizers have had to cancel entire events or shut down their business. As an example, it is here possible to see what the Exhibition centre in Parma, Italy, had to do with its famous Business to Business (B2B) food trade show Cibus. Originally it was planned for May 2020, then postponed to September 2020 and finally moved to September 2021 (Cibus 2020).

Digital platforms, now widely used for meetings and studies, had become the only way to save the world trade fair system between 2020 and 2022. Today (February 2024), after 2 and a half years, the fair business is still struggling to recover and has not yet reached the levels of pre-COVID. As previously mentioned, the fairs differ by sector, size, and public. Depending on the sector we will find a different audience size and varying ranges of offers. The main difference when speaking of trade fairs is, however, the quality of the attending visitors which can be either of a professional type (necessary for B2B trade fairs) or direct consumer (important for B2C trade fairs).

### **2.1.1 Business to Business trade shows**

B2B trade fairs are physical or virtual meeting places where companies of a specific sector can present and / or let products be tested to a specialized public often made up of wholesalers, competitors, and final retailers. Companies that participate in B2B events have as their main objective product promotion and customer care rather than direct sales. Competition is very high in certain sectors and for this reason it is extremely important to retain existing clients. (Cortez, Johnston & Gopalakrishna 2022, 1092-1105)

A fundamental role, in fact, for the optimal success of a B2B event (both national and international) is the reachability of the exhibition area by visitors, buyers and foreign companies interested in participating. As anticipated before, this type of professional event has suffered less during the COVID years (2020 - 2022) as it has almost always been possible to organize ad hoc digital events. Given the type of visitor, it was easier to organize fully digital events even though the outcome was certainly not comparable to a physical event.

It is also possible to notice differences in terms of exhibitions and visitors by dividing the events by geographical location. Three clear examples can be given:

1) Tuttofood Fair in Milan, Italy

This national B2B event, but with international appeal given the location, dedicated to the entire agrifood ecosystem is among the most important fairs at European level (Tuttofood). It is located in Italy precisely because the food & beverage sector here plays a fundamental role also from an economic point of view (Coldiretti 2023). In 2023, the event attracted 83.000 visitors from 132 states. 20% came from abroad (Tuttofood 2023). Even though the event is of international importance, most of the visitors and buyers are of national importance. This is because many companies, including international ones, rely on Italian buyers in this sector.

2) Biofach fair in Nuremberg, Germany

The world's leading trade fair dedicated to the organic food sector. In this event, which ended on February 16, 2024, there were over 35.000 visitors from 128 nations (Biofach 2024). Even if the event is of international importance, most of the companies and visitors / buyers have national significance. This is because many manufacturing companies, including international ones, exploit the German market both to produce and to sell. The German customer has always paid great attention to organic products, as also happened in 2023 where a new record of 16,08 billion euros was reached in terms of sales volume, + 5% compared to the previous year (Statista 2024).

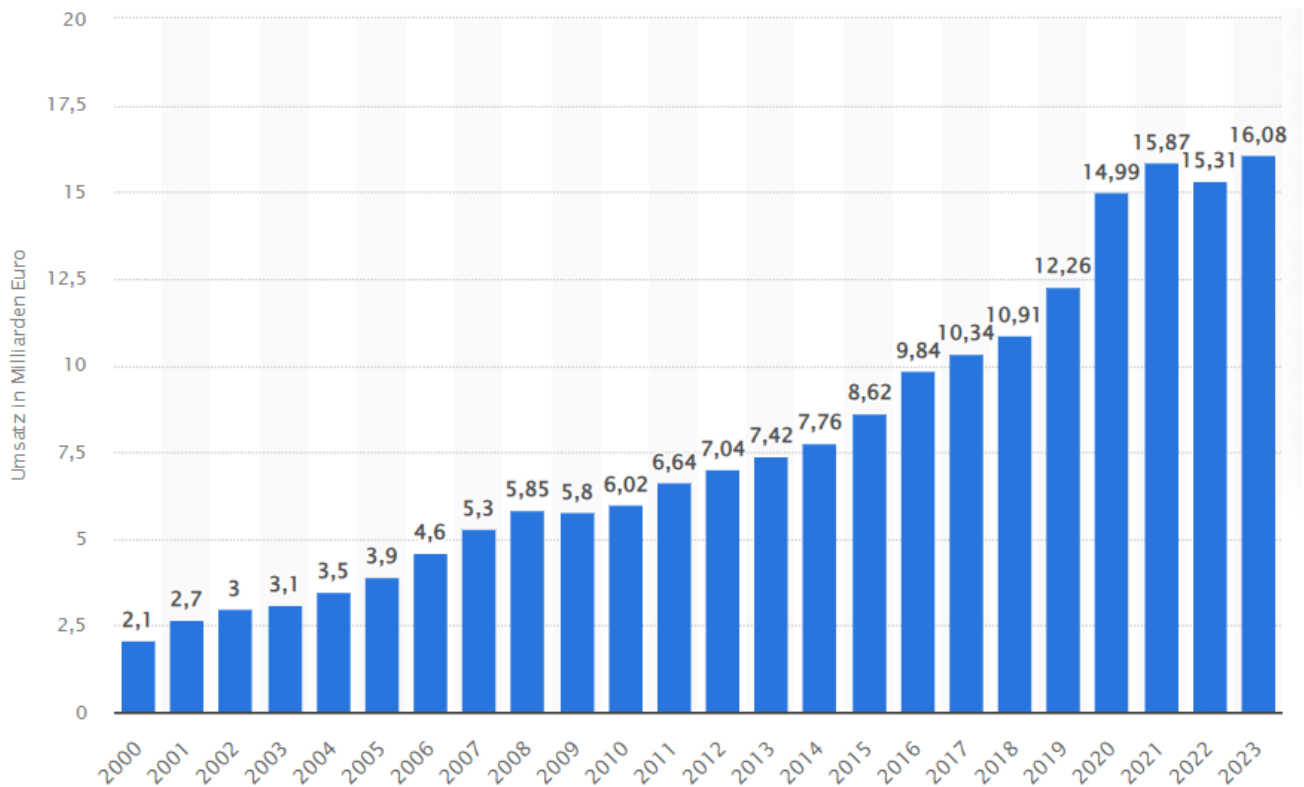


FIGURE 1. Sales volume of organic products in Germany from 2000 to 2023 (Statista 2024)

### 3) Consumer Electronics Show (CES) Las Vegas, USA

This fair, dedicated to the electronics sector, which takes place every January in Las Vegas, attracts over 135.000 visitors from over 150 countries making it a unique fair in the world both for participating companies (4.300) and for the offer of collateral activities (launches of products, seminars and press conference) (CES 2024). The event is of global importance and most of the companies and visitors/buyers are international. The location was chosen as a crossroads between many nations producing and developing technological innovations such as the United States, China, and many Asian countries in general. Many development and manufacturing companies, including international ones, exploit the US market both to produce and to sell products. Many trends introduced to the US market can quickly spread to the rest of the world. One of the reasons is the high consumerism present among the US population since the 18<sup>th</sup> century. (Koehn 2008)

As can be seen from the 3 examples cited above, there are also differences within B2B events which can make an event more exclusive and specific than others.

### **2.1.2 Business to Consumer trade shows**

Similarly to B2B trade fairs, Business to Consumer (B2C) events are also held physically and only rarely virtually. The type of event is completely different as the companies interested in offering their products also have a direct economic interest (i.e., selling on spot). The target audience is not always defined. These fairs have often a high number of exhibiting companies and a high number of visitors. It is possible to find such fairs even in smaller exhibition centres. Often, they are organized only locally and consequently the products sold, and the companies that exhibit, reflect the specific needs of that geographical area.

Of course, there are always exceptions. Referring to Italy, and the Milan exhibition centre, a perfect example is its B2C fair dedicated to crafts and tourism that was able to attract, in 2023, over 1 million visitors from all over Italy and Europe and 2.500 exhibitors from 80 different countries (Ansa, 2019). This is Artigiano in Fiera, the most visited event in the sector worldwide (Artigiano in Fiera), an event that has reached its 28th edition in 2023, which during the pandemic managed to diversify its activities by creating a platform capable of showing the resilience of the event to unexpected changes such as those that occurred during 2020 to 2022.

## **2.2 Impact of fairs as of today**

With the arrival of the internet, the belief was born that physical events, such as fairs and other in-person events, would be replaced or weakened by purely online alternatives. The same was also true for trade which was supposed to be replaced by the virtual market. For this reason, trade fair organizers place great importance on the feedback of exhibitors and visitors in order to maintain the highest level of satisfaction possible (Martins 2023).

Regarding e-commerce, the long-awaited problem arose close to the new millennium. In some areas of the world the change occurred earlier than in others. In states with high purchasing power and high consumerism such as the United States and mainly central-northern European countries, the phenomenon manifested itself earlier while in others, despite of having a good part of the population that is currently aware of the online shopping system, "neighbourhood" commerce has continued and continues to coexist more easily with the large online giants.

The same problem did not arise for the trade fair sector. To confirm this, we can note what happened in the period between 2020 and 2022, a two-year period in which the trade fair and events sector in general saw a drastic decrease in events due to the global pandemic. In this period, most trade fair organizers have attempted to offer online variants in order to continue operating and earning money. Some European exhibition centres have managed to offer exclusively online alternatives while others have hybrid versions. The result was almost always disappointing as the core of the activity was missing: the meeting, the negotiation and the exchange of information that previously took place in person.

According to the Global Association of the Exhibition Industry - Union of International Fairs (UFI) the revenues from exhibitions dropped drastically by 68% in 2020 compared to 2019 (UFI 2021a). In a study conducted among 450 fair organizers 14% were of the idea that online fairs could replace physical events while 80% stated that online could not be the only solution but hybrid versions will be the future (UFI 2021b).

Today it is noticeable that some change is taking place. Large and small trade fair organizers have to deal with a constantly changing world and with needs and innovations that must be studied in order to be able to offer to customers solutions that match their needs.

The requests of the participating companies (and indirectly of their customers) often go in the direction of innovation, savings, and environmental sustainability.

In the past, participation in a fair was seen as a huge investment to get noticed "on the spot". Nowadays, participating companies carry out most of their promotion before and after the event, often through online channels such as mailings via Customer Relationship Management (CRM) systems, websites, and virtual meetings. For this reason, participations have often started to focus on smaller exhibition spaces, with fewer staff on site and reduced costs. Many companies, that believe in a more sustainable future have welcomed this change with open arms while others are just riding the trend.

Speaking of sustainability, one wonders how it is possible that the exhibition sector can be considered sustainable. After over 15 years of experience in the sector, and knowing many variables that can arise, the answer is that this sector will hardly be able to change the type of impact it has on the planet. The event, or fair, is in itself a fictitious situation that is created for a very limited period of time with an often-disproportionate expenditure of energy and funds. But then why do we continue to do this and how can this problem be solved?

Human beings have always been inclined to do what they know best, and the trade fair environment is able, through innovation, the exchange of ideas, the meeting of unknown people, to attract old acquaintances and new people during each edition. The great challenge of exhibition centres has been (and will be) to offer increasingly more sustainable solutions both ecologically and financially, to reduce environmental impact and to beat e-commerce, always ready to replace the "old" market systems.

Sustainability is a very broad topic. By referring to the trade fair sector, it can be included in the organisation, understood as the period until the fair takes place, in the period of the event (often limited to just a few days) and in the period which begins at the end of the event (when the work is concluded, and which often coincides with the start of the next event).

In the first part, i.e., in the planning phase, the fair can immediately take on a sustainable inclination through some eco-friendly decisions such as registrations through online portals that reduce or exclude the use of printed paper for both the organizer and the participant, online meetings which drastically reduce the number of trips and related pollution. A choice of the organizer may be to use only certified energy coming from renewable resources, this to completely close the loops of the planning part. This type of decision is also useful in the management of exhibition spaces (for example the pavilions of a fair or the rooms of a conference centre). With the replacement of old incandescent bulbs with light-emitting diode (LED) lighting, that use up to 90% less energy than incandescent bulbs and last up to 40 times longer, and the supply of electricity from natural resources, one of the major costs, and pollution of a fair, can be drastically reduced (Cheng & Cheng 2006, 173-177).

Matthias Dorsch, head of the technical facility management of Hannover Messe stated that with the improvements implemented to the older pavilions the fair was able to reduce consumption by 40% and by 2025 all 6.500 light points of the pavilions will be replaced with LED lights (Deutsche Messe AG 2018a). Another very current issue in exhibition centres is the production of waste before, during and after the event. If it is true that separating waste is difficult, but still possible, before the event it becomes often impossible during and after the event. As the size of an event increases, and so the amount of people involved, it becomes difficult to manage this problem. Every year more than 5.000 tons of waste are produced, the majority during some events including the "Industriemesse Messe". Over 400 employees take care of the collection and specialized companies differentiate the different materials. The fair is thus able to reach a quota of 94% of recycled material. (Deutsche Messe AG 2018b)

Something is changing though. If it is true that until a few years ago not much attention was paid to this issue, today it is enough to walk through a trade fair pavilion to see how some things are changing. Materials that were previously purchased for the event and then thrown away are often reused for multiple events. The materials used are more ecological or recyclable (as happens with the stand walls made mostly from recycled and compressed wood).

In its 2022 sustainability report, Fiera Milano, the 6th largest exhibition centre in the world, declares, on page 37, to create pre-fitted stands exclusively with laminate panels, eliminating screws and using reusable materials and water-based paints, in order to offer a more sustainable stand (Fiera Milano 2022). In the second part, i.e., during the days of the event there is a high concentration of waste production. This often corresponds to paper, cardboard, and organic waste (such as food waste from restaurants and catering of private stands).

One might think that this type of waste is easier to manage but in reality it is not. As can be seen from a study conducted in 2015 by Greenredeem, an English company that encourages and motivates people to take eco-friendly actions, out of 3.367 people, only 25% of people recycle when they are away from home compared to 93% at home. When there is no efficient waste collection and (often) enough bins available, people or visitors do not recycle. (Greenredeem 2015) As also explained by Knussen, Yule, Mackenzie, and Wells (2024), it is precisely the lack (actual or perceived) of waste collection bins that most influences people's habits. They found that the repetition of a habitual action is more likely if performed unconsciously. (Knussen, Yule, Mackenzie & Wells 2024, 237-246)

Trends and lifestyles are certainly helping and indirectly reducing this problem. Just think of the change in diet of many people who now prefer a meat-free lifestyle. Many fairs are starting to offer entirely plant-based dishes to respond to the constant increase in demand, indirectly reducing the footprint resulting from the use of meat. In their publication Anjana, Reena, Samridhi, Neeru and Rajesh also emphasize that a change in diet can lead to reductions in carbon footprint. Not only environmental consciousness but also affection for animals and/or social justice can lead to great changes. (Anjana, Reena, Samridhi, Neeru & Rajesh 2020, 387)

The third part, which corresponds to the dismantling, is the one with the greatest possibility for improvement. On the one hand there is a tendency to reduce the time of dismantling operations in order to decrease the number of people (and therefore the costs) and have the pavilion available as fast as possible.

On the other hand, the best solution would be a more careful and controlled management of waste system, right from the halls, in order to save both on disposal/sorting and on collection time. Whether an ecology and green change can be applied to most trade fairs and exhibition centres is difficult to predict. Surely the direction we are following can only bring advantages to the fairs and the community.

### 3 RESEARCH METHODOLOGY

At the end of each fair, the IDM's Trade Support department sends a questionnaire to the companies that participated in the fair. Microsoft Dynamics, an IT program, is used to forward the questionnaire to the different companies' contacts. Microsoft Dynamics delivers to companies like IDM a portfolio of different Business solutions in order to increase efficiency and become more agile while reducing costs and the time it takes to carry out a particular job. This program is connected to the IDM CRM tool into which all companies' data and useful contacts are stored. The data contained in the CRM has been collected since 2016 and is vital to all of IDM's daily operations. This database contains all the companies that carry out activities with IDM, both as customers and suppliers. The database is updated by each individual IDM employees who are in contact with a specific account (company with which we collaborate) or contact (contact person within the company with which we collaborate). Each employee has access to all accounts and contacts and can therefore see all changes in real time as well as the work that other colleagues are carrying out with the specific company. To conclude, the team sends the questionnaire within 1 week from the end of the event in order to collect opinions and feedback that are still clear and fresh in the minds of the participants.

This activity is carried out because IDM wants to offer an excellent service to the companies with whom it collaborates and needs feedback to be able to consolidate or improve its work. Furthermore, being a public company, it is important for IDM to be able to justify its actions both internally and externally. The province of Bolzano, but also the partners and stakeholders, have an interest in understanding whether the public money, that IDM uses, is spent in an optimal way. These answers are also useful for an internal reason. IDM collaborators are evaluated annually based on customer satisfaction. This value should be close to 5 (on a scale of 1 to 5).

Companies do not have a maximum time within which to respond to the questionnaire. Normally IDM receives responses within 4 - 5 working days. There is no obligation to receive completed questionnaires from companies, for this reason some fairs have more responses than others. Because of this, during the final check at the end of the year, it sometimes happens that data varies between years. However, it is possible to determine the total number of questionnaires that were sent, to determine the annual response rate. External factors can also cause the total number of responses to fluctuate as happened in 2020 when most trade shows were cancelled because of COVID, therefore less questionnaires were forwarded.

The companies with whom IDM collaborates often have multiple contact people. Consequently, the questionnaire and the contact person are linked to a specific project in Microsoft Dynamics. This means that each participating company has only one (or a few) person(s) connected to the project and to the questionnaire. IDM has differentiated the type of questionnaires based on the company sector of activity. By considering only the Trade Support department, the questionnaire has 15 questions, divided into 4 sections, which are organized into single, multiple, and open answer questions. The four sections are divided in this way to be used in different departments by changing only some sections and leaving others unchanged.

The four sections are divided in evaluation of the work carried out by the IDM project manager, organization and implementation (information related to the company), organization and implementation (information related to the fair) and observations and proposals (feedback, and proposals for IDM).

The data collected is almost exclusively quantitative because of the numerical data present in the questions. Interviewees are always asked to choose between several options or to rate on a scale from 1 to 5. The questionnaires also include a series of open questions which makes it difficult for IDM to correctly aggregate these responses. Often the hundreds, if not thousands, of qualitative responses differ from each other. In this case it is difficult to give an answer to individual needs given the almost completely standardized type of offer that IDM offers to its companies. Both answers are useful for IDM in order to better evaluate the feedback received. The former gives a specific answer to the question and therefore numerically evaluate the service while the latter leave companies with freedom of expressing themselves without having to rely on pre-set notions (Schuman & Presser 1979, 692-712). The data collected can also be considered as secondary data as they were not collected directly for this research but were collected by IDM for internal use and internal evaluations. The secondary data resulting from IDM data collection serves as an excellent base for this ongoing research. To better understand the type of questions included in the end-of-fair questionnaire, these have been listed in APPENDIX 2.

Given the sustainability focus of this thesis, great weight is given to question 6 - first point (How do you evaluate the following aspects of the fair? - Set up of trade fair / exhibition stands) and question 7 - fourth point (How do you evaluate the following aspects of the fair? - Quality of the stand structure) and fifth point (How do you evaluate the following aspects of the fair? - Furniture).

In order to respond even better to this topic, IDM decided, during the development process of the new stand, to also involve some relevant companies and players from South Tyrol. A further questionnaire

was carried out with a greater focus on the new stand construction and materials/furniture to be used. The responses collected are limited as the target group, of this survey, had to be limited to a few but valid companies. In this case the data collected can be considered as primary data because the answers were collected directly for this research and purpose. This questionnaire is available in APPENDIX 3. Results will be analysed in Chapter 4: Results.

The cumulative data from all departments is analysed by the “Business Intelligence & Performance | Insights & Strategy” team. They are responsible for interpreting and weighing the different responses and also producing the monthly, quarterly and annual reports which are then used during board meetings and for communications with partners and stakeholders. The data that is produced by this office is also used as a basis to integrate the data of each individual department. The data of each individual department (such as Trade Support for the exhibition sector) are also analysed directly by the department. This, in order to have immediate data (responses to the questionnaires) and to deliver quick and precise answers.

The data that IDM collects from these questionnaires is used both internally and externally. Internally for staff, and department performance evaluation. Schepers defines that such indirect empirical research could be used in order to evaluate how well a worker performs in his/her work (Schepers 2008, 11). The questionnaire used by IDM serves partially a similar purpose. Externally, to communicate the progress of IDM’s work with companies, suppliers, stakeholders, and other partners.

IDM, as a special company with public capital, is committed to communicating with the various partners and institutions the progress and problems that may arise from normal work situations. Important feedback (both negative and positive) is discussed first within the company and then reported to the various partners based on importance and sector.

## 4 RESULTS

The fourth chapter will talk about IDM Südtirol Alto Adige introducing the history, the sectors of activity and the current situation. It will also explain the main differences between IDM and other similar entities. To conclude, the theme of the new stand and how information is collected between the various participants in the fairs will be discussed.

### 4.1 IDM Südtirol – Alto Adige

IDM Südtirol - Alto Adige is a special company of the Autonomous Province of Bolzano, Italy, 100% owned by the Province of Bolzano. One of the main objectives is to increase the competitiveness rate of South Tyrol through, for example, the sustainability of the products and services offered.

#### 4.1.1 From the merger to the present day

IDM Südtirol - Alto Adige was founded on 1st of January 2016 by the will of the then current president of the Province Arno Kompatscher and of the Bolzano Chamber of Commerce. The distribution of quotas was set at 60% by the province and 40% by the Chamber of Commerce. The main aim was to become the first service provider for the South Tyrolean economy. The acronym indicates the main activities of the company, namely Innovation, Development and Marketing. The first objective was to bring together Business Location Südtirol (BLS), Export Organization Südtirol (EOS), Südtirol Marketing Gesellschaft (SMG) and Techno Innovation Park South Tyrol (TIS). These four companies have merged into one, making the administrative and management system more fluid and improving the service to users. For simplicity, a single logo was also created to bring everything together.



PICTURE 3. IDM Südtirol – Alto Adige logo from 2016 to October 2022 and from October 2022 to present days. IDM Südtirol media centre (IDM Südtirol 2022)

IDM is the name with which the company wanted (and wants) to communicate internally and with other companies, stakeholders, and partners. For communication with end customers (or consumers), however, other logos have always been used. Over the years the colours have changed but the type of logo has remained almost unchanged. The three different bilingual registered trademarks are listed below.



PICTURE 4. The umbrella, quality, and localization brand. (Marchioombrello-altoadige)

Alto Adige - Südtirol is used for companies in the tourism and related sectors, Qualità Alto Adige - Qualität Südtirol can be used by companies in the food sector and Impresa dell'Alto Adige - Ein Unternehmen aus Südtirol or (for abroad) Companies from Südtirol can be used by companies in the production and service sectors.

From the beginning, both the vision and the mission were clear. The first set itself (and sets itself) the objective of making South Tyrol, the most desirable sustainable habitat in Europe through conscious and sustainable choices both by the company and by customers. In the second, however, it is clear that IDM is a catalyst and a driving force for sustainable development in South Tyrol and for this reason, it must be the first point of reference for all companies in South Tyrol. (IDM Südtirol 2024)

As a dynamic company some changes had to be implemented since its creation. One of these was the spin-off on 1st of January 2019 of its technological "wing", once called TIS, and which has now merged

into the new NOI Techpark, inaugurated in Bolzano, Italy in 2017. "Nature of Innovation's" objective is to bring together companies, research institutes and the university to work together to achieve sustainable development (NOI 2024).

The Bolzano Chamber of Commerce announced its exit from its co-participation in IDM at the end of November 2023 leaving 100% of the ownership in the hands of the province. To date, this last point has not yet been defined.

#### **4.1.2 IDM business sectors**

At the end of 2023 the company had around 180 employees in 7 different locations and divided into 4 different areas: marketing, agrar (agricultural products), finance and business development. The marketing department is the largest one and includes various divisions such as brand & content, markets & media, PR & events, sales, product, and destination management. The agricultural department is divided into product management, EU projects and trade marketing food. The interesting thing is that within the agricultural department there are colleagues who deal exclusively with different consortia (the largest of which are apple, wine, and speck) and others who manage the promotion of all the other products together with external IDM partner. The finance department is divided into accounting, legal and IT & facility. The last department, Business development, groups together sectors such as film commission, innovation, and international. It is precisely this last division where the promotional activities linked to fairs and events for South Tyrolean companies are focused.

#### **4.1.3 IDM Fairs**

Within the international team there is a sub-department called "Trade support" which specifically deals with supporting, both from an organizational and financial point of view, South Tyrolean companies interested in expanding their business through precise promotional actions such as trade fairs and events that take place mainly abroad (with some exceptions in Italy).

There is a precise procedure that both IDM and interested companies must follow to take part in such fairs. Every year IDM publishes on its institutional website the list of the fairs in which it intends to participate. These are events in different sectors such as food and beverages, crafts, construction, hospitality and industry. These events do not take place all together but are distributed throughout the whole year, with a focus on the periods between October and beginning of December and from middle of

January to the end of March. Companies, which must have their registered office in South Tyrol, must be also registered in the Bolzano Chamber of Commerce and must carry out most of their activities in the province, can register for single (or multiple) events and, if the minimum number of interested companies is reached, can take part in the IDM collective stand.

By participating with IDM, companies have a double advantage. The first advantage is that, since many of the companies IDM works with, of the about 61.000 companies that are registered at the Chamber of Commerce of Bolzano (Camera di Commercio di Bolzano), have a micro or small structure (630 trade fair participation out of 801) or medium-sized structure (127 trade fair participations out of 801) (APPENDIX 4), they often find themselves without the knowledge or staff to organize an event. This is where colleagues from the trade support unit can help the most. With their knowledge they can organize the event as if the company were doing it directly (under the direction of the company itself). The second advantage is the contribution that IDM can give to the company. In this way, participation costs are (almost always) reduced by 50%. An interesting incentive for activities such as trade fairs that often do not guarantee (an immediate) success.

The Covid period has created a lot of instability among large event organizers (such as exhibition centres and conference centres) and IDM's exhibition program has also undergone many changes. To date (February 2024) IDM has 24 fairs scheduled. By going back to 2019 (last year before Covid) IDM was offering 39 fairs of which 31 were later organised.

TABLE 1. Number of fairs organised in the period 2019 to 2024 (with forecast)

<b>FAIRS</b>	<b>Construc- tion</b>	<b>Hotel</b>	<b>Crafts</b>	<b>Food &amp; Beverages</b>	<b>Agri- colture</b>	<b>Industry</b>	<b>Beauty</b>	<b>TOTAL</b>
<b>2019</b>	7	3	5	11	2	1	2	31
<b>2020</b>	2	1	1 *	4	2	0	0	10 **
<b>2021</b>	1 + 1 *	2	2	3 + 1 *	0	1 *	0	11
<b>2022</b>	0	1	4	9	3	1	0	18
<b>2023</b>	3	2	4	10	3	1	0	23
<b>2024</b>	1	1	4	14	3	1	0	24

\*Online fairs

\*\*only 10 fairs because of global pandemic

It is not all to be attributed to the pandemic, but this has certainly reshaped both IDM's fair calendar and the priorities of the companies participating in these events. Above all, it is possible to observe the last 6 years and the fluctuations in the number of events caused by the restrictions in many European states due to the pandemic. The appendix contains the complete trade fair calendars from 2019 to 2024. (APPENDIX 1) To date, IDM has not yet been able to recover all the events lost during the pandemic period.

#### **4.1.3.1 IDM's current situation**

For several years now, the procedure to organize (internally) an IDM stand, and for companies to participate in a collective IDM stand, has remained unchanged:

- 1) IDM publishes information related to the fair giving a deadline by which to register.
- 2) Once the registration deadline has expired, IDM decides if the number of interested companies has exceeded a minimum amount and, if this has happened, IDM proceed with the confirmation of the event.
- 3) At this point IDM gets in touch with the organizers of the specific fair to officially register as a pavilion organizer and to receive the first positioning proposals.
- 4) During an initial meeting with the companies, the various positioning proposals, received from the fair, are evaluated together and the one that fits more for all is chosen.
- 5) Once the area (or areas) has been defined, the area is divided among the participating companies. Companies can request a specific position which, however, must be discussed between everyone. A common solution that works for everyone must be found. Once each company has confirmed the square meters it will have at the fair, the real planning work begins.
- 6) The project manager of the trade support team in charge of this fair will prepare all the relevant information for the company including deadlines for completing certain tasks.
- 7) After having designed the walls of the stand together with the stand builder, the companies can proceed with decisions on the graphics to apply to the walls.

Walls can be of different types. Almost all stand builders nowadays use these 2 materials.

Laminate walls, a very light, smooth, and economical composite product of compressed chipboard wood, suitable for the application of adhesive graphics or MDF walls, a Medium Density Fiberboard product based on wood, more suitable for painting because of its roughness.

The types of graphics used for laminate walls are almost always adhesive. They are applied before the event and removed at the end, without the possibility of reuse for another event. This type of graphics creates a lot of waste both during the production phase and once the event is over.

In the first image it is possible to see the graphics applied to laminate walls measuring 100 cm wide by 300 cm high. Because of the build-up process, these graphics cannot be perfect as the panels are placed next to each other and the graphics are applied to each individual panel. In the case of an imprecise application, or uneven floor, the error cannot be fixed.



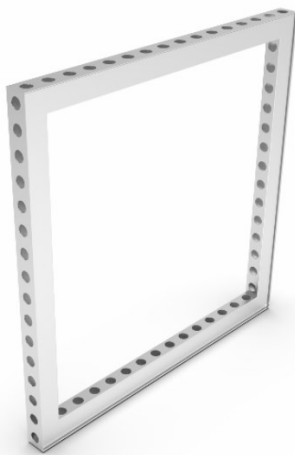
PICTURE 5. Laminate walls at Biofach fair 2024 in Nuremberg, Germany

In the second image it is possible to see the MDF walls alternative with a matching colour painted directly at the fairground. The walls have always the same dimensions (100 x 300 cm) but the division between panels in this case is less noticeable. Small graphics can be applied too.



PICTURE 6. MDF walls at Tuttofood fair 2019 in Milan, Italy

There are also other types of walls, from specific brands. One system, that is becoming increasingly popular, is the one that uses backlit panels with interchangeable graphics. This system is composed of a very light aluminium frame capable of connecting with similar structures to form walls and structures of any shape. Due to their particularity, it is not possible to apply adhesive graphics as the internal structure is empty. The BeMatrix product provides an optimal understanding of the use of this system. (BeMatrix 2024)



PICTURE 7. BeMatrix frame with holes ideal for mounting both panels and textiles (BeMatrix 2024)

In this case, textile graphics that run along the entire length and height of the wall are used. They use a much more sustainable graphic system because it can be reused in the future. Here it is possible to see the result of the walls and graphics during the "Nordic Organic Food Fair" organized by IDM in 2021 in Malmö, Sweden.



PICTURE 8. Frame walls for interchangeable graphics. Nordic Organic Food Fair 2022 in Malmö, Sweden

- 8) After confirming the type of walls and graphics, the company can choose a whole series of furniture and equipment that IDM owns and can loan for free for the exhibition period.

This type of material was purchased about ten years ago and has continued to be used for all events since then. Through excellent storage between one fair and another and a transport system inside wooden crates, the materials continue to be in excellent condition and do not need to be replaced. Unlike other

organizers who rent equipment for each individual event, IDM has made the decision to invest in proprietary, higher quality equipment to reduce costs in the long term. This is a sustainable choice both from an economic and reuse point of view.



PICTURE 9. IDM furniture at Tuttofood fair 2023 in Milan, Italy

At this point, the participating company has decided on the type of graphics and furniture.

- 9) IDM employees book various technical services such as electricity and water after receiving the specific requests from companies.

For all its fairs, IDM organizes collective transport of material to the fair.

- 10) Companies can send all the private material they may need at the fair (from flyers to food products to large machinery) at the IDM central warehouse. From there the goods will be transported together to the fair. The choice to organize collective transport was decided to better optimize both transport costs and to reduce the number of vehicles.

IDM, as a public institution, has the obligation to pursue a cost-effectiveness principle in the decisions it takes. For this reason, they are able to reduce costs by organizing transport for everyone rather than granting a higher contribution to each individual company for private transport. In the latest tender related to the transport service, IDM included some qualitative criteria necessary for choosing a new transporter. The type of vehicles engine had to be higher than the European reference class EURO 5 or better. (EURO 5 2024.)

The variant using alternative fuels or battery-powered vehicles was also evaluated positively. There are not many possibilities to choose sustainable options (or at least more sustainable) when organizing a fair, therefore every possibility must be exploited.

- 11) Companies often require a catering service during the fair. IDM can provide everything needed to offer an excellent quality service.

IDM has all the equipment to make catering at the fair as sustainable as possible. Following the idea of a green even principle, there are no single-use products to be found. Dishwashers are installed to be able to wash both water and wine glasses. Even though the water at the fairgrounds is almost always drinkable, boxes of water in glass bottles are transported together with all the material. Once the event is over, these boxes of water are taken back to the IDM warehouse to be returned to the manufacturer who will reuse them.

A study conducted by Daniele Landi and Michele Germani states that the electricity needed to produce one ton of glass is approximately 277,8 kWh or 0,125 kWh/per 0,75-liter bottle (Landi, Germani & Marconi 2019, 399–404). This data only considers the production of the glass and not the other procedures that give the bottle the desired shape and prepare it for filling. For this reason, IDM believes it is necessary to collaborate with partners who are able to supply recyclable and reusable water bottles.

The food products must be also locally produced to make the supply chain as short as possible. Sustainability must also be present in the choice of personnel. To further boost the economy of South Tyrol, IDM only hires staff who live in this province. It is at the discretion of the individual project manager the way in which personnel travels to and from the fair. Normally the trip is organized using public transport. There are areas that are better connected than others but, when travelling to a fair, it is nearly always possible to use a good transportation system.

Almost everything has now been completed and the stand needs nothing else. The fair can begin, and companies can focus on what they do best, promoting their products and services.

However, the IDM stand could not be complete without one last aspect.

- 12) The sign.

The four logos that are used on day-to-day basis have already been presented previously.

Particular to fairs, there are four other logos that are used depending on the event.

The first and most used sign bears the English writing "Companies from Südtirol" and can be used for any fair organized by IDM.



PICTURE 10. Logo for sign "Companies from Südtirol"

There are 3 other signs which are connected to specific sectors. IDM, as explained previously, is also active in the agricultural sector through direct collaboration with some consortia. These consortia unite apple, wine, and speck producers. These three products are just some of the excellences of the South Tyrol area.

During the fairs in which these consortia are present (or some of the companies that are part of them) it is possible to use the 3 logos shown below:



PICTURES 11. Logo for signs "Apfelkonsortium" - apple consortia, "Weinkonsortium" – wine consortia and "Speckkonsortium" – Speck consortia

- 13) Once the fair is over, IDM coordinates the dismantling of the stand and recovers all the material that the companies brought with them to the fair. Once brought back to the central warehouse, the companies will be able to go and collect it.

The most bureaucratic part of the whole process has yet to begin.

- 14) A few days after the end of the fair, the project manager responsible for the fair proceeds with forwarding the questionnaire to the companies.
- 15) As soon as IDM is in possession of all the invoices from the various suppliers, they proceed with reporting the expenses. The companies participating in the fair need to send the necessary documentation to be able to receive the provincial contributions.
- 16) The procedure ends with the preparation of the balance invoice. From this point on, companies no longer have to do anything.

#### 4.1.3.2 How others manage fairs

At the Italian level, there are other entities similar to IDM. Each region normally has a similar organizational structure aimed at promoting the territory and its local products. One of these realities is located in the autonomous region of Friuli Venezia Giulia and is called "Io sono Friuli Venezia Giulia" which could be translated into "I am Friuli Venezia Giulia".



PICTURE 12. Brand that certifies the sustainability of regional businesses and the origin of agri-food production in the Friuli Venezia Giulia region (Italy) (Io sono FVG 2024)

The objectives are similar to those of IDM as well as the management of the activities even if these are divided into several entities, Agrifood FVG for food promotion and PromoturismoFVG which deals with the tourism part.

Like IDM, although in a more limited way, they also participate in some fairs and events mainly in Italy. An event in which they participate, and which is also present in the IDM fair calendar, is the Artigiano in Fiera event already mentioned previously. IDM participates by offering companies all the services just mentioned while for "I am Friuli Venezia Giulia" the situation is slightly different.

As an organization, they have decided to simplify some activities by making the participation of companies more standard (12 square meters fixed module stands) and focusing more on product promotion (and helping companies more from this point of view) than on the organizational part. Unlike IDM's participation, they rely on the stand builder of the fair. By doing this they can reduce costs by offering a very similar package for all companies. Customization is limited and the stands differ only from the products on display.

The material that companies need, such as furniture and furnishings, is supplied directly by the stand builder and therefore must be rented each time. The organization of the collective transport, for companies' sales material, is similar to IDM.

A final difference lies in the type of contribution that companies receive. Since the services are almost the same for everyone as well as the square meters of area, the final cost remains the same for almost everyone. Companies are granted a 70% discount on participation costs (on a defined amount that is the same for everyone). From this point of view, IDM finances up to 50% of the total costs of the individual company, taking every single expense into consideration. The total amount of funding, companies receive with IDM, is significantly higher.

Another example, this time for a B2B fair with global relevance, is the participation of "Agenzia ICE" part of "ITA - Italian Trade Agency" as collective area organizer at the world's leading fair for organic products "Biofach 2024" in Nuremberg.

From an organizational point of view, "Agenzia ICE" operates in a similar way to "Io sono Friuli Venezia Giulia" with the difference that the companies, that are interested in participating, do not have to be from a specific area, or region, of Italy, but must exclusively produce and have a registered office in Italy.

Companies have the possibility of booking areas of up to 9 square meters, also in this case with a setup organized by a local stand builder. Customization is limited and stands often differ only in terms of the merchandise. There is no collective transport provided as companies are coming from different areas of Italy.



PICTURE 13. Italian Trade & Investment agency (Agenzia ICE 2024)

#### 4.1.3.3 The new IDM stand - Forecast for March 2025

Starting from the beginning of 2021, IDM has started working on a new type of stand. Currently, and as described in point 2.3.3.1, IDM works with a stand typology created around 10 to 15 years ago. Both the concept as well as all the furnishings have already passed their payback period and are often no longer ideal for an industry where novelty should be the standard.

For this reason, already in 2021, IDM relied on various consultancy agencies to design a new stand such as Mutabor (MUTABOR 2024). The idea was to modernize the trade fair presence through a different and more sustainable concept.



PICTURE 14. Feasibility study of the new IDM Südtirol – Alto Adige exhibition stand. Mutabor Agency – May 2021

In 2023 IDM worked actively with a series of selected partners to understand the different needs that would have to be present in a new type of stand. The resulting data was used for planning the new materials and in general for the new project. (APPENDIX 3)

The new type of stand differs from the current one based on their characteristics.

The structure, and mainly the walls, are no longer made up of traditional laminate or MDF panels but of customized wooden panels with diagonal dimensions. The shape created differs from the old, squared shapes and aims to recreate the silhouettes of the mountains seen from far away.

To make the presence even more uniform and reduce the impact of the graphic works that IDM always applied on the laminate panels, it was decided to give the companies a pre-established space for the graphics. In this way, the quantity of graphics, which currently cover 100% of the walls, will be reduced in favour of a system of graphics with backlit panels. This system ensures that the space is pre-defined, the same for everyone and that the graphics can be reused every year or for different fairs.



PICTURE 15. New graphic options with different sizes

The type of furnishings will be readjusted or replaced to be more compliant with the needs of a modern and functional stand. IDM will try to repurpose some furnishings (such as reception desks and chairs) to make the transition process less impactful from an ecological and economic point of view.

The floor, which until now was composed of a laminate floor (and alternatively a carpet covering), will now be made up of a raised floor (approximately 10-15 cm high). This type of modification improves the planning possibilities of the different areas because until now it was mandatory to position certain services, such as water and electricity outlets, above the relevant floor wells. With the introduction of the raised floor, it is possible to use the space between the floor and the raised floor to pass electricity cables and water pipes and be more flexible on the different positioning of the furniture.

A big difference that will be introduced, compared to the old stand, is the creation of a so-called "piazza". The Italian translation is square and indicates a meeting place suitable for various activities. At the fair it is designed as an area for B2B meetings, but also for conferences, a space to taste the products organized by the catering or restaurant or for representative events. This area brings with itself the idea of an open space dedicated to everyday life and wants to blend the Italian tradition of the square with the typical characteristics of the Alpine area of which South Tyrol is part of.



PICTURE 16. "Piazza" – central area for IDM events

Compared to the current stand, the new one will bring improvements from a structural point of view (new walls, a new technical raised floor, an interchangeable and backlit graphics system but also screens

and interactive material as well as a new multifunctional square). The new stand is more modern, functional and embraces characteristic features of the Alpine area that South Tyrol represents. Characteristic features such as natural solid wood or burnt style surfaces. The latter is a colour that is naturally created on the wood of mountain huts after years of solar radiation.

This new stand will also bring some new challenges. Production and assembly costs, as well as transport costs, will certainly be higher than the current ones. After using the old stand for many years, IDM is now able to quickly define the costs for a specific event. With the introduction of the new one, it will be necessary to recalculate the actual costs for each single event that IDM has planned.

#### **4.1.4 The standard IDM trade fair evaluation questionnaire**

As mentioned previously, the questionnaire that concludes the fairs, consists of 15 questions subdivided in 4 sections, which are differentiated between single, multiple, and open answer questions.

The four sections are divided in the evaluation of the work carried out by the IDM project manager (1<sup>st</sup> question), the organization and implementation – information related to the company (2<sup>nd</sup> to 5<sup>th</sup> question), the organization and implementation – information related to the fair (6<sup>th</sup> to 9<sup>th</sup> question) and the observations and proposals – feedback, and proposals for IDM (10<sup>th</sup> to 15<sup>th</sup> question).

The type of research is mostly quantitative given the presence of questions with numerical values and the data used can be considered secondary data as they were not generated for this specific study. The values obtained are in any case excellent for current use.

In the first section, “Evaluation of the work carried out by the IDM project manager”, there is only one question that is useful for evaluating the work of the individual project manager when organizing the event. In this case only the organizational skills of the responsible employee are evaluated and not the event itself, the fair or the furniture. The evaluation is useful for the individual project manager to confirm decisions that were made and to evaluate new options useful for improving the current fair offer, and for IDM to assign recognition (APPENDIX 2).

The second section, “Organization and implementation – information relating to the company”, defines the company’s level of satisfaction and evaluates its possibility of participating in the fair again for a series of justified reasons. (APPENDIX 2)

In the 2<sup>nd</sup> question (APPENDIX 2), “To what extent does this activity contribute to the economic development of your business or that of your company?” IDM wants to understand how much the participation in the fair influences the good performance of the company. In the table below it is possible to see how the value has changed in the 4 years between 2020 and 2023.

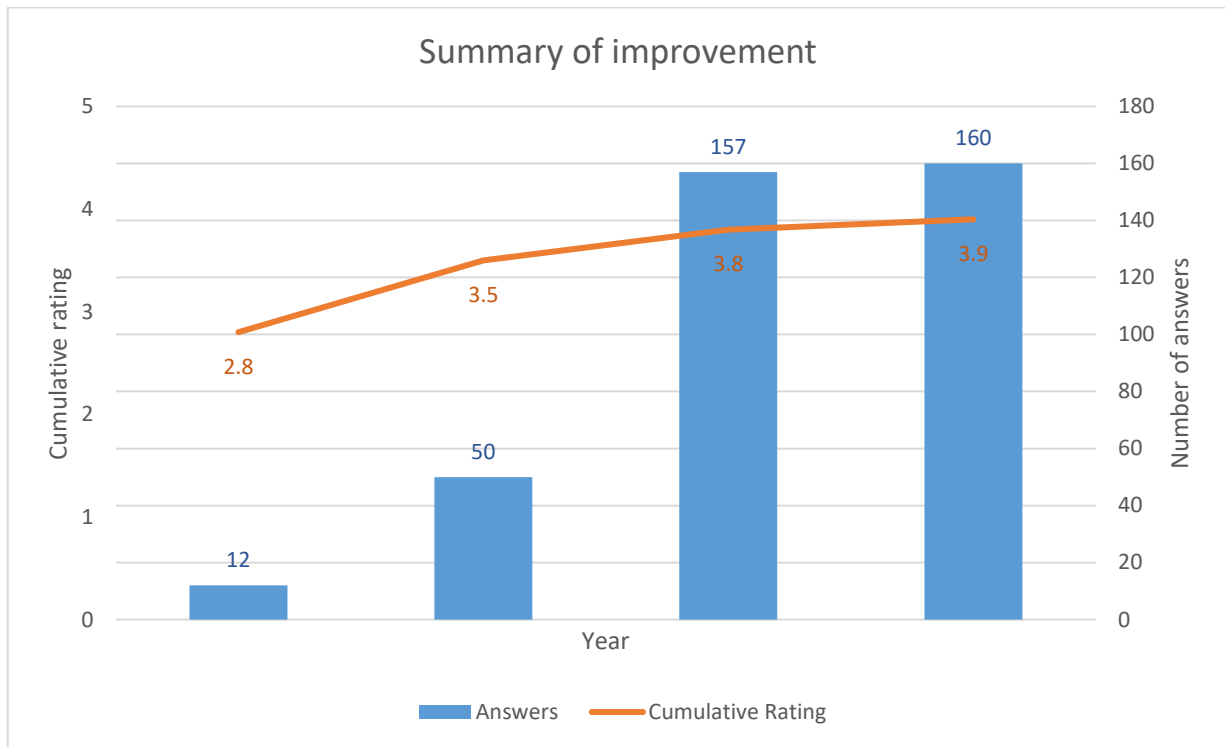


FIGURE 2. Summary of improvement of the company situation given by participation in 2020 – 2023 fairs

The cumulative rating increased by 22% while the number of responses received from companies turned out to be almost 13 times higher. This data comes from IDM's customer satisfaction score analysis (Csat). (APPENDIX 4). From these values, it can be deduced that participation in trade fairs improves the economic development of companies.

The 3<sup>rd</sup> question "How important were the following factors for you in the decision to take part in the collective stand of South Tyrol?"(APPENDIX 2) aims to give specific weight to factors that individual companies are able to evaluate.

TABLE 2. Percentage value assigned to certain values between 2020 and 2023 (APPENDIX 2)

Years	Costs*	Contributions*	Visibility thanks to the South Tyrol stand*	Synergies with other companies*	Organization by IDM*
2020**	36,36%	36,36%	27,27%	N.A.	N.A.
2021	21,43%	23,81%	23,81%	26,19%	4,76%
2022	18,38%	20,59%	26,47%	29,41%	5,15%
2023	21,90%	21,90%	27,74%	21,17%	7,30%

\*max 100% within the year

\*\*2020 – 100% calculated only on first 3 conditions (No data available for other 2 conditions due to implementation in questionnaire structure starting from 2021)

Over the years, the issue of costs has seen a drastic reduction in the percentage importance of companies, going from 1/3 to almost 1/5. The topic of contributions has also decreased in the same proportion while the visibility deriving from participation in one collective stand fluctuated but remained unchanged in 2023 as in 2020 at 27,74%.

Synergies with other companies dropped by almost 1/4 compared to 26,19% in 2020 and the theme of “IDM's organization of the collective stand” saw an important increase from 4,76% up to 7,30%. This last data is significant as it shows the value that companies attribute to IDM's work towards the South Tyrol economy.

The 4<sup>th</sup> question "Were you already present on the market with your products/services before participating in this fair?" and 5<sup>th</sup> question "Do you plan to participate in the South Tyrol collective stand again the next edition of this fair?" are less relevant to the current study but give a general overview of the presence of companies in a specific market even before having participated in a specific fair and their willingness to participate again in a specific fair.

TABLE 3. Companies interested in participating again in an IDM collective stand (APPENDIX 2)

Years	Participate again in a collective stand?	Total exhibitors with IDM	%
2020	10	12	83 %
2021	44	50	88 %
2022	138	157	88 %
2023	141	160	88 %

The third section, “Organization and implementation - information relating to the fair” evaluates, in the 6<sup>th</sup> question, factors connected to the physical presence at the fair such as the stand, the quality of visitors, and the contacts made.

TABLE 4. Companies’ evaluation of factors connected with the fair (from 1 - insufficient to 5 excellent) (APPENDIX 2)

Years	Set up of fair / exhibition stands	Quality level of visitors in general	Quality level of exhibitors in general	Business contacts at the fair
2020	N.A.	1,9	3,2	1,7
2021	N.A.	3,1	3,3	3,0
2022	N.A.	3,5	3,9	3,5
2023	4,4	3,8	3,9	3,7

The first value is only available starting from 2023. The quality of visitors increased by 1,9 points out of 5 between 2020 and 2023, as did the quality of exhibitors by 0,7 points and the quality of contacts who were at the fair by 2 points, reaching 3,7 points. The perception of exhibitors is very positive, and the trend is growing.

For the 7<sup>th</sup> question, “How do you evaluate the following aspects of the fair?” only four variables out of 8 were taken into consideration. The other 4 are not relevant for this research.

TABLE 5. Stand options

Years	Stand location	Subdivision area	Quality of stand	Furniture
2020	2,2	2,6	N.A.	2,2
2021	3,6	3,5	N.A.	3,5
2022	3,9	3,9	N.A.	3,7
2023	4,3	4,4	4,1	3,9

From the information just listed we can understand how the topic "position of the IDM area within the fair", "the division of the area itself between the various companies participating in the collective" but also "the perceived quality of the stand" as well as "furniture", are very important issues for companies. From 2020 to 2023, the values have almost everywhere exceeded 4 points out of 5 starting from values

as low as 2,2. This type of response helps IDM to positively evaluate any changes to their stand and furnishings, as companies consider them important for the optimal outcome of the fair. Given the sustainable footprint of this thesis and the growing importance of the topic for all actors, stand and furniture were carefully studied through a second questionnaire (APPENDIX 3) which will be analysed in part 4.1.5.

The 8<sup>th</sup> question, “Number of new business contacts acquired” and 9<sup>th</sup> question, “Which other fairs would be of interest to you?” are not strictly relevant to this study although they help to understand whether IDM's work has helped the company promote itself well (and perhaps better) compared to previous periods. Considering only the 8<sup>th</sup> question, IDM can be satisfied with the work carried out as the number of new connections at the fair, for companies in South Tyrol, increased almost 90 times between 2020 and 2023.

TABLE 6. Number of new connections of South Tyrol companies during fairs

Years	Number of new connections of South Tyrol companies
2020	42
2021	1.264
2022	2.094
2023	3.670

The ways in which IDM communicates with potential interested parties in collective stands has varied in recent years. Until 2019-2020, invitations were sent to a series of companies with a static mailing system. New companies were added but only at the discretion of the individual person responsible for the event.

Many times, not all companies were contacted, and this was not the best solution for IDM. With the introduction of mailings managed by a CRM system, and specifically by Microsoft Dynamics, e-mails began to be sent with dynamic mailing lists capable of updating both new companies added, and changes made to existing ones, such as the change of contact persons. But how did most trade fair attendees reach out to IDM? The fourth section – 10<sup>th</sup> question helps us to understand it.

TABLE 7. IDM invitation methods (data from IDM internal source – CRM 2023)

Years	E-Mail	Social media	IDM Website	IDM event	News-letter	Col-leagues	Bro-chures	After consul-tancy
2020	75%	N.A.	N.A.	N.A.	N.A.	12,5%	N.A.	12,5%
2021	50,91%	3,64%	5,45%	7,27%	5,45%	10,91%	N.A.	5,45%
2022	47,53%	1,85%	7,41%	4,94%	8,64%	13,58%	N.A.	5,56%
2023	44,50%	1,91%	5,26%	4,31%	11,96%	11,48%	1,44%	8,61%

From the table you can see some missing data, this is because the new CRM system with mass mailings option was introduced in 2020. The number of e-mails that were previously sent manually to companies has dropped drastically from 75% to 44,5%. Advertising carried out through social media has never generated many registrations and the situation of registrations through advertising on the IDM website is also similar. The values have remained almost unchanged over the years, just above 5%.

Advertising during other events is getting lower, perhaps due to the reduction of physical events and events in general over the years. The usefulness of the newsletter has instead increased by almost 7% from 2021 to 2023, also due to the introduction of the new CRM system. This system is perfect if IDM wants to send automatic information to companies of a specific sector. Word of mouth through colleagues and acquaintances has remained unchanged over time, maintaining a good 11% average. This value is important as it proves how South Tyrol, being a small province, still lives a lot on information passed on orally. Brochures have increasingly been replaced by online versions of invitations. For some services they are still available. One point that also works well is the information through consultancy services that IDM offers in one-to-one formula or for working groups.

The 11<sup>th</sup> question focuses on proposals for improvement and for this reason will not be included in the study given the qualitative data that is difficult to evaluate. "What is the probability that you recommend this activity to acquaintances and colleagues?" is the last useful question (12<sup>th</sup>) for this study. The study wants to confirm whether the activities carried out in general by IDM have generated interest and a positive return for the companies that participated in the fairs.

IDM uses the "Net promoter score" system to evaluate this question. This system takes into consideration all the answers dividing them on a scale from 0 to 10. In position 0 - 6 we find the "detractors", i.e., the participants who would not recommend the service. In position 7 - 8 we find the "passives" for whom the event was neither negative nor positive while in position 9 - 10 there are the "promoters". The data

used by IDM comes largely from the latter. The resulting value, Net Promoter Score, is a relationship and is calculated in this way:

$$NPS = \% \text{ promoters} - \% \text{ detractors.}$$

Analysing the results obtained in the four-year period 2020-2023 (APPENDIX 5) we obtain the graph below.

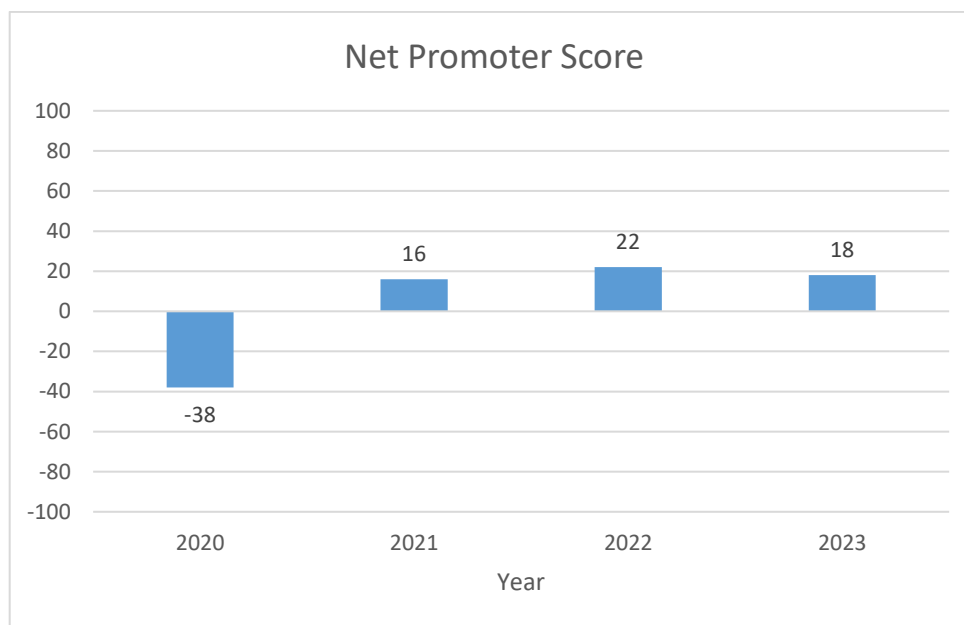


FIGURE 3. Net Promoter Scores from 2020 to 2023

13<sup>th</sup> to 15<sup>th</sup> question is not relevant to this study as they are either qualitative open questions or do not provide direct utility. For this reason, they were not included.

#### 4.1.5 The new stand concept questionnaire - needs and improvements

The first questionnaire (APPENDIX 2) mainly used quantitative data created for internal reasons by IDM (for this questionnaire it is considered as secondary data). To answer even better the questions related to the use of sustainable products and the reuse of equipment as furniture, a parallel questionnaire was issued in 2023 (APPENDIX 3) with the aim of collecting even more specific and reliable information. This questionnaire refers to primary data as it has the direct purpose of responding to issues relating to this thesis. The questionnaire visible in APPENDIX 3 consists of 13 questions. Some of these

are similar to the questions in the questionnaire available in APPENDIX 2 as the two questionnaires were not sent together to the companies. Similar questions were not explored further in this analysis. This last questionnaire was sent exclusively to 27 companies. These companies were involved in the planning of the new stand because they are i.e., part of consortia or trade associations represented by IDM, or because of their importance or size at provincial level.

The 1<sup>st</sup> question asked, "How satisfied are you with the South Tyrol trade fair appearance in general when taking part in the trade fair?" on a scale from 1 to 5. The table below (also visible in APPENDIX 3) shows how companies are satisfied with over 70% of votes in favour of the current situation.

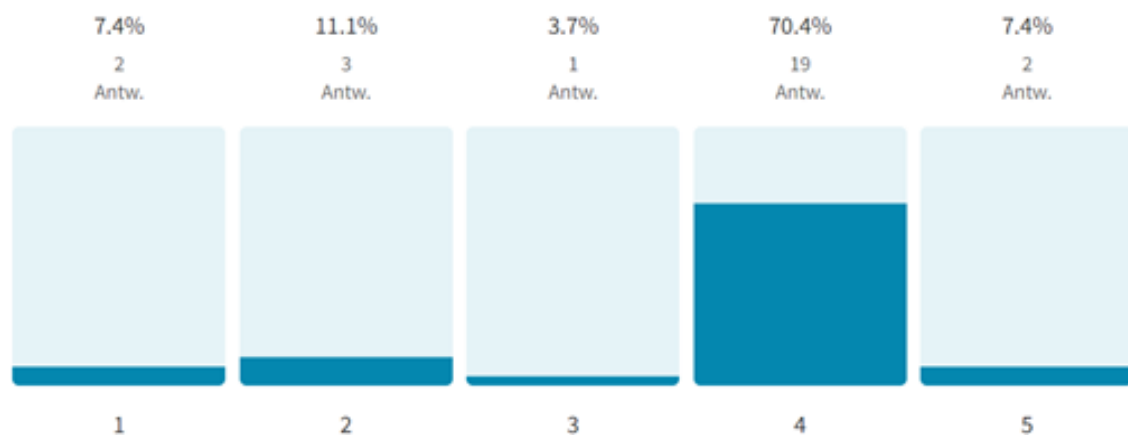


Figure 4. Companies' overall satisfaction during trade fair appearances

Again, taking values on a scale from 1 to 5, the 2<sup>nd</sup> question asks, "When you participate in a trade fair, how do you assess the appearance of your own space and the image that is conveyed to trade fair visitors?". As with question one, in question two we also find a good average value with almost 60% of companies feeling satisfied with the visibility generated by the collective stand and the added value it brings to their portion of the stand.

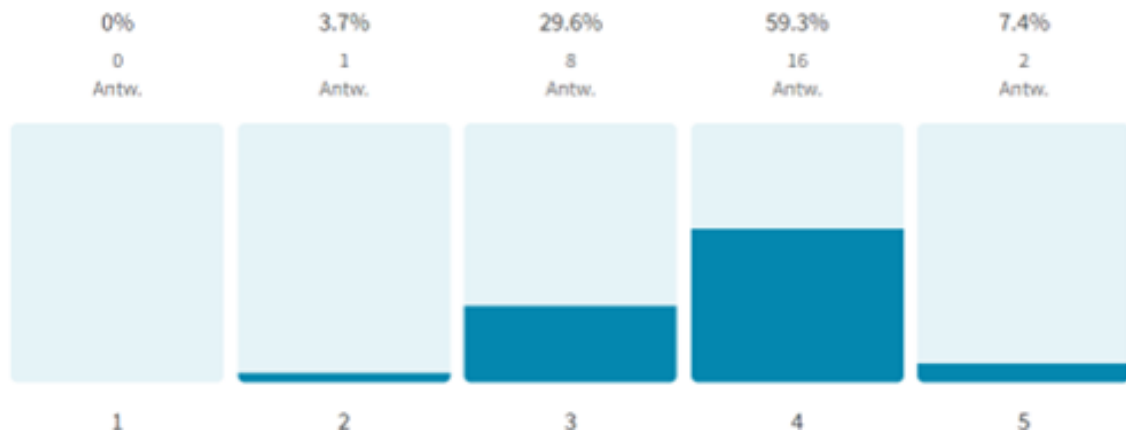


Figure 5. Companies' specific satisfaction generated by stand image

The 3<sup>rd</sup> question is one of the first in which IDM wants to evaluate the possibility of changing the type of stand based on the feedback from the companies. Specifically, companies were asked "In your opinion, how easy is South Tyrol stand to be seen and found from a distance?". This question is important as some of the changes IDM wants to introduce are for example new company signs with colours and positioning. The recognizability of companies, that currently participate in a collective IDM stand, is currently regulated by the "Companies from Südtirol" logo or by the 3 other logos used only in the case of consortium participation. On a scale from 1 to 4 the average value reached was 3 with a percentage of 48,1% and 13 responses. Even in this case the data helps us to understand that companies are satisfied with the visibility given by the IDM Stand.

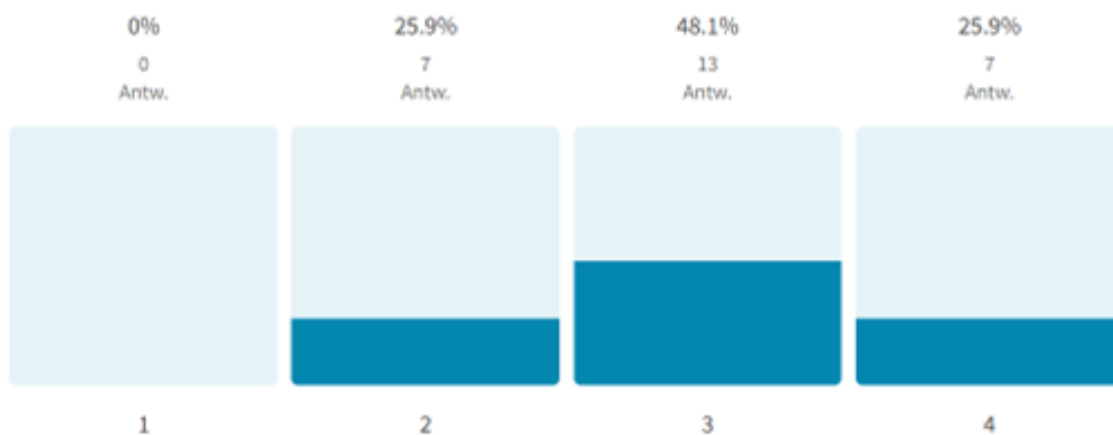


Figure 6. Visibility of the IDM stand from a distance

The 4<sup>th</sup> question is open and for this reason not useful for the thesis. The 5<sup>th</sup> question asks, "How do you assess the current possibilities of graphic design (e.g., product images, logo) and is your company satisfied with the current graphic design?" From the following figure (available only in German language) it is possible to see that only 11,1% of companies are not satisfied with the possibilities given by IDM to present themselves in the best way from a graphic point of view. Given the changes that should be adopted in the new stand, with limited spaces dedicated to graphics compared to the current situation, this data is important as it makes it clear that a stand is currently being developed that will bring negative changes to the companies that participated in the survey.

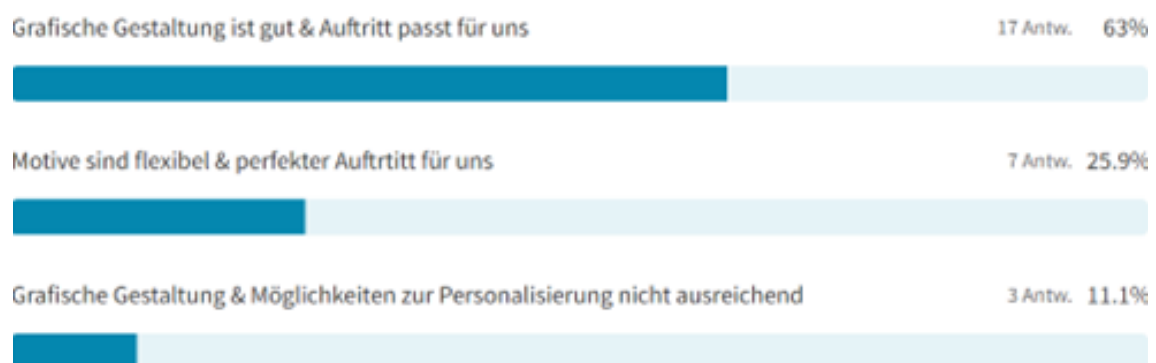


Figure 7. Presentation possibilities (graphics) for companies

The 6<sup>th</sup> question is open and for this reason not useful for the thesis. In the 7<sup>th</sup> question, companies are asked what they would like to change compared to the current stand used by IDM. Below all the answers are visible in the figure 10.

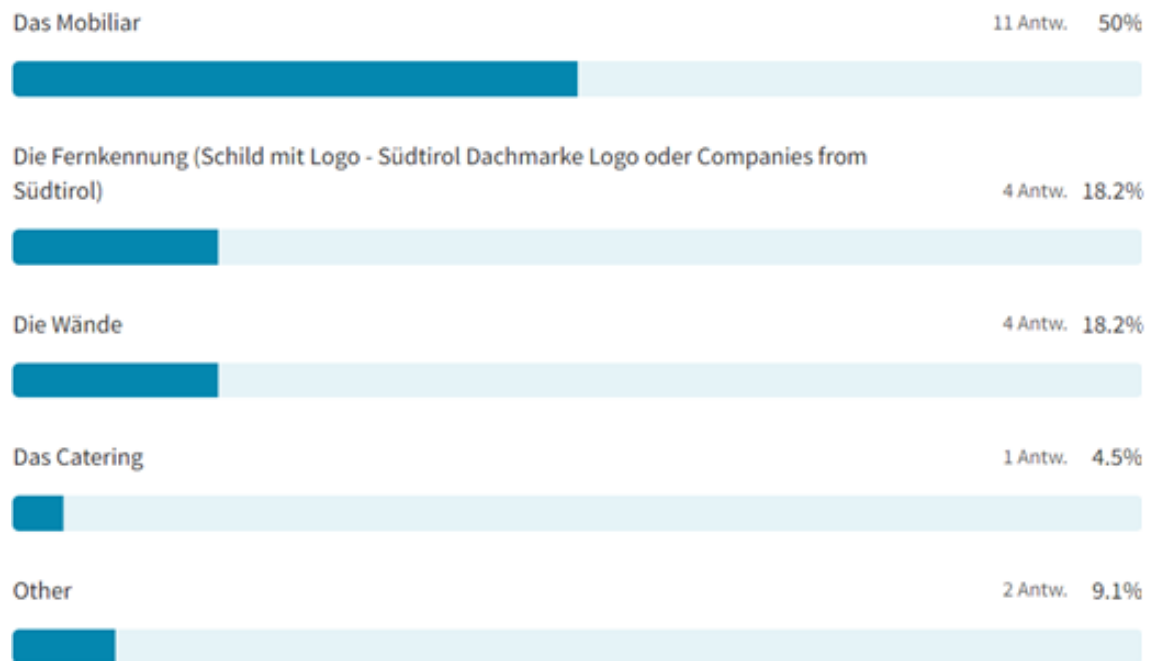


Figure 8. What to change in the current IDM joint exhibition stand

Out of a total of 22 companies that completed this question, half were dissatisfied with the furniture available through IDM while 18,2% were dissatisfied with the signs and stand structure (specifically with the walls). The rest received few evaluations and does not influence the outcome of the thesis.

Questions from 8<sup>th</sup> to 10<sup>th</sup> are open and for this reason not useful for the thesis. The 11<sup>th</sup> question asks "What arguments are crucial for you to choose the IDM South Tyrol Exhibit stand for international trade fairs" on a scale from not so important to very important. Two of the points of this question are useful for the outcome of the thesis. 40,7% of companies considered the point relating to the stand material/exhibition stand to be very important while 37% considered the South Tyrol logo (umbrella brand, product logo, and others) very important. These two data are very important as, with the introduction of the new stand, both the structural and visual parts of the stand will change.

	Weniger wichtig	choice 2	choice 3	Sehr wichtig
Organisation durch IDM	3.7%	3.7%	33.3%	59.3%
Finanzielle Unterstützung (Förderung)	0%	3.7%	25.9%	70.4%
Standmaterial bzw. Messestand	0%	22.2%	37%	40.7%
Südtirol Logo (Dachmarke, Produktlogo, gg...	7.4%	22.2%	33.3%	37%

Figure 9. Main reasons to choose the IDM South Tyrol Exhibit stand

Even if it is not entirely relevant, it is also important to note the point relating to the financial support that IDM gives to the companies that participate in the collective stand. 70,4% of companies indicated that one of the main reasons why they participate in trade shows with IDM is financial contribution. This means that if there were to be an increase in participation costs there could be a shift in requests for future participation in fairs organized by IDM.

The 12<sup>th</sup> question is the last useful question of this questionnaire and links to question 11. "Are you prepared to pay more for a newer, more modern trade fair appearance in the future?". This is the question posed to companies in reference to a new stand with improvements compared to the current one. Over half of the companies corresponding to 55,6% of the votes said they were against an increase in costs connected with an improvement of the stand. Another 33,3% accepted an increase of no more than 10% of the total costs in case of improvements. This question is extremely useful as it makes us understand the real need of the companies and how much they are willing to pay for the service.

A new stand brings new possibilities but also new associated risks.

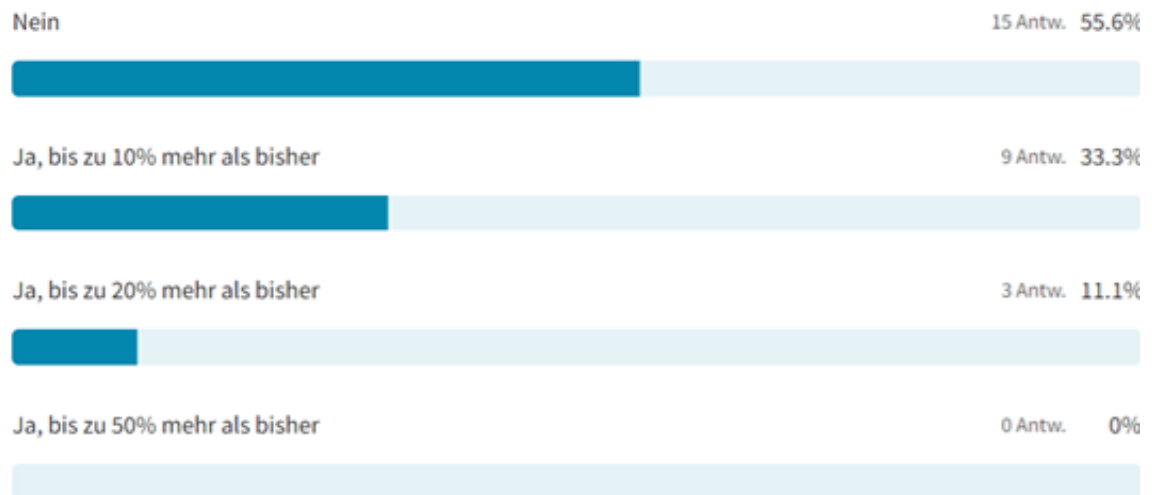


Figure 10. Willingness to pay for new services

The 13<sup>th</sup> question is open and for this reason not useful for the thesis.

## 5 DISCUSSION AND CONCLUSION

The fifth and final chapter summarizes the entire thesis reiterating key points and data covered. Some useful proposals for determining one or more conclusions of the thesis are also discussed.

### 5.1 Discussion

IDM can draw from a pool of over 61.000 companies in South Tyrol. It actively collaborates with around 800 companies. The IDM trade fair calendar covers all the most representative sectors present in South Tyrol hence the possibility of being able to present itself at various events both nationally and internationally. The organization with the current stand is well established and has been functioning for several years now. Companies have used this type of stand for the last 10 or more years and for this reason they know what to expect when participating and base some of their expectations and demands on the stand they already know.

IDM is following sustainable principles for its participation in trade fairs. As mentioned before, the use of reusable materials (walls and furnishings), transport with optimal environmental class vehicles, choice of food products for catering of local origin and systems that allow the complete abandonment of disposable materials in the kitchen make the actual stand of IDM (and will do so in the future as well), attentive to environmental issues. There will be a reduction of spaces dedicated to wall graphics, abandonment of disposable adhesive-type graphics in favour of reusable systems, with standard and limited sizes.

Based on the feedback from the participants, the furnishings will be re-adapted where possible or, if necessary, repurchased. The concept of Upcycling, meaning the modification of a current product to make suitable for new purposes and uses, has also made its way within the new IDM stand. Billingham notes that, today more than ever, the planet's environment is benefiting from this circular economy that has been created (Billingham 2021, 111-117).

The new "Piazza" is already present today with a totally different and often improvised layout from event to event. It will become a professionally organized meeting place both in the collective vision of the space and in the aesthetic structure of the stand. A new stand involves different costs. After years of using a given stand it is easy for IDM to determine usage costs. Now the real cost that companies will

bear by participating with a new stand cannot be clear. Speaking of costs, we mean the costs of assembly and disassembly but also of transport.

## 5.2 Conclusion

In conclusion, it is necessary to carry out the following considerations before being able to give an answer to the thesis question. Compared to similar entities (other regions and institutions) IDM can offer a competitive and often more structured and attractive service for companies.

What positive changes are expected with the introduction of the new collective stand? On the positive side, there is the introduction of different materials and furnishings (newer and more aligned to the needs of companies and customers). Changes lead to modifications and adaptations necessary for the transition. For many years IDM has worked, together with its customers, with the same type of stand. For this reason, a fundamental factor that must be taken into consideration is the habits of companies. Communication must and will intensify to explain the reason for the change. IDM's internal planning itself will change. From a system with standard walls, they will move on to modular walls of variable and interchangeable dimensions, but also different or additional furnishings and services.

The question that arises spontaneously at this point is whether it makes sense to introduce a new type of stand. Following the answers from the questionnaires, we note that the collective stand (both old and new) brings companies a great competitive and economic advantage. Costs as well as contributions are assessed by companies in an inverse manner. In this way an increase in costs is not always a determining factor for an immediate reduction in participations. However, the usefulness that companies find in the IDM collective stand system remains constant over the years.

The net promoter score of the companies remains positive and this also gives an important sign for the activities linked to the current and future stand. Some responses are conflicting and can be considered acceptable either with the use of the current stand or with a new stand. To date, the number of contacts gained by companies at the fair has increased 90 times in the period 2020 - 2023. It is unclear whether it will be possible to improve with the new stand. Many responses referred to the request to replace the type of furnishings, but at the same time over 40%, of those interviewed, considered the current furnishings acceptable.

Some points, however, go against the trend with the proposal for a new stand. More than 60% of companies were satisfied with the current stand and around 50% considered the visibility at the stand to be

optimal. Over 63% of companies were happy with the graphic presentation possibilities. Now that it has been decided to modify the structure of the stand and dedicate less space to graphic presentations, the level of satisfaction of companies could also decrease.

The new collective stand will not see the light before March 2025 and until that date, changes and improvements to the current project will still be necessary. Every improvement that is made in the events industry has a positive or negative return. It is all about exploiting the new possibility in the best possible way and announcing the change with enthusiasm and passion, involving the actors who will be part of it from the beginning.

## REFERENCES

- Agenzia ICE 2024. Italian Trade Agency. Available at: <https://www.ice.it/en/>. Accessed 11 March 2024
- Anjana G., Reena D., Samridhi S., Neeru R. & Rajesh C.A. 2020. Vegetarians, vegans and the carbon footprint: An increased environmental consciousness among the youths. *Indian Journal of Health & Wellbeing*. 387. Available at: <https://openurl.ebsco.com/EPDB%3Agcd%3A5%3A4930837/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A147140624&crl=c>. Accessed 12 April 2024
- Ansa, 2019. Artigiano in fiera, 1 milione visitatori. Available at: [https://www.ansa.it/lombardia/notizie/2019/12/08/artigiano-in-fiera-1-milione-visitatori\\_0deb6ae4-e56f-4c37-b93d-4351c7951246.html](https://www.ansa.it/lombardia/notizie/2019/12/08/artigiano-in-fiera-1-milione-visitatori_0deb6ae4-e56f-4c37-b93d-4351c7951246.html). Accessed 30 October 2023
- Artigiano in fiera. Chi Siamo. Available at: <https://artigianoinfiera.it/chi-siamo>. Accessed 4 October 2023
- Beckermann W. 1992. Economic growth and the environment: Whose growth? Whose environment? *World Development*. 481-496. Available at: [https://doi.org/10.1016/0305-750X\(92\)90038-W](https://doi.org/10.1016/0305-750X(92)90038-W). Accessed 12 April 2024
- BeMatrix 2024. b62 FRAME HOLES D30 ECO. Available at: <https://bematrix.com/eu/en/products/frames/straight-frames/b62-frame-holes-d30-eco>. Accessed 20 December 2023
- Billinghurst C. 2021. Professional Upcycling in Partnership with Sustainability. *Lecture Notes in Production Engineering*. 111-117. Available at: [https://doi.org/10.1007/978-3-030-72640-9\\_21](https://doi.org/10.1007/978-3-030-72640-9_21). Accessed 13 April 2024
- Biofach, 2024. BIOFACH and VIVANESS 2024: collaborative and future oriented. Available at: <https://www.biofach.de/en/press/press-releases/2024/closing-report-collaborative-and-future-oriented>. Accessed 20 February 2024
- Camera di commercio di Bolzano. Registro delle imprese. Available at: <https://www.camcom.bz.it/it/servizi/registro-delle-imprese>. Accessed 5 March 2024
- Can M. & Canli A. 2022. International Trade Fairs and Initial Impacts of COVID-19 on International Fairs: The Case of Dubai. *Multidisciplinary Perspectives on Cross-Border Trade and Business*. 15. Available at: <https://doi.org/10.4018/978-1-7998-9071-3.ch011>. Accessed 13 April 2024
- Ces, 2024. CES 2024: The Global Platform Defining Our Future. <https://www.ces.tech/news/press-releases/ces-press-release.aspx?NodeID=a4ec7529-9431-4efd-b107-39036a7f21be>. Accessed 20 January 2024
- Cheng Y. & Cheng K. 2006. General Study for using LED to replace traditional lighting devices. 173-177. Available at: <https://core.ac.uk/download/pdf/61010237.pdf>. Accessed 28 February 2024

Cibus, 2020. CIBUS POSTICIPATO AI PRIMI DI SETTEMBRE. Il cambio di data da parte di Fiere di Parma e Federalimentare causato dalla inaspettata evoluzione dell'emergenza. Available at: [https://www.cibus.it/wp-content/uploads/2020/03/Cs\\_Cibus2020\\_9Marzo-ITA-1.pdf](https://www.cibus.it/wp-content/uploads/2020/03/Cs_Cibus2020_9Marzo-ITA-1.pdf).

Accessed 5 October 2023

Coldiretti, 2023. Tuttofood: è record export cibo Made in Italy (+15%). Available at: <https://www.coldiretti.it/economia/tuttofood-e-record-export-cibo-made-in-italy-15>.

Accessed 19 February 2024

Cortez R.M., Johnston W.J. & Gopalakrishna S. 2022. Driving participation and investment in B2B trade shows: The organizer view. *Journal of Business Research*. 1092-1105. Available at: <https://doi.org/10.1016/j.jbusres.2022.01.028>. Accessed 13 April 2024

Deutsche Messe AG, 2018a. UNSER BERICHT ZUR NACHHALTIGKEIT. Energiebedarf um 40 Prozent reduziert. Komplette Umstellung auf LED. Available at: <https://www.messe.de/files/000-fs5/media/downloads/deutsche-messe-nachhaltigkeitsbericht-2.pdf>. Accessed: 24 February 2024

Deutsche Messe AG, 2018b. UNSER BERICHT ZUR NACHHALTIGKEIT. Mehr als 5.000 Tonnen Abfall fallen jährlich bei uns an. Available at: <https://www.messe.de/files/000-fs5/media/downloads/deutsche-messe-nachhaltigkeitsbericht-2.pdf>. Accessed 24 February 2024

EURO 5 2024. Regulation (EC) No 715/2007 on type approval of motor vehicles. Available at: <https://www.eea.europa.eu/policy-documents/regulation-ec-no-715-2007>. Accessed 24 March 2024

Fiera Milano, 2022. Bilancio di sostenibilità 2022. Available at: [https://www.fieramilano.it/content/dam/fieramilano/documenti/lp-investor-relations/documenti-non-finanziari/2022/FM\\_DNF\\_2022\\_HR.pdf](https://www.fieramilano.it/content/dam/fieramilano/documenti/lp-investor-relations/documenti-non-finanziari/2022/FM_DNF_2022_HR.pdf). Accessed 25 February 2024

Fuksas, M. & Fuksas, C., 2023. Ordine e formazione degli architetti, pianificatori, paesaggisti e conservatori della Provincia di Milano. Nuovo Polo Fieristico di Milano. Available at: <https://ordinearchitetti.mi.it/en/cultura/itinerari-di-architettura/4-dacciaio-costruita-architetture-in-acciaio-a-milano/opere/53-nuovo-polo-fieristico-di-milano>. Accessed 5 October 2023

Greenreedeem, 2015. Why is it so difficult to recycle on the go. Available at: <https://www.businessgreen.com/news/2390366/why-is-it-so-difficult-to-recycle-on-the-go>. Accessed 28.02.2024

Harper and Brothers. 2014. The Industrial Revolution and Its Impact on European Society. Chapter 20. 602-603. Available at: [https://www.auburn.wednet.edu/cms/lib/WA01001938/Centricity/Domain/2217/36692\\_Spielvogel\\_9e\\_AP\\_Update\\_Ch20\\_rev03.pdf](https://www.auburn.wednet.edu/cms/lib/WA01001938/Centricity/Domain/2217/36692_Spielvogel_9e_AP_Update_Ch20_rev03.pdf). Accessed 12 April 2024

Hassi A. & Storti G. 2012. Globalization and Culture: The Three H Scenarios. *InTech*. Available at: <https://doi.org/10.5772/45655>. Accessed 10 April 2024

IDM Südtirol. Umfrage Unternehmen – Bedürfnisse Standkonzept. Available at: [https://idm-suedtirol.typeform.com/report/al3qhYSZ/BnVKxhNoA3qPNRVO?view\\_mode=print](https://idm-suedtirol.typeform.com/report/al3qhYSZ/BnVKxhNoA3qPNRVO?view_mode=print). Accessed 1 March 2024

IDM Südtirol 2022. Una nuova veste per IDM. Available at: <https://www.idm-suedtirol.com/it/news-appuntamenti/news-appuntamenti/news/silngle-view/una-nuova-veste-per-idm>. Accessed 19 December 2023

IDM Südtirol, 2024. Our compasses. IDM's vision and mission guide us in our day-to-day work. Available at: <https://www.idm-suedtirol.com/en/we-are-idm/we-are-idm/vision-mission>. Accessed 2 March 2024

Io sono FVG 2024. Il Marchio. Available at: <https://www.iosonofvg.it/il-marchio>. Accessed 11 March 2024

Knussen C., Yule F., Mackenzie J. & Wells M. 2024. Journal of Environmental Psychology. An analysis of intentions to recycle household waste: The roles of past behaviour, perceived habit, and perceived lack of facilities. *Journal of Environmental Psychology*. 237-246. Available at: <https://doi.org/10.1016/j.jenvp.2003.12.001>. Accessed 11 April 2024

Koehn N.F. 2008. Consumerism and Consumption. Available at: [https://www.gale.com/binaries/content/assets/gale-us-en/primary-sources/intl-gps/intl-gps-essays/full-ghn-contextual-essays/ghn\\_essay\\_19usn\\_koehn1\\_website.pdf](https://www.gale.com/binaries/content/assets/gale-us-en/primary-sources/intl-gps/intl-gps-essays/full-ghn-contextual-essays/ghn_essay_19usn_koehn1_website.pdf). Accessed 13 April 2024

Landi D., Germani M. & Marconi M. 2019. Analysing the environmental sustainability of glass bottles reuse in an Italian wine consortium. *Procedia CIRP*. 399–404. Available at: <https://doi.org/10.1016/j.procir.2019.01.054>. Accessed 12 March 2024

Marchiombrello-altoadige. Marchio ombrello Alto Adige. IL MARCHIO OMBRELLO; MARCHIO DI QUALITÀ; MARCHIO DI LOCALIZZAZIONE. Available at: <https://www.marchiombrello-altoadige.it/>. Accessed 25 February 2024

Martins L.C.F. 2023. Attending trade fairs: a study of the antecedents and outcomes of visitor's satisfaction. Available at: <https://repositorium.sdum.uminho.pt/bitstream/1822/87172/1/Luis%20Carlos%20Fonseca%20Martins.pdf>. Accessed 11 April 2024

Mutabor 2024. The creative reputation. Available at: <https://www.mutabor.de/en/>. Accessed 12 February 2024

NOI 2024. INNOVATION THAT PEOPLE NEED. Available at: <https://noi.bz.it/en/about-us/what-is-noi-techpark>. Accessed 3 March 2024

Rlist, 2019. Largest Exhibition Centers in the World. Available at: <https://rlist.io/l/largest-exhibition-venues>. Accessed 5 October 2023

Schepers J.M. 2008. The construction and evaluation of a generic Work Performance Questionnaire for use with administrative and operational staff. Available at: <https://www.scielo.org.za/pdf/sajip/v34n1/02.pdf>. Accessed 11 April 2024

Schuman H. & Presser S. 1979. The Open and Closed Question. *American Sociological Review*. 692-712. Available at: <https://doi.org/10.2307/2094521>. Accessed 12 April 2024

Singla S. 2023. IMPACT OF GLOBALIZATION ON CONSUMERISM. 1. Available at: <https://heinonline.org/HOL/LandingPage?handle=hein.journals/inj10l10&div=217&id=&page=>. Accessed 10 April 2024

Statista, 2024. Umsatz mit Bio-Lebensmitteln in Deutschland in den Jahren 2000 bis 2023. Available at: <https://de.statista.com/statistik/daten/studie/4109/umfrage/bio-lebensmittel-umsatz-zeitreihe/#:~:text=Der%20Umsatz%20mit%20Bio%20Lebensmitteln,f%C3%BCnf%20Prozent%20gegen%C3%BCber%20dem%20Vorjahr>. Accessed 29 February 2024

Tuttofood. THE EXHIBITION. Available at: <https://www.tuttofood.it/en/discover/the-exhibition/>. Accessed 20 January 2024

Tuttofood, 2023. TUTTOFOOD HAS JUST HELD ONE OF ITS MOST DYNAMIC EDITIONS YET AND LOOKS TO 2025 WITH AN EVEN MORE STRATEGIC PLATFORM. Available at: [https://www.tuttofood.it/en/press\\_releases/tuttofood-has-just-held-one-of-its-most-dynamic-editions-yet-and-looks-to-2025-with-an-even-more-strategic-platform/](https://www.tuttofood.it/en/press_releases/tuttofood-has-just-held-one-of-its-most-dynamic-editions-yet-and-looks-to-2025-with-an-even-more-strategic-platform/). Accessed 15 January 2024

UFI, 2021a. UFI releases figures stating the impact of COVID-19 on the global exhibition economy in 2020. Available at: [https://www.ufi.org/wp-content/uploads/2021/02/MR\\_UFI-releases-figures-stating-the-impact-of-COVID-19\\_4february2021.pdf](https://www.ufi.org/wp-content/uploads/2021/02/MR_UFI-releases-figures-stating-the-impact-of-COVID-19_4february2021.pdf). Accessed: 23 February 2024

UFI, 2021b. UFI Global Barometer delivers updates on COVID-19 impact and 2021 perspectives for the exhibition industry. Available at: [https://www.ufi.org/wp-content/uploads/2021/07/MR\\_UFI-Global-Barometer-delivers-updates-on-COVID\\_27july2021.pdf](https://www.ufi.org/wp-content/uploads/2021/07/MR_UFI-Global-Barometer-delivers-updates-on-COVID_27july2021.pdf). Accessed 24 February 2024

Wikipedia. Crystal\_palace\_1851. Available at: [https://it.wikipedia.org/wiki/Esposizione\\_universale#/media/File:Crystal\\_palace\\_1851.jpg](https://it.wikipedia.org/wiki/Esposizione_universale#/media/File:Crystal_palace_1851.jpg). Accessed 5 October 2023

Weinstrasse. Bolzano Fair. Available at: <https://www.weinstrasse.com/en/highlights/town-of-bolzano/bolzano-fair/>. Accessed 23 February 2024

## APPENDIX 1/1

## IDM's trade fair calendars from 2019 to 2024

2019

Trendset	Germany	Munich	03. - 05.01.2019
HOGA	Germany	Nuremberg	13. - 15.01.2019
Bau	Germany	Munich	14. - 19.01.2019
Grüne Woche	Germany	Berlin	18. - 27.01.2019
ISM	Germany	Köln	27. - 30.01.2019
Fruit Logistica	Germany	Berlin	06. - 08.02.2019
Biofach & Vivanness	Germany	Nuremberg	13. - 16.02.2019
Gulfood	UAE	Dubai	17. - 21.02.2019
Com.Bau	Austria	Dornbirn	08. - 10.03.2019
ISH	Germany	Frankfurt	11. - 15.03.2019
MADE Expo	Italy	Milan	13. - 16.03.2019
IHM & Garten	Germany	Munich	13. - 17.03.2019
Internorga	Germany	Hamburg	15. - 19.03.2019
Prowein	Germany	Düsseldorf	17. - 19.03.2019
Industriemesse Hannover	Germany	Hannover	01. - 05.04.2019
Vinitaly	Italy	Verona	07. - 10.04.2019
Tuttofood	Italy	Milan	06. - 09.05.2019
Swisstech + Pordex	Swiss	Basle	14. - 17.05.2019
PLMA	The Netherlands	Amsterdam	21. - 22.05.2019
Sana	Italy	Bologna	06. - 09.09.2019
Fafga	Austria	Innsbruck	16. - 19.09.2019
Bio Süd	Germany	Augsburg	29.09.2019
Anuga	Germany	Köln	05. - 09.10.2019
Gustav	Austria	Dornbirn	19. - 20.10.2019
CibusTec	Italy	Parma	22. - 25.10.2019
Beauty Forum	Germany	Munich	26. - 27.10.2019
Alles für den Gast	Austria	Salzburg	09. - 13.11.2019
Branchentag Holz	Germany	Köln	12. - 13.11.2019
Nordic Organic Fair	Sweden	Malmö	13. - 14.11.2019
IGEHO	Swiss	Basel	16. - 20.11.2019
BIG5	UAE	Dubai	25. - 28.11.2019
Winzer Service Messe	Germany	Karlsruhe	27. - 28.11.2019
Heim & Handwerk	Germany	Munich	27.11. - 01.12.2019
Food & Life	Germany	Munich	27.11. - 01.12.2019
Artigiano in Fiera	Italy	Milan	30.11. - 08.12.2019

## APPENDIX 1/2

2020

Swissbau	Swiss	Basle	14. - 18.01.2020
Grüne Woche	Germany	Berlin	17. - 26.01.2020
ISM	Germany	Köln	02. - 05.02.2020
Fruit Logistica	Germany	Berlin	05. - 07.02.2020
Biofach	Germany	Nuremberg	12. - 15.02.2020
Fruchtwelt Bodensee	Germany	Friedrichshafen	14. - 16.02.2020
Intergastra	Germany	Stuttgart	15. - 19.02.2020
Gulfood	UAE	Dubai	16. - 20.02.2020
Com.Bau	Austria	Dornbirn	28.02. - 01.03.2020
Fruit Attraction (online)	Spain	Madrid	20. - 22.10.2020
Artigiano in Fiera (online)	Italy	Milan	05. - 13.12.2020

2021

Meeting Rimini	Italy	Rimini	20. - 25.08.2021
Anuga	Germany	Köln	09. - 13.10.2021
BTH Holz	Germany	Köln	09. - 10.11.2021
Tuttofood	Italy	Milan	22. - 26.10.2021
Host	Italy	Milan	22. - 26.10.2021
Nordic Organic Fair	Sweden	Malmö	17. - 18.11.2021
Artigiano in Fiera	Italy	Milan	04. - 12.12.2021
Alles für den Gast	Austria	Salzburg	06. - 10.11.2021

2022

Gulfood	UAE	Dubai	13. - 17.02.2022
Fruit Logistica	Germany	Berlin	05. - 07.04.2022
Vinitaly	Italy	Verona	10. - 13.04.2022
Anuga Foodtech	Germany	Köln	26. - 29.04.2022
Cibus	Italy	Parma	03. - 06.05.2022
Prowein	Germany	Düsseldorf	15. - 17.05.2022
Vievinum	Austria	Vienna	21. - 23.05.2022
Hannover Messe	Germany	Hannover	30.05 - 02.06.2022
PLMA	The Netherlands	Amsterdam	31.05 - 01.06.2022
Fuorisalone	Italy	Milan	06. - 12.06.2022
IHM	Germany	Munich	06. - 10.06.2022
Biofach	Germany	Nuremberg	26. - 29.07.2022
Sial	France	Paris	15. - 19.10.2022
Alles für den Gast	Austria	Salzburg	05. - 09.11.2022

## APPENDIX 1/3

Interpoma	Italy	Bolzano	17. - 19.11.2022
Nordic Organic Fair	Sweden	Malmö	16. - 17.11.2022
Heim & Handwerk	Germany	Munich	30.11 - 04.12.2022
Food & Life	Germany	Munich	30.11 -04.12.2022
Artigiano in fiera	Italy	Milan	03. - 11.12.2022

## 2023

Fruchtwelt Bodensee	Germany	Friedrichshafen	13. - 15.01.2023
HOGA	Germany	Nuremberg	15. - 17.01.2023
Grüne Woche	Germany	Berlin	20. - 29.01.2023
Winzer Service Messe	Germany	Karlsruhe	08. - 10.02.2023
Fruit Logistica	Germany	Berlin	08. - 10.02.2023
Biofach	Germany	Nuremberg	14. - 17.02.2023
ISH	Germany	Köln	13. - 17.03.2023
IHM und Garten	Germany	Munich	08. - 12.03.2023
Prowein	Germany	Düsseldorf	19. - 21.03.2023
Vinitaly	Italy	Verona	02. - 05.04.2023
Industriemesse	Germany	Hannover	17. - 21.04.2023
Bau	Germany	Munich	17. - 22.04.2023
Bellavita Expo	Poland	Warsaw	18. - 20.04.2023
Tuttofood	Italy	Milan	08. - 11.05.2023
PLMA	The Netherlands	Amsterdam	23. - 24.05.2023
Anuga	Germany	Köln	07. - 11.10.2023
Branchentag Holz	Germany	Köln	07. - 08.11.2023
Alles für den Gast	Austria	Salzburg	11. - 15.11.2023
MADE Expo	Italy	Milan	15. - 18.11.2023
Free From Exhibition	The Netherlands	Amsterdam	21. - 22.11.2023
Heim & Handwerk	Germany	Munich	29.11. - 03.12.2023
Food & Life	Germany	Munich	29.11. - 03.12.2023
Artigiano in Fiera	Italy	Milan	02. - 10.12.2023

## APPENDIX 1/4

2024

Swissbau	Swiss	Basle	16. - 19.01.2024
Marca	Italy	Bologna	16. - 17.01.2024
Grüne Woche	Germany	Berlin	19. - 28.01.2024
Fruit Logistica	Germany	Berlin	07. - 09.02.2024
Wine Paris	France	Paris	12. - 14.02.2024
Biofach	Germany	Nuremberg	13. - 16.02.2024
Fruchtwelt Bodensee	Germany	Friedrichshafen	23. - 25.02.2024
IHM und Garten	Germany	Munich	28. - 03.03.2024
Prowein	Germany	Düsseldorf	10. - 12.03.2024
Vinitaly	Italy	Verona	14. - 17.04.2024
Hannover Messe	Germany	Hannover	22. - 26.04.2024
Cibus	Italy	Parma	07. - 10.05.2024
PLMA	The Netherlands	Amsterdam	28. - 29.05.2024
Salone del Gusto	Italy	Turin	26. - 30.09.2024
Bio Süd	Germany	Augsburg	29.09.2024
Nordic Organic Food Fair	Sweden	Stockholm	13. - 14.11.2024
Sial	France	Paris	19. - 20.10.2024
Alles für den Gast	Austria	Salzburg	09. - 13.11.2024
Interpoma	Italy	Bolzano	21. - 23.11.2024
Heim & Handwerk	Germany	Munich	27.11. - 01.12.2024
Food & Life	Germany	Munich	27.11. - 01.12.2024
Artigiano in Fiera	Italy	Milan	30.11. - 08.12.2024

## APPENDIX 2/1

## Exhibition services satisfaction questionnaire

Sezione 1

1. Come giudica l'attività nel suo insieme? \*

insufficiente ☆☆☆☆ ottimo

1) How do you rate the activity as a whole?

- 1 star: insufficient
- 5 stars: excellent

Sezione 2

Organizzazione e realizzazione

2. In quale misura questa attività contribuisce allo sviluppo economico della Sua attività o di quella della Sua azienda? \*

per niente ☆☆☆☆ particolarmente

3. Quanto importanti sono stati per Lei i seguenti fattori nella decisione di prendere parte allo stand collettivo dell'Alto Adige?

Mettere in ordine di importanza i seguenti valori

Costi
Contributi
Visibilità grazie allo stand Alto Adige
Sinergie con altre aziende
Organizzazione da parte di IDM

2) To what extent does this activity contribute to the economic development of your business or that of your company?

- 1 star: not at all
- 5 stars: particularly

3) How important were the following factors for you in the decision to take part in the collective stand of South Tyrol?

- Costs
- Contributions
- Visibility thanks to the South Tyrol stand
- Synergies with other companies
- Organization by IDM

## APPENDIX 2/2

4. Con i Suoi prodotti/servizi era presente sul mercato già prima di partecipare a questa fiera?

si

no

5. Alla prossima edizione di questa fiera pensa di partecipare di nuovo allo stand collettivo dell'Alto Adige?

si

no

4) Were you already present on the market with your products/ services before participating in this fair?

- Yes
- No

5) Do you plan to participate in the South Tyrol collective stand again the next edition of this fair?

- Yes
- No

Sezione 3

Organizzazione e realizzazione

6. Come valuta i seguenti aspetti della fiera?

1: insufficiente  
5: ottimo

	1	2	3	4	5
Allestimento fiera / stand fieristici	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livello qualitativo visitatori in generale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livello qualitativo espositori in generale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contatti in fiera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) How do you evaluate the following aspects of the fair?

- Set up of trade fair / exhibition stands
- Quality level of visitors in general
- Quality level of exhibitors in general
- Contacts at the fair
  - i. 1 star: insufficient
  - ii. 5 stars: excellent

## APPENDIX 2/3

7. Come valuta i seguenti aspetti della fiera?  
 1: insufficiente  
 5: ottimo

	1	2	3	4	5
Sostegno/assistenza da parte di IDM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posizione dello stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suddivisione dell'area dello stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualità della struttura dello stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobilio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programma quadro dello stand collettivo (ove disponibile)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catering (ove disponibile)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personale allo stand (ove presente)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 7) How do you evaluate the following aspects of the fair?
- Support/assistance from IDM
  - Stand location
  - Subdivision of the stand area
  - Quality of the stand structure
  - Furniture
  - Collateral program of the collective stand (where available)
  - Catering (where available)
  - Staff at the stand (where present)
    - i. 1 star: insufficient
    - ii. 5 stars: excellent

8. Numero dei nuovi contatti commerciali acquisiti:

9. Quali altre fiere sarebbero di Suo interesse?

- 8) Number of new business contacts acquired:
- Value to enter (must be a number)

## APPENDIX 2/4

- 9) Which other fairs would be of interest to you?
- Answer to insert (text)

Sezione 4

Osservazioni e proposte

10. Come è venuta/o al corrente di questa attività? (sono possibili più risposte)

- Invito via e-mail
- Social Media
- Sito web IDM
- Evento IDM
- Newsletter IDM
- Colleghi e conoscenti
- Opuscoli o volantini
- Consulenza personale offerta da IDM
- Altro

- 10) How did you find out about this activity? (Multiple answers are possible)

- Invitation via e-mail
- Social Media
- IDM website
- IDM event
- IDM Newsletter
- Colleagues and acquaintances
- Brochures or leaflets
- Personal consultancy offered by IDM
- Other

## APPENDIX 2/5

11. Quali sono le Sue proposte di miglioramento?

Inserisci la risposta

12. Qual è la probabilità che Lei raccomandi questa attività a conoscenti e colleghi? \*

0-6 = detractors  
7-8 = passives  
9-10 = promoters

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Per niente probabile Estremamente probabile

13. Perché?

Inserisci la risposta

11) What are your suggestions for improvement?

- Insert feedback

12) What is the probability that you recommend this activity to acquaintances and colleagues?

- 0: Not at all
- 10: Extremely likely

13) Why?

- Insert information

14. IDM-Business Development offre un'ampia gamma di servizi. Desiderate essere contattati per uno dei seguenti servizi? \*

sì

no

15. Quali?

Sono possibili più risposte.

Ricerca di opportunità (sviluppo di Trend, generazione di idee ecc.)

Finanziamenti

Digitalizzazione

Sviluppo prodotto

Acquisizione clienti

Vendita & sviluppo dei mercati

## APPENDIX 2/6

14) IDM-Business Development offers a wide range of services.

Would you like to be contacted for one of the following services?

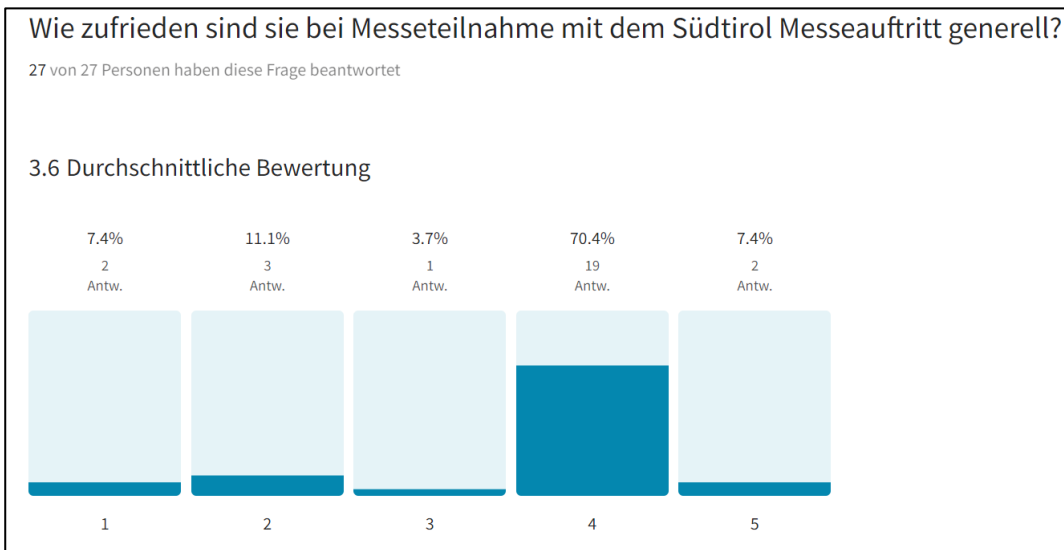
- Yes
- No

15) Which ones? (Multiple answers possible)

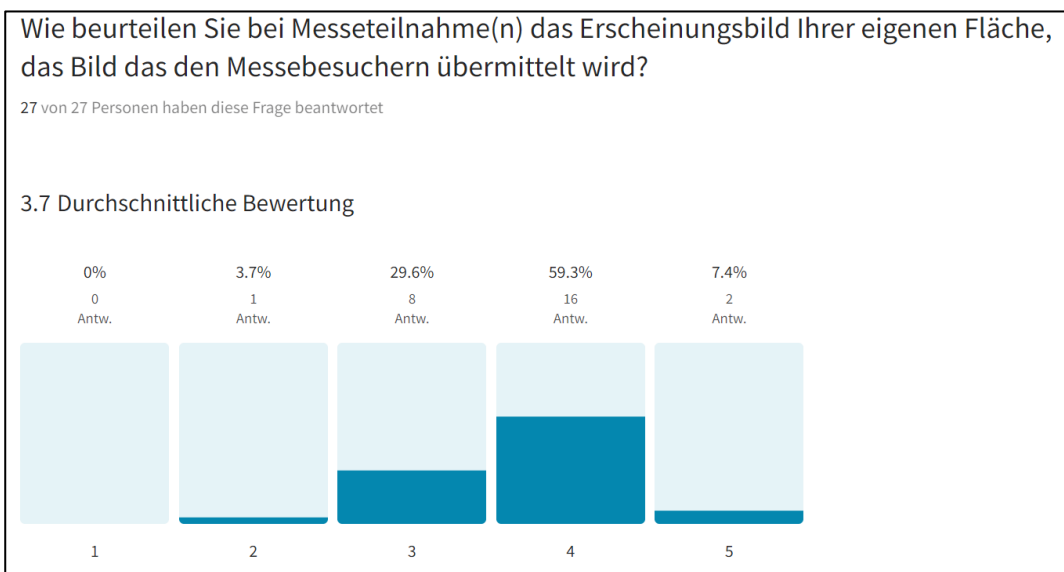
- Research for opportunities (trend development, idea generation, etc.)
- Financing
- Digitalisation
- Product development
- Customer acquisition
- Sales & market development

## APPENDIX 3/1

Companies survey – stand concept needs. Analysed on 22<sup>nd</sup> May 2023. Number of responses: 27.  
(IDM Südtirol)

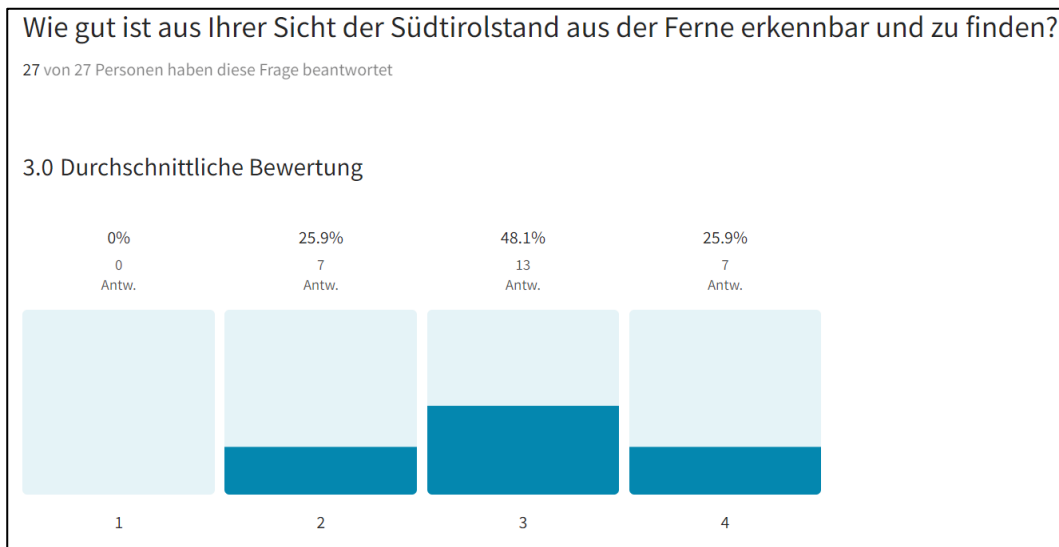


- 1) How satisfied are you with the South Tyrol trade fair appearance in general when taking part in the trade fair?
- 3.6 Average rating
    - i. 1: insufficient
    - ii. 5: excellent



- 2) When you participate in a trade fair, how do you assess the appearance of your own space and the image that is conveyed to trade fair visitors?
- 3.7 Average rating
    - i. 1: insufficient
    - ii. 5: excellent

## APPENDIX 3/2



- 3) In your opinion, how easy is the South Tyrol stand to be seen and found from a distance?
- 3.0 Average rating
    - i. 1: insufficient
    - ii. 4: excellent

## Gründe/ Verbesserungsmöglichkeiten:

15 von 27 Personen haben diese Frage beantwortet

- 4) Reasons/opportunities for improvement:
- Open question



- 5) How do you assess the current possibilities of graphic design (e.g. product images, logo) and is your company satisfied with the current graphic design?
- Graphic design is good & appearance suits us
  - Motifs are flexible & perfect appearance for us
  - Graphic design & options for personalization not sufficient

## APPENDIX 3/3

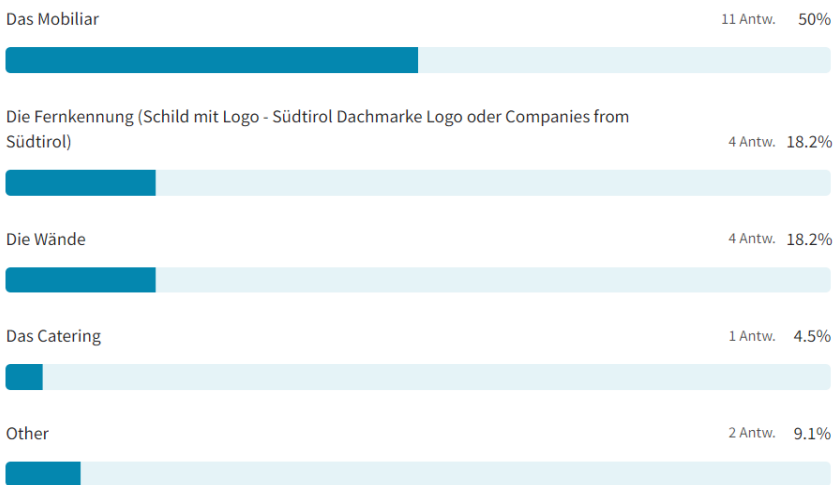
### Was sollte optimiert werden?

12 von 27 Personen haben diese Frage beantwortet

- 6) What should be optimized?
- Open question

### Wenn Sie etwas an dem aktuellen IDM Gemeinschafts-Messestand ändern würden, was würden Sie ändern?

22 von 27 Personen haben diese Frage beantwortet



- 7) If you were to change something about the current IDM joint exhibition stand, what would you change?
- The furniture
  - The remote identification (sign with logo - South Tyrol umbrella brand logo or Companies from South Tyrol)
  - The walls
  - The catering
  - Other

### Vermissen Sie etwas bei unserem aktuellen Messemobiliar?

14 von 27 Personen haben diese Frage beantwortet

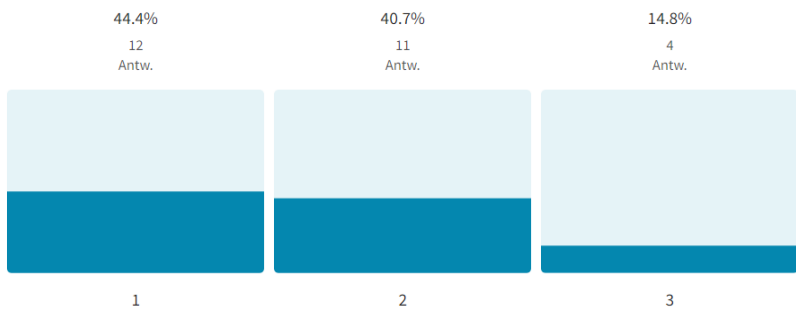
- 8) Are you missing something from our current trade fair furniture?
- Open question

## APPENDIX 3/4

Wie wichtig ist Ihnen eine 'Piazza' (Gemeinschaftsfläche für alle Südtiroler Aussteller mit Catering) zum Treffpunkt mit Kunden und anderen Südtiroler Aussteller?

27 von 27 Personen haben diese Frage beantwortet

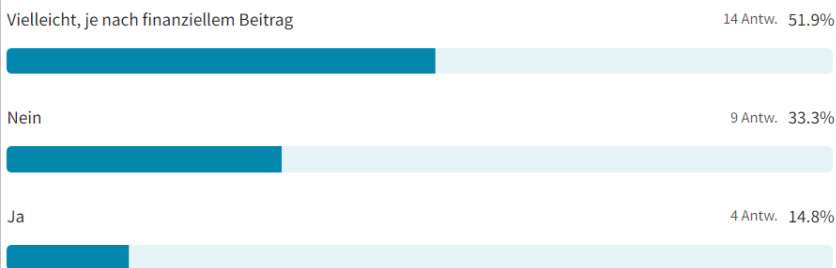
1.7 Durchschnittliche Bewertung



- 9) How important is it to you to have a 'piazza' (common area for all South Tyrolean exhibitors with catering) as a meeting point with customers and other South Tyrolean exhibitors?
- 1: Not important
  - 3: Important

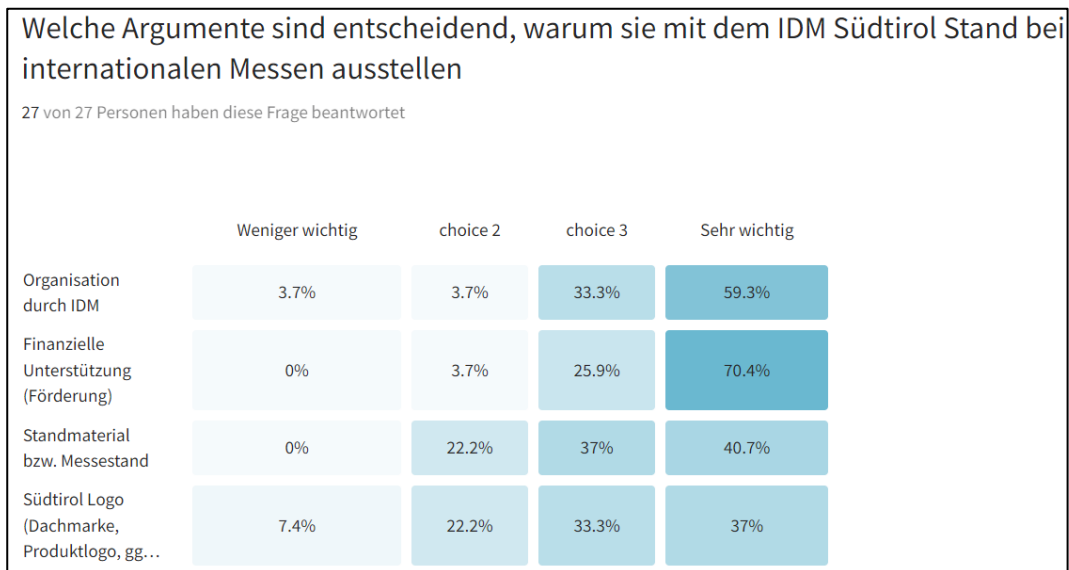
Wenn zum jetzigen Zeitpunkt, keine 'Piazza' auf Ihrer Messe vorhanden ist und wir hierfür zusätzliche Fläche anmieten würden, wären sie bereit diese anteilig mitzufinanzieren?

27 von 27 Personen haben diese Frage beantwortet



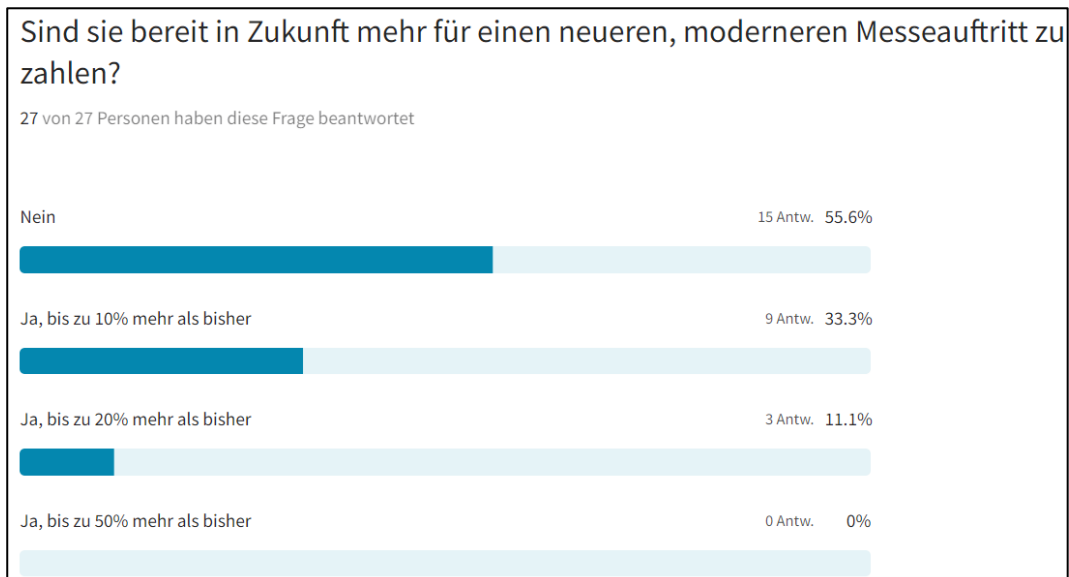
- 10) If there is currently no 'Piazza' at your trade fair and we rent additional space for this, would you be willing to co-finance this proportionately?
- Maybe, depending on financial contribution
  - No
  - Yes

## APPENDIX 3/5



11) What arguments are crucial for you to choose the IDM South Tyrol Exhibit stand for international trade fairs

- Organization by IDM
- Financial support (funding)
- Stand material or exhibition stand
- South Tyrol logo (umbrella brand, product logo, and others)
  - i. 1: Not so important
  - ii. 4: Very important



12) Are you prepared to pay more for a newer, more modern trade fair appearance in the future?

- No
- Yes, up to 10% more than before
- Yes, up to 20% more than before
- Yes, up to 50% more than before

## APPENDIX 3/6

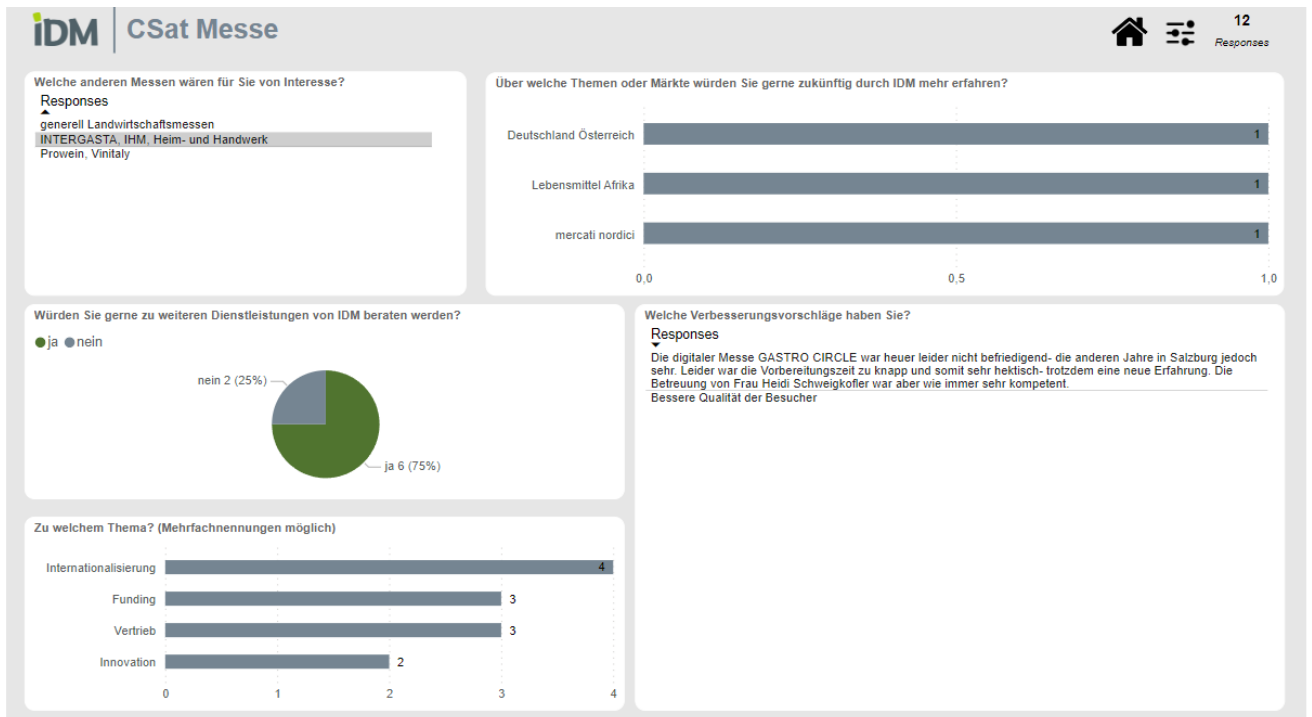
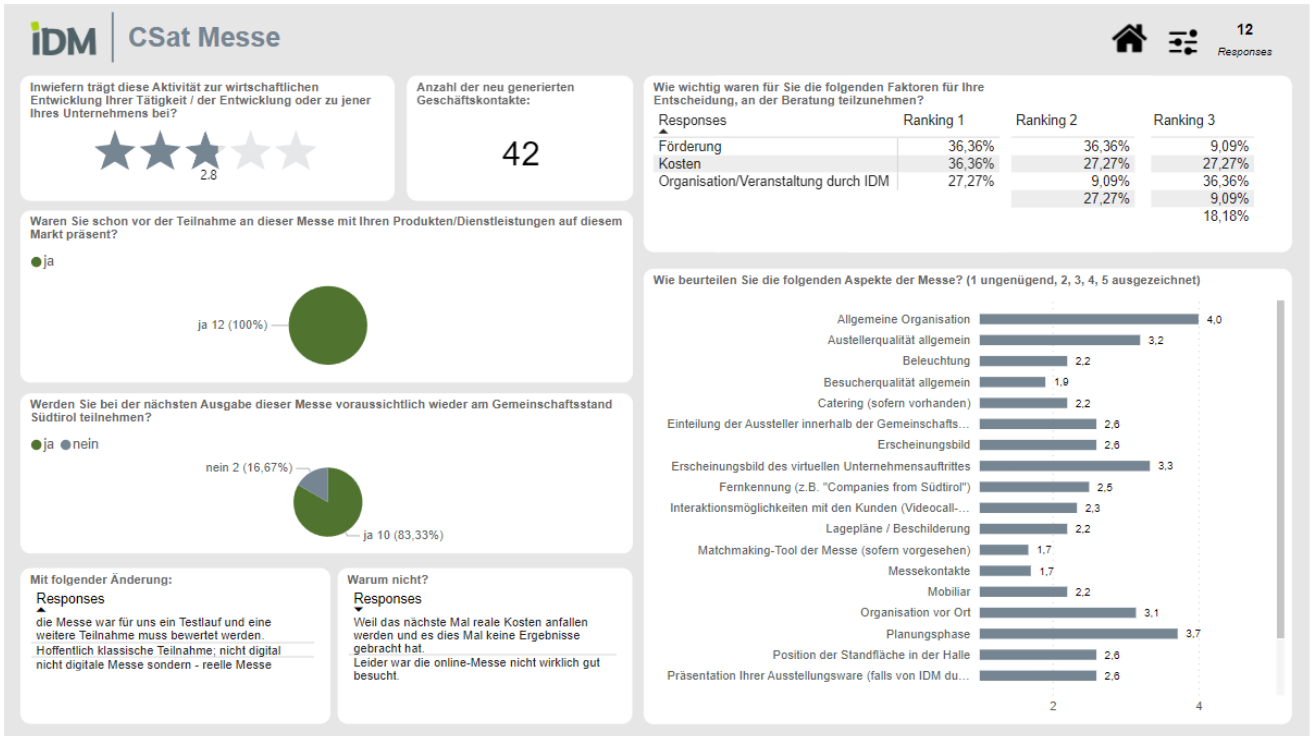
Weitere Ideen/Vorschläge für einen zukünftigen Südtirol Messestand/  
Gemeinschaftsstand?

9 von 27 Personen haben diese Frage beantwortet

- 13) Further ideas/suggestions for a future South Tyrol trade fair stand/group stand?
- Open question

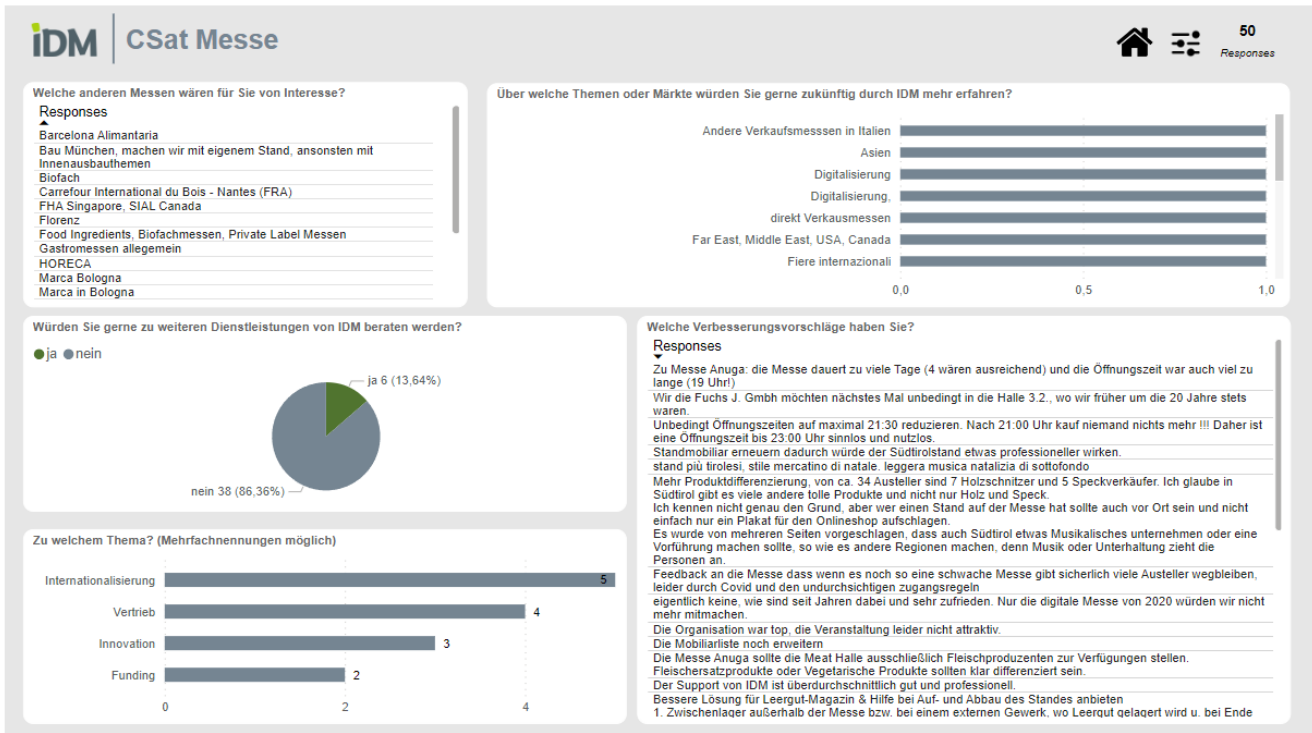
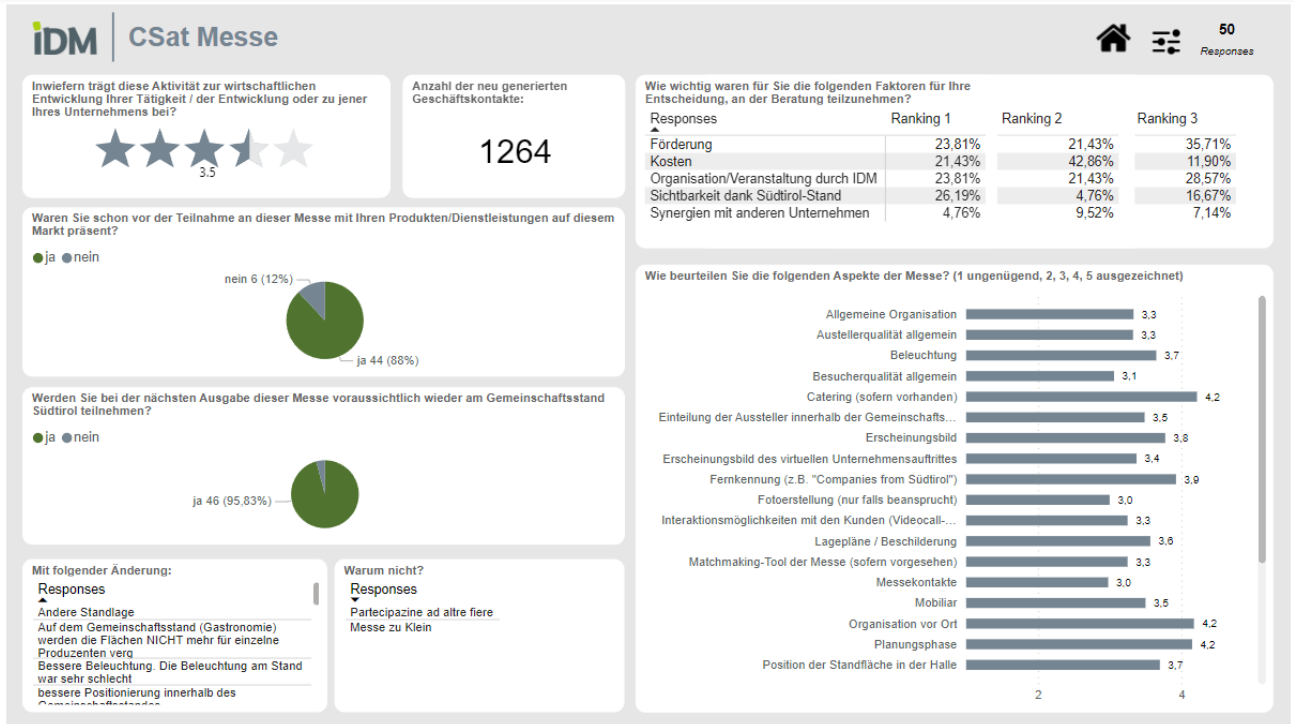
APPENDIX 4/1  
Customer Satisfaction Score Analysis (CSat) IDM 2020 - 2023

2020



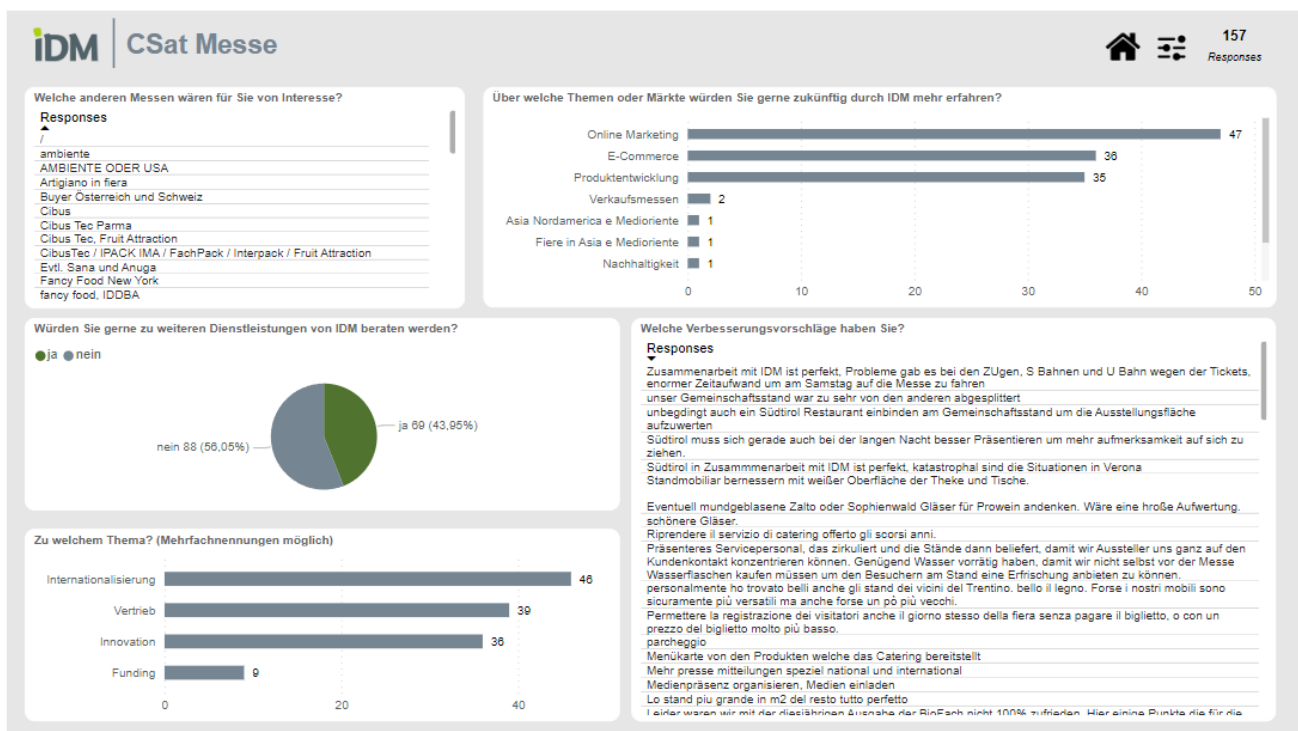
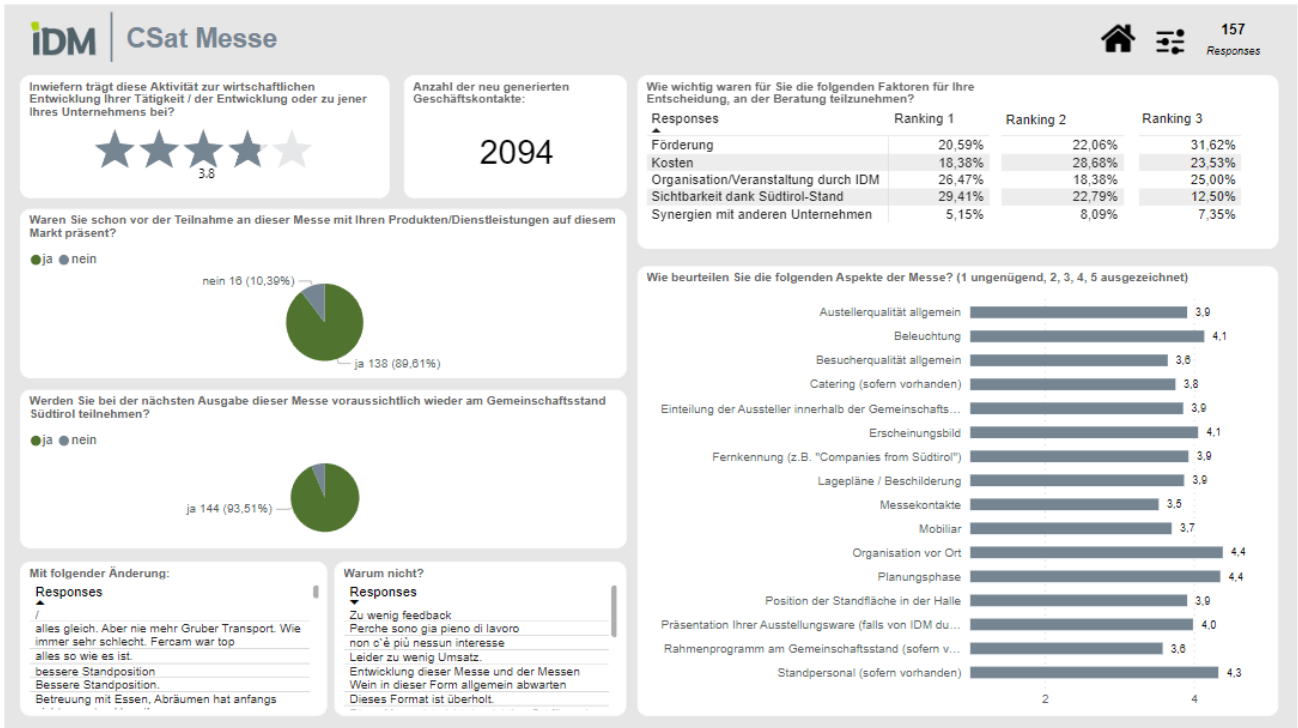
APPENDIX 4/2

2021



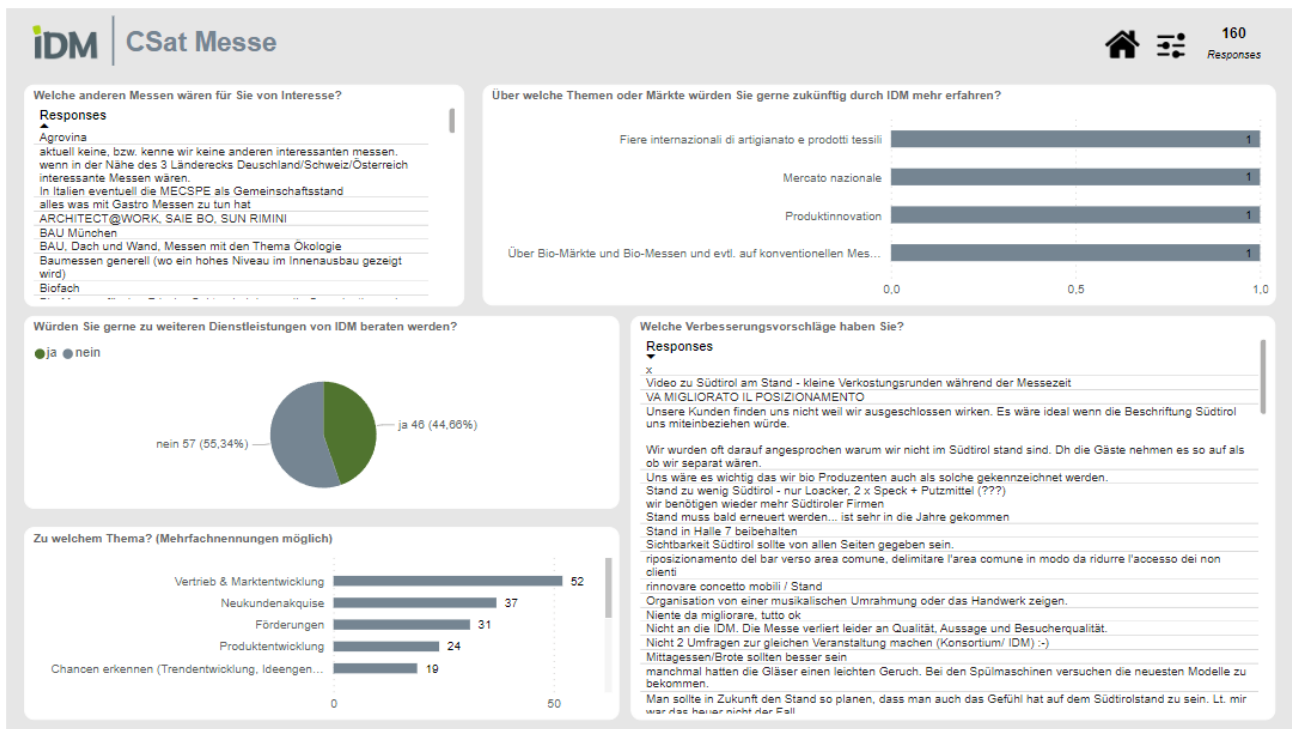
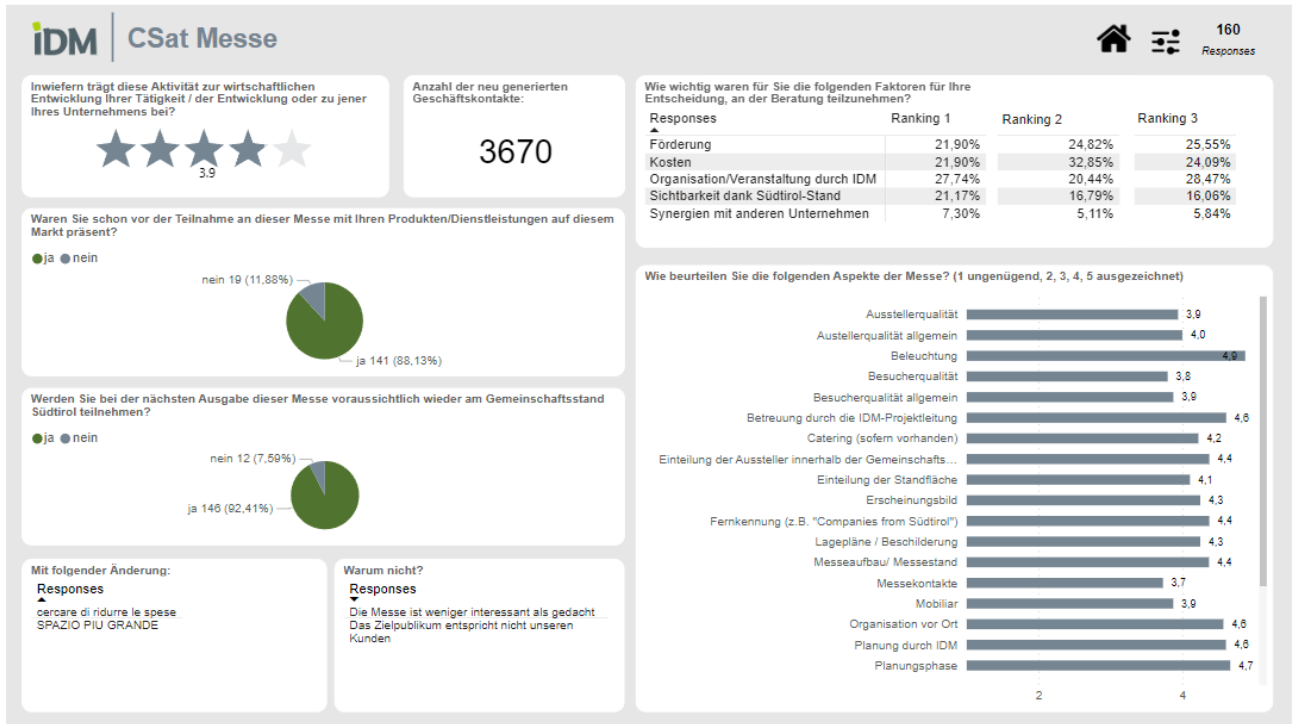
APPENDIX 4/3

2022



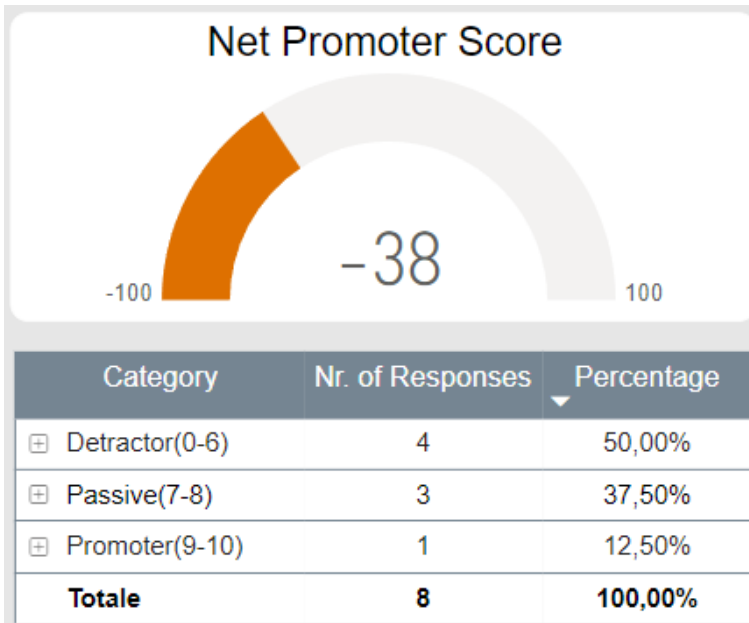
APPENDIX 4/4

2023

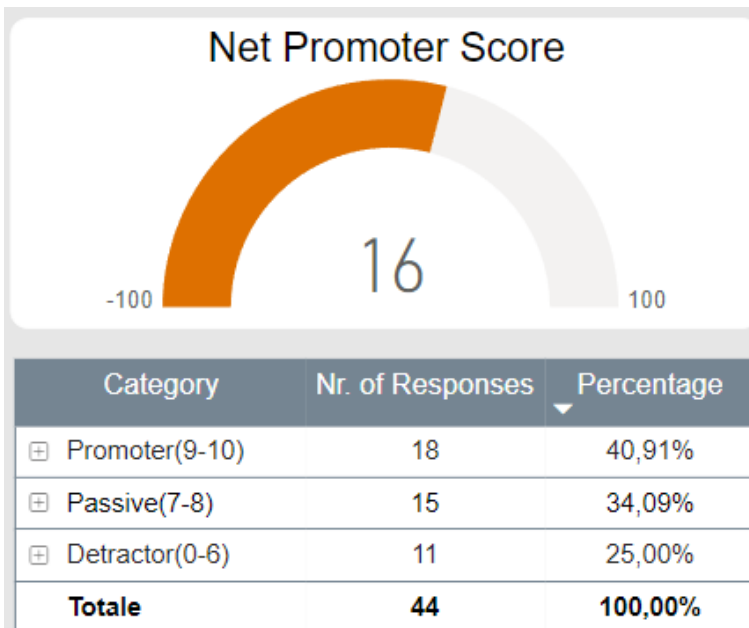


APPENDIX 5/1  
IDM Net Promoter Score for the period 2020 – 2023

2020

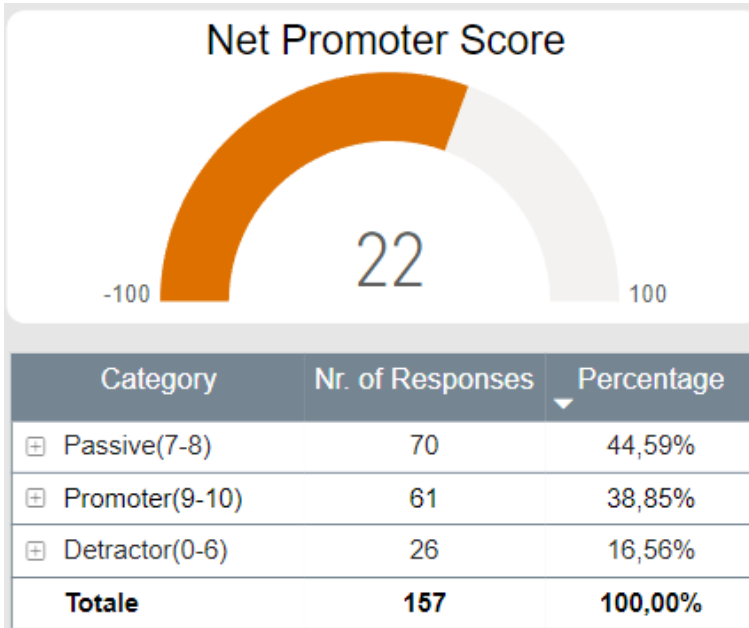


2021



## APPENDIX 5/2

2022



2023

