

PRESS RELEASE

Applitech, the first European trade fair for the home appliance industry

Representing the entire supply chain of domestic, professional, and industrial products

Bologna, November 5, 2025 – The first edition of **Applitech**, taking place from November 5 to 7, 2025, at **BolognaFiere**, is the only trade fair in Europe entirely dedicated to the home appliance and consumer electronics industry and supply chain.

Organized by **A151 srl** in partnership with **Senaf srl**, the event represents the entire sector of domestic, professional, and industrial products. It includes technology, equipment, design, machinery, materials, accessories, components, maintenance, recycling, logistics, and after-sales service, as well as distribution networks and the retail ecosystem.

According to **APPLiA Italia**, the Italian Association of Home Appliance Manufacturers, Italy produces 22 million appliances each year, with a total industry value of **€19 billion**, **€12 billion** of which comes from exports. In the first quarter of 2025, data from **GfK** revealed that the major appliance market—the core segment of the industry—grew by **2.4% in value** and **3.8% in volume**.

In addition to the exhibition area, **Applitech 2025** will feature a rich conference program curated by **HA Factory**, the historic **Tecniche Nuove** platform dedicated to the home appliance industry. Distinguished speakers representing companies, associations, institutions, and academia will take part. This represents a major opportunity for professional development, thanks to presentations of research, analyses, case studies, market trends, and technological innovations. Key topics will include: designing the future within the international landscape, intelligent homes, innovation in finished products originating from subcontracting, the ELDOM supply chain, and new global challenges.

HA Factory, in collaboration with **Bianco & Bruno**—another leading publication in the sector—

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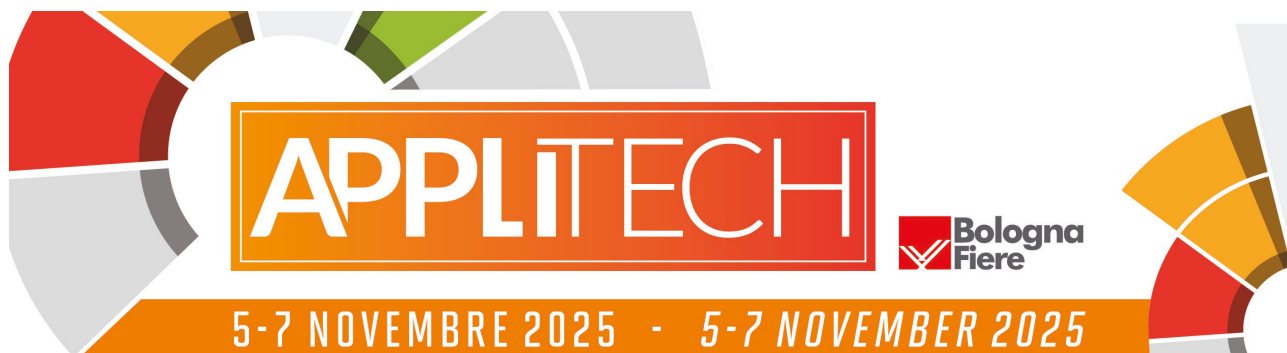
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WWW.APPLITECH.SHOW



will also organize an area within the fair showcasing the latest 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** (Home Appliance Manufacturers Association), **Confapi Industria Ancona**, **ICE** (Italian Trade Agency), **OPTIME** (Permanent Observatory for the Protection of the Electronics Market in Italy), **Regione Emilia-Romagna**, **SBA** (Smart Buildings Alliance for Smart Cities), and **TEHA – The European House Ambrosetti**.

Applitech 2025 will take place concurrently with **Refrigera 2025**, the international exhibition for industrial, commercial, and logistics refrigeration, as well as frozen and cryogenic technologies. The two events—expected to attract over **10,000 visitors**—will host more than **320 exhibitors** from **25 countries**.

For more information: www.applitech.show

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