

**5-7****NOVEMBER 2025**

BOLOGNA EXHIBITION CENTRE - ITALY

**INTERNATIONAL EXHIBITION & CONFERENCE FOR THE SUPPLY CHAIN AND MANUFACTURING
OF DOMESTIC, PROFESSIONAL, INDUSTRIAL APPLIANCES & CONSUMER ELECTRONICS**

Press Release no. 2

Applitech, the First Trade Fair in Europe for the Home Appliance and Consumer Electronics Industry

22 million appliances are produced in Italy every year

Cormano, 1 October 2025 – The first edition of **Applitech**, the only trade fair in Europe exclusively dedicated to the manufacturing industry of domestic, professional and industrial appliances and consumer electronics, will take place on **5-7 November 2025** at **BolognaFiere**.

The event, organized by **A151 Srl** in partnership with **Senaf Srl**, is making its debut and represents the entire supply chain of the sector. It includes technology, equipment, design, machinery, materials, accessories, components, maintenance, recycling, logistics, and support services, as well as distribution networks, logistics, and the retail world. The fair has already confirmed the participation of over 50 leading exhibitors in the industry.

According to **APPLiA Italia**, the Italian Association of Home Appliance Manufacturers, **22 million appliances are produced in Italy every year**, and the sector is worth **€19 billion**, with €12 billion of that value coming from exports. In the first quarter of 2025, as revealed by a **GfK analysis**, the major appliance segment - the main category in the sector - **grew by 2.4% in value and 3.8% in volume**.

In addition to the exhibition area, **Applitech 2025** will offer a **rich conference program curated by HA Factory**, the long-standing magazine dedicated to the appliances supply chain and published by **Tecniche Nuove**. The program will feature expert speakers representing companies, associations, institutions, and the academic world. It will be a valuable opportunity for all industry professionals to stay updated through presentations of research, analysis, case studies, market trends, and technological innovations.

PROJECT & MANAGEMENT

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In cooperation with
**Bologna
Fiere**

WWW.APPLITECH.SHOW



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Topics will include: designing the future in the context of the global landscape, smart intelligence for the home, product innovation driven by the subcontracting supply chain, the ELDOM industry and new international challenges.

A **new government incentive** - the recent **home appliance bonus** - will be at the centre of many discussions. The measure is expected to give a boost to the market and is based on three key elements: energy efficiency, proper disposal of old appliances, and eligibility limited to European-made appliances.

HA Factory, together with *Bianco & Bruno* - another leading magazine in the sector - will also organize a special area at the trade fair showcasing innovations in the home appliance industry.

Applitech 2025 is held under the patronage of: **AIRES** (Italian Association of Specialized Home Appliance Retailers), **APPLiA Home Appliance Europe**, **APPLiA Italia** (Italian Association of Home Appliance Manufacturers), **Confapi Industria Ancona**, **ICE** (Italian Trade Agency for the internationalization and promotion of Italian companies abroad), **OPTIME** (Permanent Observatory for the Protection of the Electronics Market in Italy), **Emilia-Romagna Region**, **SBA** (Smart Buildings Alliance for Smart Cities) and **The European House – Ambrosetti**.

Applitech 2025 will take place alongside **Refrigera 2025**, the international refrigeration trade fair, which features 270 exhibitors from 25 countries and expects to welcome over 10,000 visitors.

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