

**From September 23 to 26 at Veronafiere, the 59th International Exhibition Dedicated to the Natural Stone Supply Chain
AT MARMOMAC 2025, MARBLE DIPLOMACY TAKES CENTER STAGE WITH 1,400 COMPANIES FROM 50 COUNTRIES**

Verona, September 23, 2025 – The 59th Marmomac opens today at Veronafiere: until September 26, natural stone becomes a universal language, a tool of economic diplomacy, and a platform for a global community of 1,400 companies from the stone technology sector—two-thirds of which are international, representing 50 nations—with a combined turnover of €10 billion.

“This trade fair,” said the Minister for European Affairs, Cohesion Policies and the NRRP, Tommaso Foti, at the inauguration, “gains greater prestige every year. It is a moment of great significance for the stone sector and for the entire Made in Italy system, bringing together materials and technologies in Verona and keeping high the profile of a sector that exports 72% of its production abroad.”

Confirming Marmomac’s role as an international hub for natural stone, 50,000 professional operators and buyers from nearly 150 countries are expected across the 12 exhibition halls. This result is also supported by a major incoming campaign from target markets in collaboration with ITA – Italian Trade Agency and Confindustria Marmomacchine.

“Marmomac is not just a commercial showcase,” said Federico Bricolo, President of Veronafiere, at the opening, “but a tool of industrial policy that brings to life a genuine ‘marble diplomacy’—an Italian ability to turn a trade fair into a place where geopolitics intersects with the real economy. In a global context marked by uncertainties, tariffs, trade wars, and shifting logistics routes, Veronafiere becomes, for four days, a stable crossroads of relationships that translate into trust for businesses and markets.”

Alongside its commercial dimension, Marmomac 2025 also reaffirms its cultural, design, and experimental vocation. The exhibition dedicates ample space to initiatives involving architects, designers, and international universities, called upon to interpret the potential of natural stone through new creative languages. This path enhances design as a strategic lever for the growth of the stone sector, capable of combining manufacturing tradition and technological innovation.

Among the highlights is the return of Marmomac and the City, the widespread exhibition that takes natural stone works beyond the fairgrounds into the heart of Verona, in partnership with the city administration and ArtVerona. Urban installations, sculptures, and furnishings created with the contribution of companies transform the city into an open-air stage, strengthening the dialogue between the fair, the territory, and the local community, while offering the public a unique opportunity to experience the encounter between art and material culture.

The opening ceremony of Marmomac 2025 also featured speeches by the Mayor of Verona, Damiano Tommasi; the President of the Province of Verona, Flavio Massimo Pasini; the President of the Veneto Region, Luca Zaia; the President of Confindustria Marmomacchine, Gianluca Pellegrino; the President of ITA – Italian Trade Agency, Matteo Zoppas; and the President of Milanez&Milaneze, Flávia Milaneze.

Veronafiere was also represented by CEO Barbara Ferro and Director General Adolfo Rebughini.

Other notable Italian and international institutional participants included: the Regional Councillor for Industry of Sardinia, Emanuele Cani; the Minister of Industry and Trade of Rajasthan, Rajyavardhan Singh Rathore; the Consul General of India in Milan, Lavanya Kumar; the Consul General of Brazil in Milan, Hadil da Rocha Vianna; and the Ambassador of the Sultanate of Oman to Italy, Nazar Al Said.

Additional Statements:

- **Matteo Zoppas, President of ITA – Italian Trade Agency:**

“Marmomac is not only a trade fair, but an international laboratory where Italy demonstrates its ability to turn tradition and innovation into globally recognized leadership. In this context, the nearly 180 international operators brought to Verona by ITA highlight the value of joint efforts with Veronafiere and Confindustria Marmomacchine: a commitment that goes beyond promoting Made in Italy, building bridges between businesses, markets, and cultures, and turning trade fairs into strategic growth platforms for the entire sector.”

- **Gianluca Pellegrino, President of Confindustria Marmomacchine:**

“Today, speaking of ‘marble diplomacy’ means telling the story of how an entire industrial sector—

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with ancient roots but a forward-looking vision—works to assert worldwide the value of Italian natural stone and its quarrying and processing technologies. Let us remember that this is a supply chain with a strong international orientation, with more than 70% of production destined for export and an annual trade surplus of over €2.7 billion.”

- **Damiano Tommasi, Mayor of Verona:**

“Marmomac is the expression of the culture, craftsmanship, history, and traditions of our territories. These values are embodied in Verona’s Arena at the city center—a unique monument, a symbol of natural stone. The marble sector tells the story of men and enterprises, often small and family-run, that find in Marmomac an international stage to stand out and grow.”

- **Flavio Massimo Pasini, President of the Province of Verona:**

“Verona is the city of marble and of the businesses that work with it. Hundreds of companies in this province are engaged in processing, cutting, and shaping stone. All of the city’s major trade fairs are deeply linked to local know-how and craftsmanship. Over time, they have grown, expanded, and internationalized. Because, in the end, a trade fair is not so different from a business—born ‘in the family’ and grown worldwide, with solid values and foundations.”

- **Luca Zaia, President of the Veneto Region:**

“Marmomac is a source of great pride for Veneto: the Verona Stone District, with more than 600 companies and thousands of workers, is the beating heart of a sector that brings the beauty and quality of our stones to the world. The 2025 edition, dedicated to communication, cohesion, and growth, shows how tradition and innovation can move forward together, strengthening Veneto’s identity and reaffirming our role as a global leader.”

Useful Information for the Press

- *Press room on the 1st floor between Halls 4 and 5: 9:00 am – 6:30 pm*
- *Online press accreditation: [link](#)*
- *Accreditation centers at the fair: Re Teodorico entrance and Cangrande entrance*
- *Press kit: [link](#)*
- *Marmomac 2025 program: [link](#)*
- *Video coverage: [link](#)*
- *Photos: requests to pressoffice@veronafiere.it*
- *Parking: Palexpo and P3 (subject to availability) with press pass and professional association card*