

## A SHINING SUN!

The 28th edition of the International Exhibition of Outdoor Products closed on Saturday, October 16 with positive and optimistic results: visitors totalled 25,000 (25,117 +4%), with a significant increase of foreign ones (+31% from 56 Countries). This year SUN – deprived of

EUR turnover in Italy (2008), and that is bound to grow even further, according to SUN's analyses. Giosun too, the International Exhibition of Toys and Outdoor Games, now at its 25th edition, sees a substantially unchanged covered surface, but combined with a 3% increase in the number of exhibitors.

The choice of excluding the Sunday was confirmed by the organizers and appreciated by the exhibitors, that could focus their efforts on a more and more qualified audience, decisive for their business.

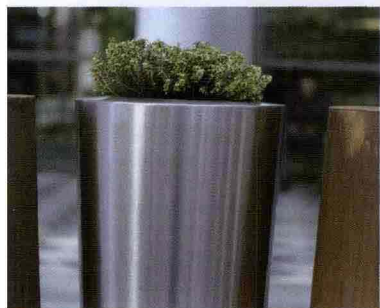
Architects, designers, landscape designers, reception managers (clubs, resorts, hotels, ho.re.ca., bathing establishments, camping grounds, which account for 35% of the Italian Outdoor market), as well as public administrators, independent and branded distribution and sales channels, garden centres, agents, buyers, contractors: these are the main findings that stand out in



early analyses on attendance. Such analyses confirm the strong Italian imprinting (visitors came from all Italian regions), as well as a significant increase of foreign operators. The format of the over 500 business meetings organized between the exhibitors and buyers from the invited international official delegations turned out winning, positive feedback came from the foreign investments

made in terms of business and communication actions, the attendance of qualified buyers from emerging markets (particularly Eastern Europe and the South/South-East Mediterranean basin) was appreciated, and great satisfaction was aroused by the attendance of buyers and distributors from the traditionally strongest Outdoor markets in Europe (first and foremost France, Germany, and Spain). Moreover, on Thursday 14 and Friday 15, at the buyer point especially created in the exhibiting area dedicated to ironmongery, gardening, and do-it-yourself (2Work), tens of buyers invited as representatives of the main specialized large-scale distribution brands, met with several exhibitors with the purpose - achieved - to exceed the 300 business meetings of the past edition. The next edition: October 20-22, 2011, RiminiFiera

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the international biennial show T&T-Tende e Tecnica as in all even years – is confirmed and relaunched as the reference event for the outdoor sector in all respects: not just outdoor furnishing, design, accessories, and outfits, but a true international 'business plaza' dedicated to open-air life and, at the same time, a seductive showcase of events, novelties, options, and ambiances that can hardly be found elsewhere. SUN 2010 strengthened its role as a mandatory event for the great Outdoor pipeline, as a unique opportunity for confrontation among all the players on the reference market. An Outdoor market made of furnishing and outfits, that totalled a 1.2 billion

