



PRESS RELEASE

Starting tomorrow, Bologna becomes the capital of refrigeration and the home appliance industry

*Refrigera and Applitech at BolognaFiere from November 5 to 7
Opening conference of Refrigera to feature Marco Nocivelli, Mario Tozzi, and Maurizio Martina*

Bologna, November 4, 2025 – **Refrigera 2025**, the international trade fair dedicated to industrial, commercial, and logistics refrigeration, freezing, and cryogenics, and **Applitech 2025**, the only exhibition in Europe entirely devoted to the home appliance and consumer electronics industry and supply chain, will open tomorrow, Wednesday, **November 5, at BolognaFiere, and will run until Friday, November 7.**

Both events boast impressive figures. Refrigera 2025, organized by **A151 srl**, is a one-of-a-kind event in Italy and a leading exhibition for the sector in Southern Europe, featuring a gross exhibition area of over 10,000 square meters—an increase of 12% compared to the previous edition.

Applitech 2025, organized by A151 srl in partnership with **Senaf srl**, makes its debut this year and represents the entire supply chain of domestic, professional, and industrial products. It covers technologies, equipment, design, machinery, materials, accessories, components, maintenance, recycling, logistics, and after-sales services, as well as the distribution network and the entire retail ecosystem.

More than **320 exhibitors** from **25 countries**, including Belgium, China, France, Germany, the Netherlands, Poland, the Czech Republic, the United Kingdom, Spain, Switzerland, Thailand, and Turkey, will showcase their innovations. Over **10,000 visitors** are expected to attend the two trade fairs.

The conferences scheduled within the two events will feature top experts from the respective

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industries. The *Refrigera* 2025 opening conference, titled “**Sustainability: Refrigeration at the Core,**” is organized by *ZeroSottoZero* (Tecniche Nuove) in collaboration with *Refrigera* and *Assofrigoristi* (Italian Refrigeration Technicians Association). Speakers will include **Marco Nocivelli**, Vice President of Confindustria for Industrial Policies and Made in Italy and CEO of Epta; **Mario Tozzi**, CNR senior researcher and well-known environmental science communicator; and **Maurizio Martina**, Deputy Director-General of FAO Italy and former Italian Minister of Agricultural, Food and Forestry Policies. The session will be held at 10:00 a.m. in the Lord Kelvin Hall, Pavilion 30.

The Applitech 2025 conferences, curated by *HA Factory*—the historic home appliance platform published by Tecniche Nuove—will feature speakers from **APPLiA Europe and APPLiA Italia** (Home Appliance Manufacturers Associations), **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 also participate as moderator.

“The simultaneous staging of *Refrigera* and *Applitech* will create a strong synergy and exchange of visitors that will benefit both exhibitions,” said **Marco Pinetti**, Director of A151 srl. “Over these three days, we expect thousands of industry professionals who will find in Bologna exceptional business opportunities and valuable moments for professional development.”

For more information: www.refrigera.show – www.applitech.show

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