

PRESS RELEASE

Applitech 2025 Conferences: From Market Trends to Technological Innovations

The recent “Home Appliance Bonus” also takes center stage in the discussion

Bologna, November 5, 2025 – The first edition of **Applitech**, the only trade fair in Europe entirely dedicated to the home appliance and consumer electronics industry and supply chain, scheduled from **November 5 to 7, 2025** at **BolognaFiere**, will feature a rich program of conferences.

The sessions, curated by **HA Factory**, the historic **Tecniche Nuove** platform dedicated to the home appliance sector, will include contributions from distinguished speakers representing companies, associations, institutions, academia, manufacturers, and supply chain stakeholders.

This represents a major professional development opportunity for all operators in the domestic, professional, and industrial product sectors, thanks to the presentation of research, analyses, case studies, market trends, and technological innovations. Topics will include: designing the future within the global context, smart intelligence for the home, innovation in finished products originating from subcontracting, the ELDOM supply chain, and new international challenges.

Among the speakers will be representatives from **APPLiA Europe** and **APPLiA Italia** (the Italian Home Appliance Manufacturers Association), **Confapi Ancona**, **ICE – Italian Trade Agency**, **OPTIME** (Permanent Observatory for the Protection of the Electronics Market in Italy), **SBA** (Smart Buildings Alliance for Smart Cities), and **TEHA – The European House Ambrosetti**. **Ferruccio De Bortoli**, former editor-in-chief of *Corriere della Sera*, will moderate the sessions.

A key topic at the center of the discussions will be the recent **“Home Appliance Bonus”**, an incentive designed to boost the market through three main elements: product energy efficiency, proper disposal of old appliances, and eligibility limited to appliances manufactured in Europe. The

PROJECT & MANAGEMENT

A151 Srl | Via Antonio Gramsci, 57
20032 Cormano | Milano - Italy
Tel. +39-02-66306866
events@applitech.show

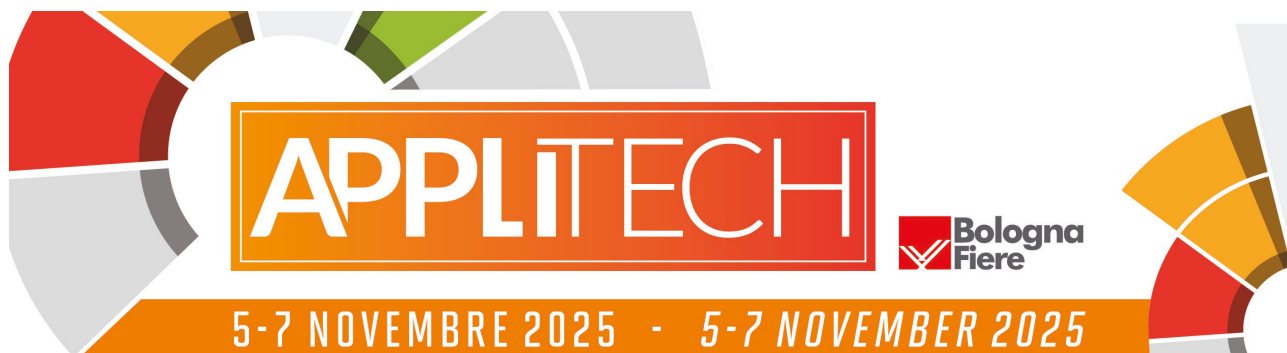


senaf
MESTIERE FIERE

Senaf Srl | Via Eritrea 21
20157 Milano - Italy
Tel. +39-02-332039.210
applitech@senaf.it

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WWW.APPLITECH.SHOW



measure will remain available until the allocated **€50 million** fund is exhausted.

Leading suppliers of technology, equipment, design, machinery, materials, accessories, components, maintenance, recycling, logistics, and after-sales services—as well as distribution networks and retail players—will be exhibiting in **Hall 29 at BolognaFiere**.

Applitech 2025, organized by **A151 srl** in partnership with **Senaf srl**, 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 feature more than **320 exhibitors** from **25 countries**.

For more information: www.applitech.show

Press contact:

Davide Grassi, A151 srl Press Office

Mobile: +39 339 4307749

Tel: +39 02 6630 6866

PROJECT & MANAGEMENT

A151 Srl | Via Antonio Gramsci, 57
20032 Cormano | Milano - Italy
Tel. +39-02-66306866
events@applitech.show



Senaf Srl | Via Eritrea 21
20157 Milano - Italy
Tel. +39-02-332039.210
applitech@senaf.it

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