

## VESPUCCI WORLD TOUR: VERONAFIERE SAILS INTO DOHA WITH MARMOMAC AND SOL2EXPO

**Tomorrow, "Villaggio Italia" in the capital of Qatar will see Veronafiere organise two master classes focusing on natural stone and olive oil.**

Verona, 18 December 2024 – **Veronafiere** and its show are back on board the **Vespucci** and setting sail to **Doha** to promote **Made in Italy excellence** together with the **Italian Navy's** training ship. Following the **Vespucci World Tour** stop-off in Tokyo last August, where Vinitaly promoted Italian wine, the spotlight today is on **natural stone** and **olive oil**.

The capital of **Qatar** tomorrow will see these two supply chains in the forefront of specific master classes scheduled in **Villaggio Italia**, the exhibition area commissioned by the **Ministry of Defence** to accompany the stop-overs of the "finest ship in the world". The two professional training events are organized by Veronafiere's landmark shows in their respective sectors: **Marmomac** is the long-established international exhibition for natural stone and processing technologies scheduled 23-26 September 2025, and **SOL2Expo**, while the olive oil show is making ready for its debut as an independent event from Vinitaly with a new format 2-4 March 2025. Veronafiere will be represented at these initiatives in Doha by President Federico Bricolo and General Manager Adolfo Rebughini.

*"Veronafiere and its events continue to be a bridge between Italian excellence and the world, as well as reaffirming the strength of the trade fair system for promoting Made in Italy," said President **Federico Bricolo**. "Special thanks must go to the Ministry of Defence, the Ministry of Agriculture and the ITA Trade Agency for allowing us, after Tokyo, to repeat this extraordinary experience on board the Vespucci in Doha, thereby making our own contribution to the "Villaggio Italia" international showcase."*

*"The in-depth knowledge of the products we support through numerous initiatives, such as the Marmomac and SOL2Expo seminars, combined with our ability to listen to stakeholders and our attention to industry trends, represents the first step to establishing ourselves in the most dynamic markets," emphasizes **Adolfo Rebughini**, General Manager of Veronafiere. «Qatar, with its rapidly growing economy, offers an ideal context to enhance the natural stone and olive oil supply chain, focusing on education and the promotion of the culture and quality that have always set us apart."*

The **Marmomac Master Class** was hosted in the "Villaggio Italia" of the Vespucci World Tour thanks to the **ITA Trade Agency** with the title *"Designing with Nature: the symphony of Made in Italy natural stone for masterpieces of modern architecture"*. The event scheduled tomorrow starting at 15:00 will be guided by **Grazia Signori**, a geologist and European expert in ornamental stone materials. In her speech, Signori - a researcher and influencer - will discuss the scientific and technical aspects associated with the applications of Italian natural stone materials in major architectural projects, while also exploring related cultural and social implications.

This will be followed 16:30 by the **SOL2Expo Master Class** organised in collaboration with the **Ministry of Agriculture** and **Italia Olivicola**, the national consortium of olive growers: the event will be conducted by **Marino Giorgetti**, the panel leader of **Sol d'Oro**, the Veronafiere extra virgin olive oil competition that since 2002 has promoted even in business terms the finest extra virgin olive oils from all producer nations. The event includes an introduction to the sensory tasting of three distinct categories of olive oil (light, medium and intense fruit) chosen from the winners of the latest edition of the Sol d'Oro competition, plus three types of table olive paired with typical bread.

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