



PRESS RELEASE

Refrigera and Applitech 2025: The Synergy of Two Major B2B Events

The exhibitions take place at BolognaFiere from November 5 to 7

Bologna, November 5, 2025 – **Refrigera 2025**, the international trade fair for industrial, commercial, and logistics refrigeration, as well as freezing and cryogenic technologies, and **Applitech 2025**, the only trade fair in Europe entirely dedicated to the home appliance and consumer electronics industry and supply chain, will be held concurrently from **November 5 to 7** at **BolognaFiere**.

Both events boast significant figures. **Refrigera 2025**, organized by **A151 srl**, is a unique event in Italy and a leading exhibition in Southern Europe, with a total exhibition area exceeding **10,000 square meters** (+12% compared to the previous edition).

Applitech 2025, organized by **A151 srl** in partnership with **Senaf srl**, is in its first edition and represents the entire supply chain of domestic, professional, and industrial products. It includes technology, equipment, design, machinery, materials, accessories, components, maintenance, recycling, logistics, and after-sales services, as well as distribution networks and the retail ecosystem.

The two events—expected to attract over **10,000 visitors**—will host more than **320 exhibitors** from **25 countries**, including Belgium, China, France, Germany, the Netherlands, Poland, Czech Republic, United Kingdom, Spain, Switzerland, Thailand, and Turkey.

The conference sessions will feature highly qualified experts from the respective sectors. The inaugural conference of **Refrigera 2025**, titled “**Sustainability: Refrigeration at the Center**”, is organized by **ZeroSottoZero**, a Tecniche Nuove publication, in collaboration with **Refrigera** and **Assofrigoristi** (Italian Refrigeration Technicians Association). Speakers include **Marco Nocivelli**,

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WWW.APPLITECH.SHOW



Vice President of Confindustria with a portfolio for industrial policies and Made in Italy, CEO of Epta; **Mario Tozzi**, senior CNR researcher and environmental science communicator; and **Maurizio Martina**, Deputy Director of FAO Italy and former Minister of Agricultural, Food and Forestry Policies.

The **Applitech 2025** conferences, curated by **HA Factory**, the historic Tecniche Nuove platform dedicated to home appliances, will feature speakers from **APPLiA Europe** and **APPLiA Italia**, **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 scheduling of Refrigera and Applitech will create strong synergy and a cross-flow of visitors, benefiting both fairs,” said **Marco Pinetti**, Director of **A151 srl**. “During these three intensive days, we expect thousands of professionals in Bologna, who will find excellent business opportunities and high-quality professional development.”

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

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