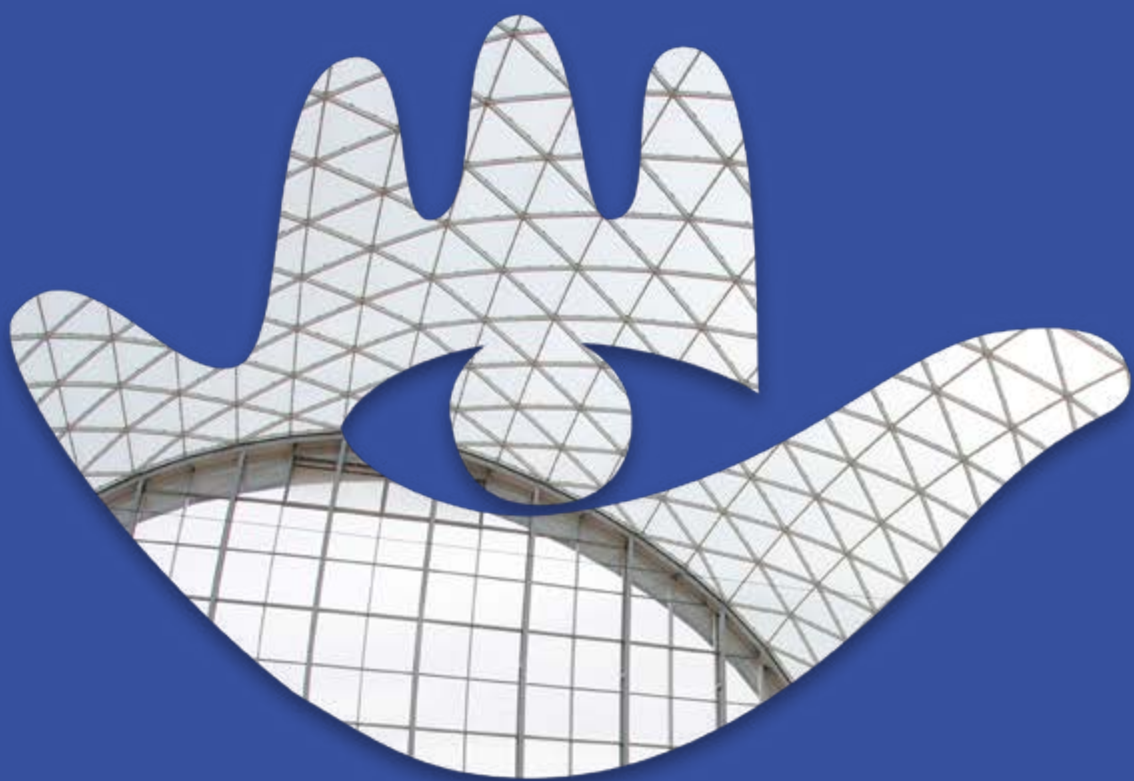


# 2018 Annual Report

 FERIA VALENCIA

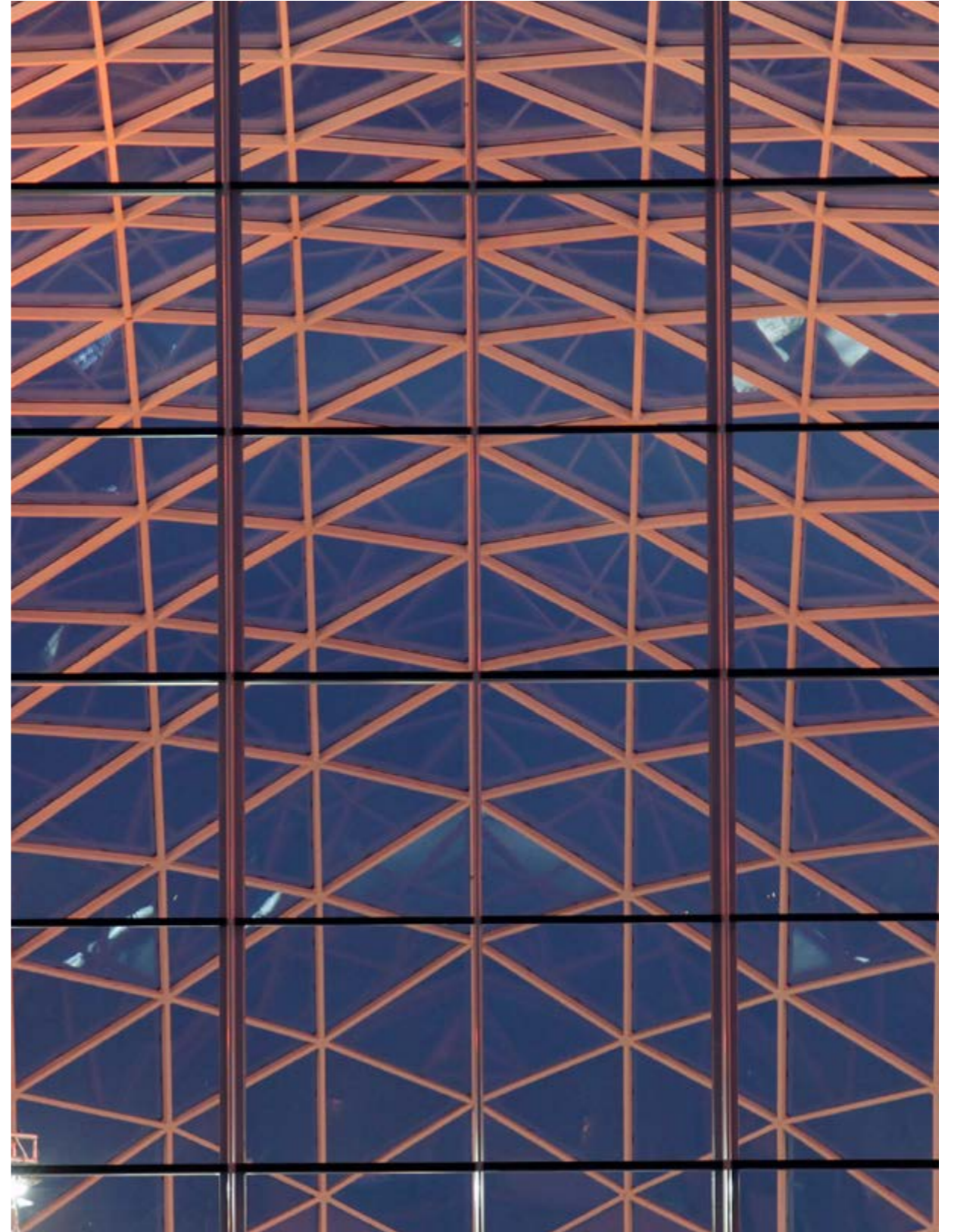






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**Joan Ribó i Canut**  
Mayor of València and President of the Feria Valencia Board of Trustees



The year 2018 has been a good one for Feria Valencia, to the extent that its activity benefits the whole region and the city of València. Once again, the trade fair has proved to be a great opportunity for the city. And that is something we should all celebrate.

The activity of Feria Valencia benefits the economic climate of the city. And the important activity developed by the fair during 2018 has had its effects on the service sector of our city, which once again sees how different events fill hotels, restaurants, generate work for the taxi sector...

Overcoming the crises of the past, and under an efficient management, Feria Valencia is on the right track to be what the Valencian society wants it to be. A tool at the service of this society to which it owes a great deal. The results obtained in 2018, exceeding the expectations set in the annual budget, support this statement.

Having facilities such as the Feria Valencia premises is an opportunity since without that infrastructure, it would not be possible to accommodate big fairs organized by the institution, nor would it be possible to host the great events that choose València, year after year.

A city with a great cultural, environmental, gastronomic, architectural, leisure offer ... and which is being chosen more and more as a destination for family tourism, also wants to gain a foothold in the MICE sector. València has

a series of important assets, among which Feria Valencia stands out, as it puts our capital in the restricted group of four Spanish cities with the capacity to host large events that facilitate the arrival of more than 15,000 foreign visitors to the city, or fairs such as some of those already hosted, that bring 100,000 visitors to the city for the five days they last.

It is also important to highlight the good economic result obtained by Feria Valencia in 2018. The commercial efforts of the fair and prudent management have had their impact on the accounts of the institution, leaving behind the hardest years, caused by the crisis and a management that proved to be manifestly improvable.

And all this has also been possible thanks to the involvement of the Feria Valencia staff who, with their already proven professionalism, managed to stage major events organized by the company with a known and recognized level of excellence and efficiency.

From the València City Council we will continue to support the future of Feria Valencia. As we have been doing for the past few years. We will support an efficiently managed fair, at the service of the city and with an eye on the future. A fair that wants to grow and fosters the growth of the city of València. Because what I want for València is to promote quality employment, innovation and a knowledge-based economy. And thanks to all this, the activity of Feria Valencia benefits the whole of Valencian society.

**José Vicente González Pérez**  
 Chairman of the Executive Committee of Feria Valencia

**T**his report is the summary of a year in which the activity of Feria Valencia has grown steadily, consolidating the role of the company as the great marketing tool for small and medium-sized companies. A consolidation that has been achieved by efficiently assisting the internationalization of Valencian and Spanish companies. And all this while generating a significant economic impact on the immediate environment of the fair and the exhibiting companies themselves.

This is a good moment to thank the more than 3,600 companies that last year placed their trust in the team of



Feria Valencia and its excellent facilities to present their novelties in the 34 fairs (28 own and six external) held in our space. I also want to thank the organizers of events that counted on Feria Valencia to celebrate up to 41 external events of the most diverse nature. And it is also time to thank the more than 600,000

visitors who made the activities held in the Feria Valencia a success.

In our own fairs, around 46% of the more than 3,600 companies that relied on Feria Valencia as a platform to sell their products in the global market are based in the Valencian Community. 40% are from the rest of Spain. And 14% come from abroad.

To serve these clients, Feria Valencia has reinforced its commitment to the industry. The major fair events linked to the Valencian and national productive fabric have once again shown the recovery of the industry, a recovery that is essential for the refloating of the Spanish economy.

Throughout 2018, CEVISAMA, FIMI, FIMMA, Maderalia, Habitat, Home Textil Premium, Ecofira and Iberflora, among others, have shown clear signs of recovery that could be expected from both the evolution of the economy and the commercial effort made by Feria Valencia.

In parallel, public events such Expojove, Creativa, Bebés y Mamás, Beauty Valencia, Automóvil, Fiesta y Boda, Urbe Desarrollo, Dos ruedas or the Salón de la Franquicia, among others, have also maintained an ascending line both in terms of exhibitors and visitors.

Finally, our business for external events has also grown, in this case with the support of a city like València, which in a continuous effort to adapt to the new times and in close collaboration with facilities such as Feria Valencia, has been consolidated on the European map of major fair events.

All this, together with the management efforts made by the entire staff of Feria Valencia and its management team, has allowed the closing of the year 2018 to be very positive economically, with the best recorded ebitda since 2008 and the best final result since 2004. These data encourage us to work even harder to make the fair return to what it was in numbers and to be what it should have always been, a tool for the regional productive fabric and a stimulus of the local economy.



## Enrique Soto Ripoll

General Director of Feria Valencia



**F**or the year 2018, Feria Valencia confirmed the upward business trend of recent years. A trend that has resulted in a growth of all the activity ratios of Feria Valencia.

At this point, I think it is important to highlight the role of fair events owned by Feria Valencia, which have shown a very positive trend during 2018. The economic recovery and the high demand associated with this recovery, together with the efficient work of the Feria Valencia team have made that the institution not only houses but organizes and manages events itself.

These products are one of the basic pillars of Feria Valencia's business. In fact, Feria Valencia, with its dual nature as both organizer and manager of the venue, is the Spanish exhibition institution in which the own products are of major importance. Around 90% of the annual turnover.

This is a solid foundation on which to build the future of the company. A future that has to be based on the strengthening of these products; on the launching of more fair events, especially in collaboration with external organizers; and on attracting more external events. It must be borne in mind that, in the business of large Spanish exhibition venues, external events amount to more than 70% of total billing in some cases. In our case, that number is now around 10%. The growth potential is very big. And Feria Valencia will follow that path of growth.

Returning to the balance of 2018, it is important to highlight the economic result of Feria

Valencia. If we compare the data with those of the year 2016 (this comparison is made due to the effect of the biennial fairs) our turnover has increased by 27.6%, reaching 23.8 million euros. The ebitda has grown by 312.5%, reaching 3.6 million euros. And our final result is now very positive, 2.3 million euros, for the first time since 2008. In all cases, the data ostensibly improve both the Feria Valencia annual budget and the five-year business plan that the company made for the period 2017-2021.

All thanks to the work of the professional team of Feria Valencia and the trust of more than 3,600 direct exhibitors who in 2018 counted on our products, and the more than 600,000 visitors from more than 160 countries visiting the facilities of Feria Valencia.

Throughout these last years we have worked hard in collaboration with our employers -Generalitat, València City Council and entrepreneurs, and with a great involvement of the Feria Valencia staff, to lay the foundations of what will be the fair of the future. The results obtained in 2018, presented in this report, prove that the path initiated is correct and adequate. Now it is up to everyone to continue on this path.

# MANAGEMENT

## Executive Summary

During the year 2018, Feria Valencia hosted a total of 75 events, both its own and of third parties, and received 642,308 visitors.

As for the proprietary fairs, Feria Valencia celebrated 28 during the financial year 2018, there were a total of 3,607 exhibiting companies that presented new products for 5,448 brands. A total of 535,507 visitors were welcomed to these fairs.

Regarding the origin of the exhibiting companies, of the 3,607, 46% (1,673) were from the Comunitat Valenciana, while 40% (1,444) came from the rest of Spain and the remaining 14% (490) were from abroad.

In these own fairs, Feria Valencia was visited by 25,926 foreign professional buyers. Here we are dealing with high quality visitors that attend professional events and have a great impact both on the event and on the city. This type of highly professional fairs receives a total of 210,985 visits at Feria Valencia, which means that almost 13% of its visitors are foreigners.

Coming from 161 countries, just like in the last three years, Portugal, Italy, France and the United Kingdom lead the ranking of international visitors to Feria Valencia.

In addition, the facilities of Feria Valencia welcomed a total of 47 events, congresses and external fairs, which attracted 106,801 participants to the city.

All this resulted in a significant increase in the number of meters marketed, both in our own fairs and in the external fairs and events. Thus, during 2018, Feria Valencia sold a total of 472,066 square meters, 8.8% more than last year.

## ACTIVITIES

5,448

REPRESENTED  
BRANDS

3,607

DIRECT  
EXHIBITORS



535,507 | VISITORS

OWN FAIRS

106,801 | PARTICIPANTS

EXTERNAL EVENTS

243,378 | OWN FAIRS

251,890 | EXTERNAL EVENTS

472,066 | TOTAL

m<sup>2</sup> MARKETED



## ECONOMIC DATA

### INCOME STATEMENT

23.8

MILLIONS OF EUROS

INCOME

3.6

MILLIONS OF EUROS

EBITDA

2.3

MILLIONS OF EUROS

EARNINGS

### ECONOMIC IMPACT

1,201.9

MILLIONS OF EUROS

INDUCED BILLING

514.9

MILLIONS OF EUROS

0.5 % | OF THE AUTONOMIC TOTAL

GDP

11,143

JOBS

0.6 % | OF THE AUTONOMIC TOTAL

EMPLOYMENT

## More exposure, more buyers

The year 2018 shows very positive data on the business evolution of the Feria Valencia. While it is true that the events and fairs held produced figures similar to those of previous years, it is also true that there are two ratios that are soaring, giving a clear sign of the business recovery.

It is clear that the fairs must provide a powerful offer and a qualified demand. It is in these two sections that the figures for 2018 are outstanding. In the case of the offer, the number of brands that presented their novelties at Feria Valencia during the past year grew by 41.9%, going from 3,838 in 2017 to 5,448 in 2018. This growth is based on an increase in direct exhibitors, that went from 3,263 in 2017 to 3,607 in 2018, an increase of 10.5%.

On the internationality of the offer, it is important to highlight that in 2018, of the total of direct exhibitors, 14% were from abroad (46% were from the Comunitat Valenciana and the remaining 40 from the rest of Spain). As for brands represented, the 991 foreign brands that attended Feria Valencia accounted for 18% of the total.



## Number of EXHIBITORS

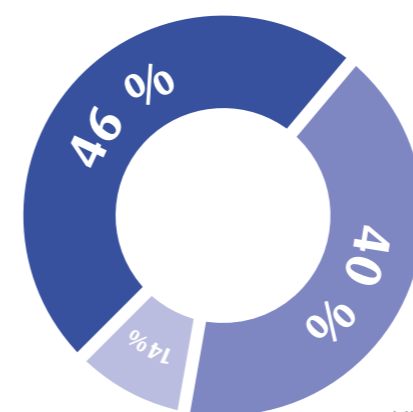
### 2016



### 2017

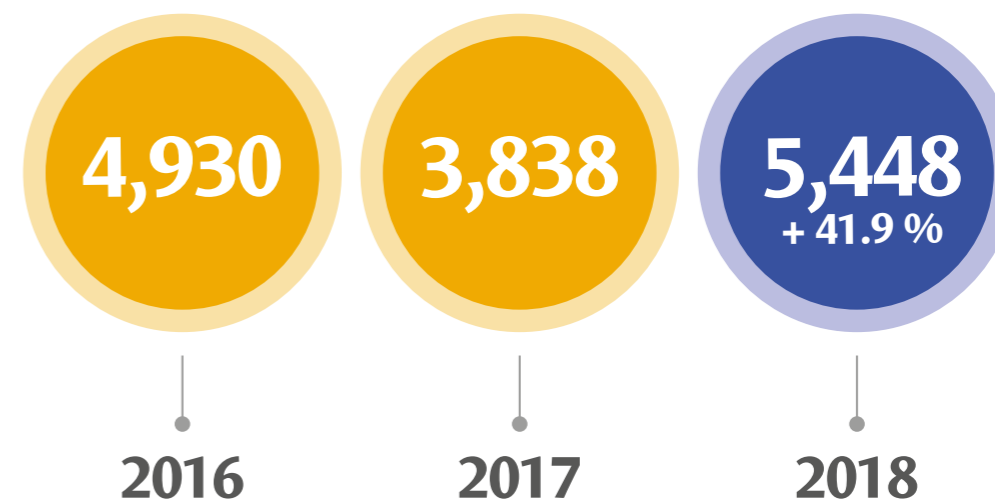


### 2018



nº exhibitors 0 500 1,000 1,500 2,000

## REPRESENTED BRANDS



This growth in the number of exhibitors had a direct impact on the occupied space during the fair. Thus, the square meters marketed grew by 8.8%, from 433,869 to 472,066. However, this growth figure rises to 13% in the case of the meters marketed at Feria Valencia's own fairs.

## Square meters MARKETED

### 2016



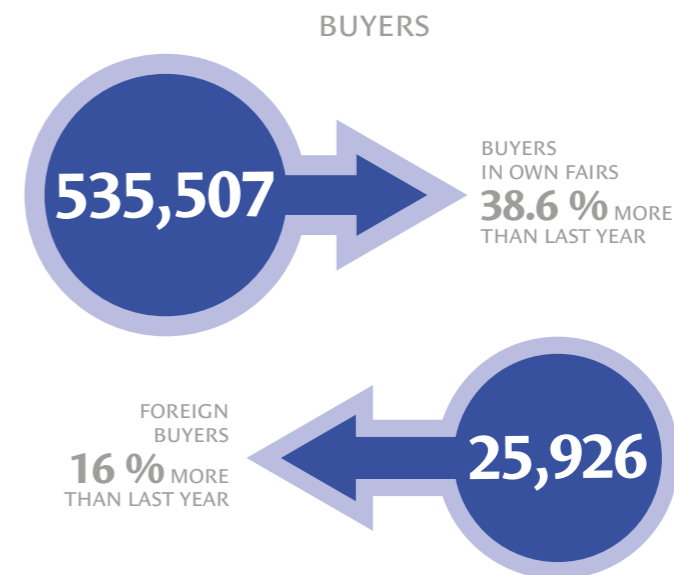
### 2017



### 2018



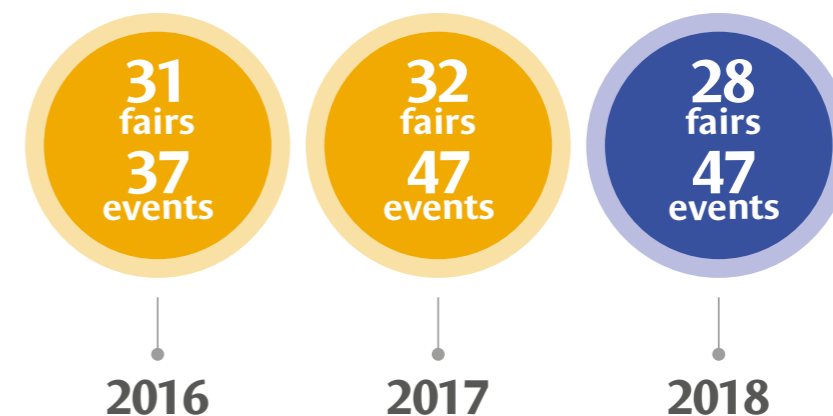
To complement this offer, it is necessary to bring together a qualified demand. And here there has also been considerable growth. In 2018, Feria Valencia received 535,507 buyers to its own fairs, 38.6% more than in the previous year. Foreign buyers accounted to 25,926 in 2018, 16% more than the previous year. The total number of foreign buyers represents 12.2% of the total number of visitors received at the fairs that are likely to receive foreign visitors (basically, excluding local and public fairs).



When it comes to the number of fairs and external events hosted, the figures of 2018 remain at levels similar to those of previous years.

As a conclusion to this activity report, we can conclude that the products of Feria Valencia are considerably strengthened on the market. They clearly increase the interest of exhibitors and visitors, a number that grows at a rate not seen before in recent years and increase the square meters marketed for the fair events.

## NUMBER OF FAIRS AND EVENTS



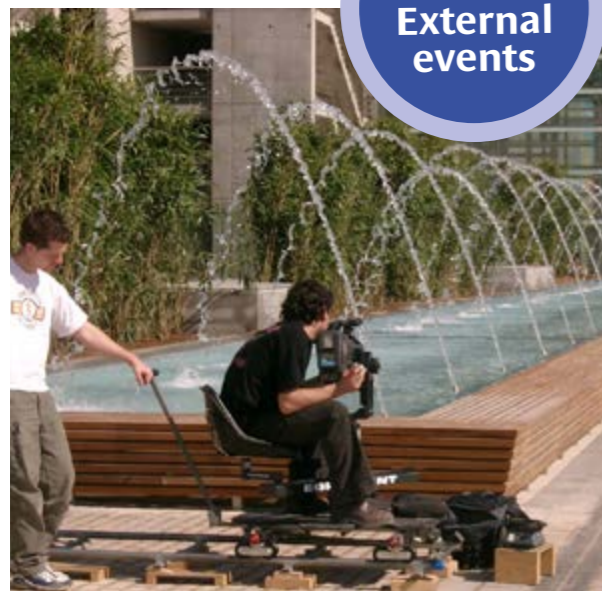


## Bigger events

**E** External business events at FERIA Valencia showed a positive trend during the year 2018. The turnover of these events grew by 20.28%, reaching a total of 1,845,875 euros. The exhibition centre hosted 47 events that brought a total of 106,801 people to the city. It is worth noting that the four largest events accounted for 64.61% of the total turnover and that the film shootings are the fastest growing type of events, with a total turnover of 186,395 euros.

Among the main highlights is the IGARSS (International Geoscience and Remote Symposium) scientific congress held from July 22 to 27. The meeting brought together 2,356 scientists specialized in observing, understanding and predicting the dynamics of our planet, something fundamental to know the measures to take in the future. This congress was also awarded with the prestigious iCon Award from the IEEE (Institute of Electrical and Electronics Engineers) for its innovation in formats and its capacity of stimulating of the scientific community.

Also, it is worth highlighting the convention that Adidas held from October 8th to 11th. A corporate event with a spectacular show in which the German company shared ideas among 1,500 employees from different business units and internally presented thousands of references for the new season. An event with a high dose of creativity and with the added challenge of managing the very high confidentiality of the information and products that were presented.



47  
External events

106,801  
Participants



The shooting of Miracle Tunes was, in the words of Onil Ganguly - Production and Content Manager of Mediterraneo Media, the biggest production ever shot in Valencia. It involved more than 180 technicians, 70 actors and more than 650 extras during 2 months of preparation and 17 weeks of shooting.

The increase in turnover is a result of focusing efforts on major events. The commercial strategy and the availability policy are aimed at attracting this event profile, thus exploiting the main strength that FERIA Valencia has as a venue, i.e., its large covered and open spaces.

The 47 events held covered the full range of existing event types in the market: Private product presentations, film shootings, internal corporate meetings, gala dinners, training courses, conferences and, of course, fairs.



# 900 million opportunities

The exhibitors of the fairs look for repercussion. The objective is to be known, to reach the customer, to present new products ... The fairs that were held during the year 2018 at Feria Valencia accumulated a total of almost 900 million opportunities to be discovered. Exactly, 891 million opportunities, thanks to the reflection that the fair activity had in the media.

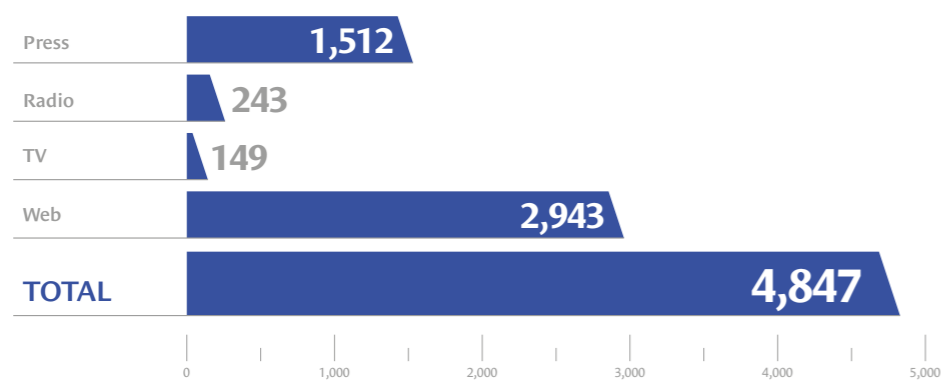
According to the annual study carried out by Auditmedia, the online world continues to gain importance every year and accumulates 642 million

opportunities, 72% of the total, while press, radio and television provide the remaining 15, 7 and 5% respectively.

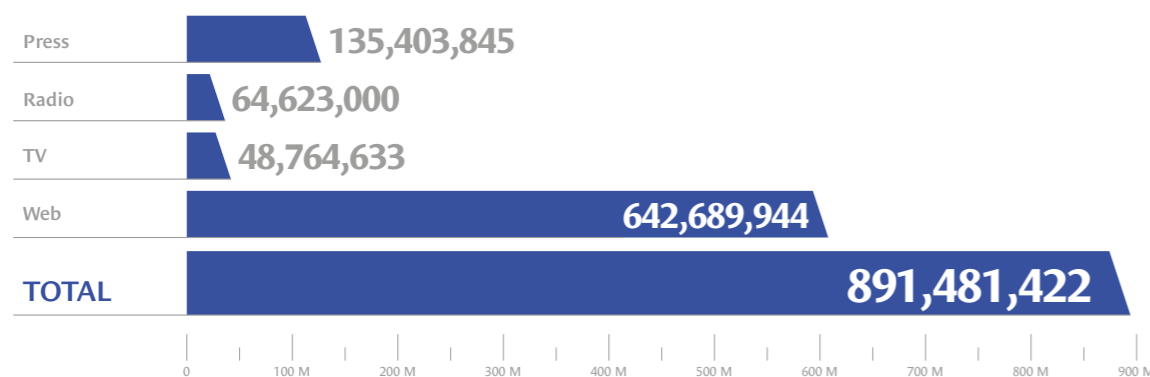
Another relevant fact is the importance and added value of those appearances in the media. According to the same audit, the news coverage of the Feria Valencia products during 2018 had a value, considering advertising rates, of 15 million euros. All this thanks to the almost 5,000 news reports that were published in the different media.

## MEDIA IMPACT

### Media visibility



### Visibility opportunities



### Economic impact

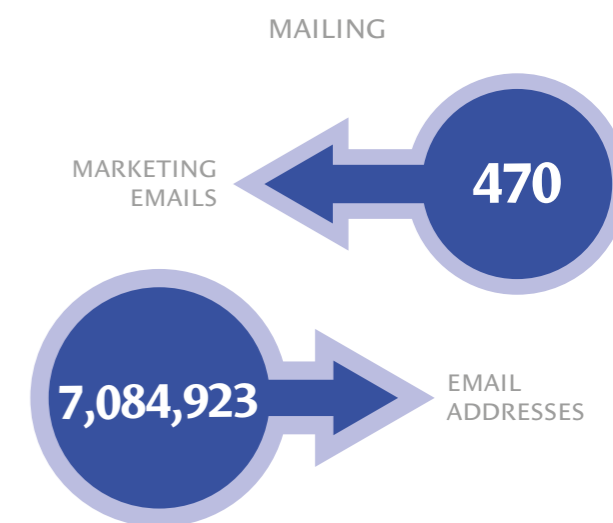
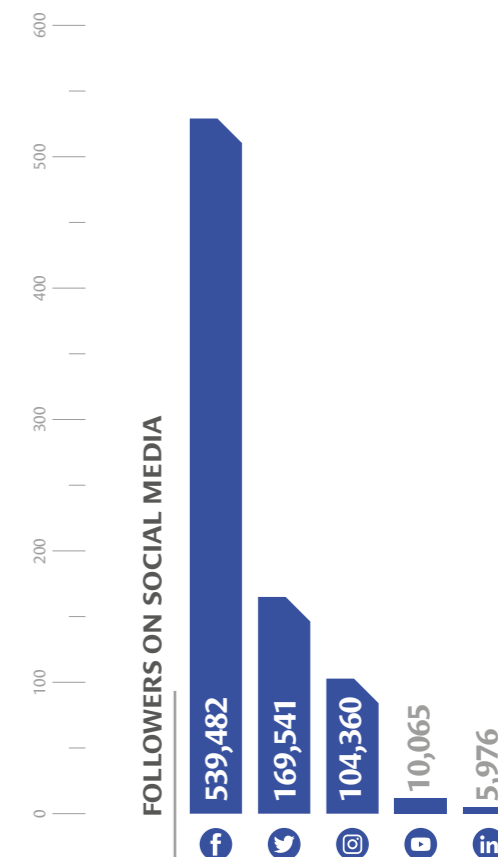
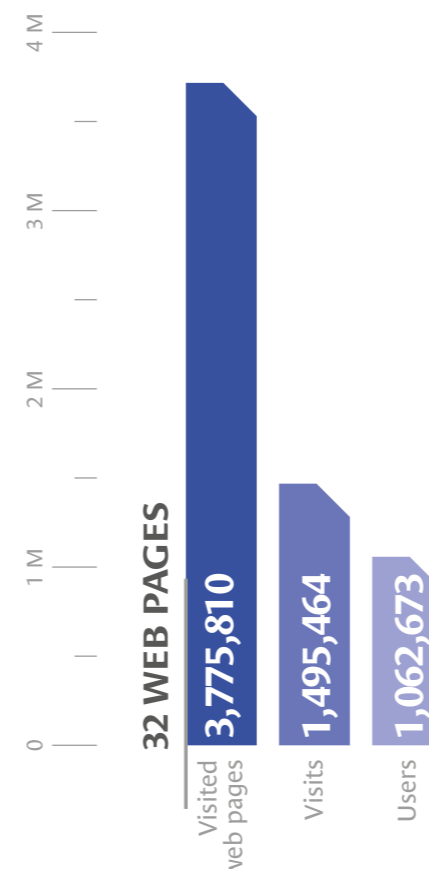


Feria Valencia issued more than 500 press releases in 2018, has a database of more than 2,000 journalists from virtually the entire world. Last year, there were 1,000 of them, coming from over 20 countries, attending the different events organized by Feria Valencia. They were responsible for reporting on the impact of Feria Valencia's activity to the general public.

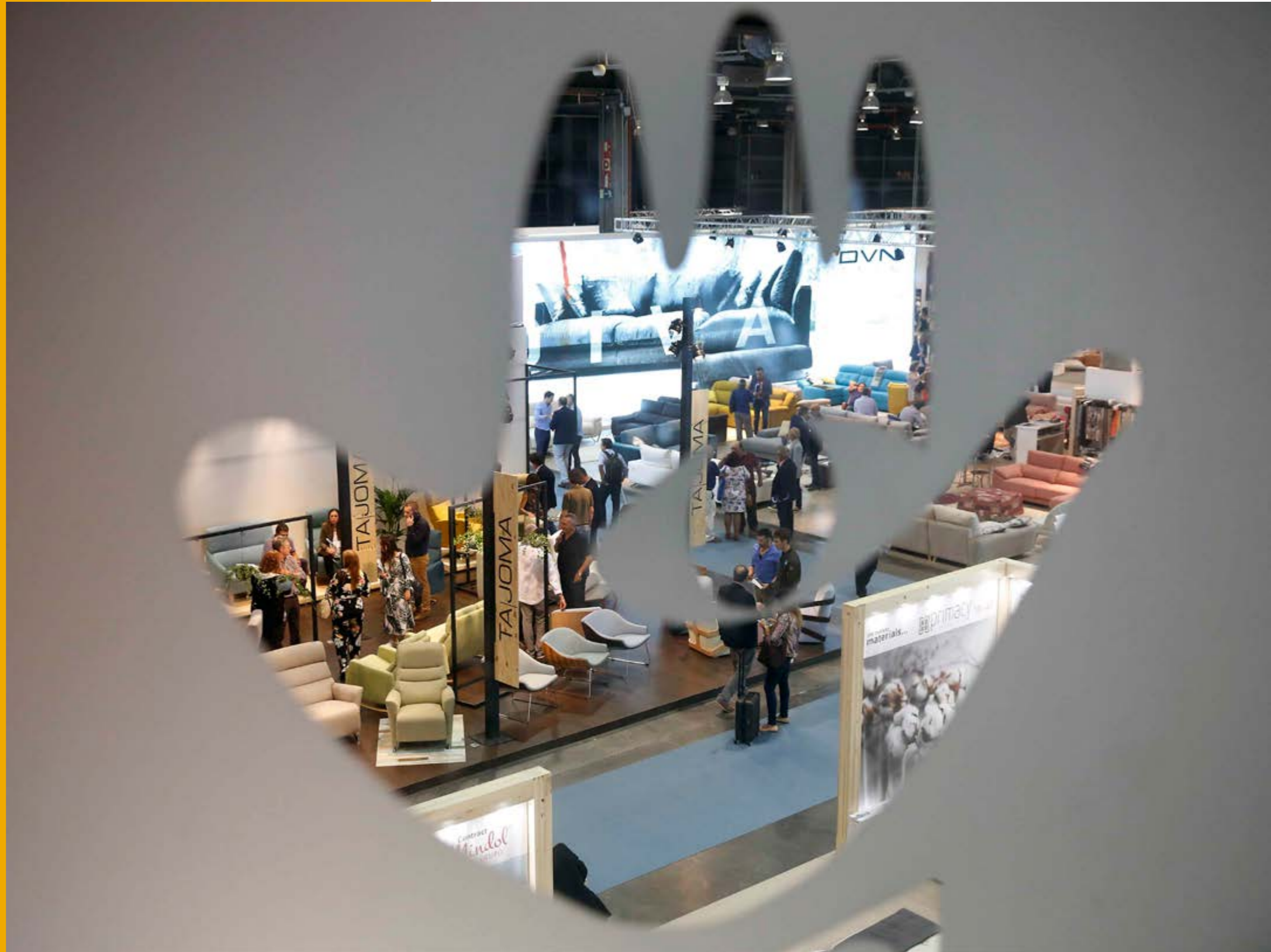
The information of all the activities of Feria Valencia is also made known through the 32 websites that the company keeps active and that in 2018 had more than one million unique users and one and a half million visits. The pages visited exceeded 3.7 million.

In addition, social networks also directed requests for information to these websites. The different profiles of Feria Valencia and its products accumulate more than half a million followers on Facebook, 169,000 on Twitter, almost 6,000 on LinkedIn, 10,000 on YouTube and more than 100,000 on Instagram, the network that shows the best growth data.

Web traffic was also promoted through the newsletters issued by Feria Valencia. There were 470 in 2018 that were sent selectively to the database of seven million contacts, both exhibitors and visitors.



### 3/ The Products





**FIMI**

OTOÑO - INVIERNO  
AUTUMN - WINTER  
19-21 ENERO/JANUARY · 2018

**FIMI**

86ª International Fair of Children and Youth Fashion

from the 19th to 21st January

**SHOWCASE**

260 exhibiting brands  
(24 foreigner brands)

**VISITORS**

5,300 (635 foreign visitors)



**FIMMA**

38th International Fair for Woodworking machinery for furniture carpentry and decoration

from the 6th to 9th February

**SHOWCASE**

318 exhibiting brands  
(180 foreign brands)

**VISITORS**

18,812 (1,801 foreigners)



**CEVISAMA**

36th Salon international ceramics for architecture, equipment of bathroom and kitchen, natural stone, raw materials, glazes, frits and machinery.

from the 5th to 9th February

**SHOWCASE**

838 exhibiting brands  
(332 foreign brands)

**VISITORS**

90,572 (17,651 foreigners)



**maderalia**

38th International exhibition of the wood industry, furniture and decoration suppliers

from the 6th to 9th February

**SHOWCASE**

556 exhibiting brands  
(209 foreign brands)

**VISITORS**

18,891 (1,811 foreigners)



**Creativa**  
VALENCIA

**CREATIVA**  
6º Fair of Crafts,  
activities and fine arts  
from 23rd to 25th February

**SHOWCASE**  
51 exhibiting brands  
(3 foreign brands)

**VISITORS**  
4,503



**HEROES**  
**COMIC CON**  
•VALENCIA•

**HEROES COMIC CON VALENCIA**  
Comic Exhibition of València  
from 23rd to 25th February

**SHOWCASE**  
134 exhibiting brands

**VISITORS**  
23,600



**BEAUTY**  
VALENCIA

**BEAUTY VALENCIA**  
Professional exhibition for beauty  
parlours, spas, nail salons  
and hairdresser salons  
from 24th to 26th February

**SHOWCASE**  
82 exhibiting brands  
(3 foreign brands)

**VISITORS**  
8,554



**Bebés & Mamás**

**BEBÉS & MAMÁS**  
3<sup>rd</sup> Exhibition for Babies, Mothers,  
Fathers and future families  
from 3th to 4th March

**SHOWCASE**  
41 exhibiting brands

**VISITORS**  
3,310



**FORINVEST**

**FORINVEST**

11<sup>o</sup> International Forum and Exhibition of Financial Products and Services, Investments, Insurance and Technological Solutions for the sector

from 7th to 8th March

**SHOWCASE**  
102 exhibiting brands  
(6 foreign brands)

**VISITORS**  
7,000 (40 foreigners)



**SELECCIÓN OCASIÓN**

**FERIA DEL VEHÍCULO SELECCIÓN OCASIÓN**

10th Used vehicle fair

from 19th to 22nd April

**SHOWCASE**  
43 exhibiting brands

**VISITORS**  
12,626



**II CERTAMEN INTERNACIONAL Panadería Artesana**

**PANADERÍA ARTESANA**

II International Event of Artisanal Bakery

from 12th to 15th April

**47<sup>o</sup> Concurso Internacional de jóvenes panaderos de la UIBC**

**SHOWCASE**  
11 exhibiting brands

**VISITORS**  
1,601 (133 foreigners)



**Día FIMI by Mágico**

**DÍA MÁGICO BY FIMI**

6th Fair of First Communion and Ceremonies

from 4th to 6th May

**SHOWCASE**  
140 exhibiting brands  
(4 foreign brands)

**VISITORS**  
3,902 (65 foreigners)



**FIVAC**  
FERIA DE LA CAZA, PESCA Y NATURALEZA

**FIVAC 2018**  
Hunting, nature and rural world Fair  
from 8th to 10th June

**SHOWCASE**  
93 exhibiting brands  
(4 foreign brands)

**VISITORS**  
5,632



**DREAMHACK**  
VALENCIA 2018

**DREAMHACK VALENCIA**  
eSports Festival  
from 12th to 15th July

**SHOWCASE**  
47 exhibiting brands  
(3 foreign brands)

**VISITORS**  
52,000



**FIMI**

**FIMI**  
87th Children's and Teenagers' international fashion fair  
from 22nd to 24th June

**SHOWCASE**  
200 exhibiting brands  
(27 foreign brands)

**VISITORS**  
2,900 (359 foreigners)



**HOME TEXTILES PREMIUM**  
BY TEXTIL HOGAR

**HOME TEXTIL PREMIUM BY TEXTIL HOGAR**  
4th International Exhibition of Home and Decoration Fabrics  
from 12th to 14th September

**SHOWCASE**  
237 exhibiting brands  
(2 foreign brands)

**VISITORS**  
2,000 (222 foreigners)



FERIA / FAIR

**h** **HÁBITAT**

18-21/SEP/2018

VALENCIA-ESPAÑA / SPAIN

**FERIA HABITAT VALENCIA**

54th International Furniture Fair

from 18th to 21st September

**SHOWCASE**

415 exhibiting brands  
(62 foreign brands)

**VISITORS**

26,140 (2,207 foreigners)



**T** **EUROBRICO**

FERIA INTERNACIONAL DEL BRICOLAJE  
INTERNATIONAL DIY SHOW

**EUROBRICO**

10th International DIY Fair

from 3rd to 5th October

**SHOWCASE**

338 exhibiting brands  
(106 foreign brands)

**VISITORS**

5,124 (131 foreigners)



**IBERFLORA**

**IBERFLORA**

47th International fair of plants, flowers, gardening, technology and DIY gardening

from 3rd to 5th September

**SHOWCASE**

483 exhibiting brands  
(1 foreign brand)

**VISITORS**

7,216 (690 foreigners)



**SIF** **SALÓN INTERNACIONAL DE LA FRANQUICIA VALENCIA - SPAIN**

**SIF**

29th International exhibition of franchise and business opportunities and associated trade

from 25th to 27th October

**SHOWCASE**

200 exhibiting brands  
(11 foreign brands)

**VISITORS**

4,713 (65 foreigners)



**urbe**  
FERIA INMOBILIARIA DEL MEDITERRÁNEO  
MEDITERRANEAN REAL ESTATE FAIR

**URBE**  
Mediterranean Real Estate Fair  
from 26th to 28th October

**SHOWCASE**  
53 exhibiting brands

**VISITORS**  
4,300



**ecofira.**

**ECOFIRA**  
16th International trade fair for environmental solutions  
from 6th to 8th November

**SHOWCASE**  
64 exhibiting brands  
(1 foreign brands)

**VISITORS**  
1,814 (11 foreigners)



**FIESTA Y BODA**

20th Salon of Products and Services for Events and Celebrations  
from 26th to 28th October

**SHOWCASE**  
250 exhibiting brands

**VISITORS**  
12,000



**Gastrónoma — 2018**

**GASTRÓNOMA**  
The big event of gastronomy  
from 11th to 13th November

**SHOWCASE**  
154 exhibiting brands  
(5 foreign brands)

**VISITORS**  
15,000 (105 foreigners)



**20 Ruedas**  
MOTORBIKE SHOW ROOM!

**VLC BIKE'S**  
Salón de la Bicicleta de Valencia

**DOS RUEDAS - VLC BIKE**  
6th Commercial motorcycle showroom and 5th Bicycle fair  
from 16th to 18th November

**SHOWCASE**  
120 exhibiting brands  
(2 foreign brands)

**VISITORS**  
17,000



**EXPOCANINA**  
75th National Dog Show  
40th International Dog Show  
from 15th to 16th December

**SHOWCASE**  
15 exhibiting brands

**VISITORS**  
8,000



**FERIA DEL AUTOMÓVIL,  
VEHÍCULO DE OCASIÓN Y COMERCIAL  
VALENCIA  
PARA VER, PROBAR Y COMPRAR**

**FERIA DEL AUTOMÓVIL**  
21st Used and Commercial Vehicle Fair  
from 5th to 9th December

**SHOWCASE**  
115 exhibiting brands

**VISITORS**  
65,000



**EXPOJOVE**  
Feria de la Infancia y la Juventud de Valencia

**EXPOJOVE**  
37th Childhood and Youth Fair  
from 26th December to 4th January

**SHOWCASE**  
88 exhibiting brands

**VISITORS**  
107,997



<b>FTTH CONFERENCE</b>	<b>VISITORS</b>
from 13th of 15th February	9,000




<b>EXPO DOLL SHOW 2018</b>	<b>VISITORS</b>
from 28th March to 4th April	2,300



<b>SALÓN DEL MANGA</b>	<b>VISITORS</b>
from 19th to 20th May	15,000



<b>EXPOJOC</b>	<b>VISITORS</b>
from 5th to 6th June	2,400



<b>TATTO SHOW VALENCIA</b>	<b>VISITORS</b>
from 15th to 17th June	2,500



<b>IEE-GEOSCIENCE AND REMOTE SENSING SOCIETY</b>	<b>VISITORS</b>
From 22nd to 27th July from 28th to 29th April	10,000



<b>SALÓN DEL MANGA</b>	<b>VISITORS</b>
from 24th to 25th November	14,768

# CALENDARIO DE EVENTOS\_2018

## EVENTS CALENDAR



### ENERO JANUARY

- 19-21 FIMI - EL UNIVERSO DE LA INFANCIA ( Madrid )**   
86ª Feria Internacional de la Moda Infantil y Juvenil (Tendencias O/I 18-19)  
86th International Children's & Youth Fashion Fair (Trends F/W 18-19)  
**FIMI KIDS FASHION WEEK PASARELA / CATWALK**

### FEBRERO FEBRUARY

- 5-9 CEVISAMA**   
36ª Salón Internacional de Cerámica para Arquitectura, Equipamiento de Baño y Cocina, Piedra Natural, Materias Primas, Fritas, Esmaltes y Colores Cerámicos, Tejas y Ladrillos, Materiales y Utillaje para Solados y Alicatados y Maquinaria. (Maquinaria: años pares)  
36th International Fair for Architectural Ceramics, Bathroom and Kitchen Equipment, Natural Stone, Raw Materials, Frits, Glazes, Ceramic Colorants, Ceramic roof Tiles and Bricks, Tile Laying and Tile Hanging Materials and Tools and Machinery (Machinery: even-numbered years only)
- 6-9 FIMMA**   
38ª Feria Internacional de Maquinaria y Herramientas para el Mueble, Carpintería y Decoración  
38th International Fair for Woodworking Machinery and Tools, Carpentry and Decoration Sector
- 6-9 MADERALIA**   
38ª Feria Internacional de Proveedores Sector Madera, Mueble y Decoración  
38th International fair of suppliers of wood, furniture and decoration
- 13-15 CONFERENCIA FTTH 2018**   
FTTH Conference 2018
- 23-25 CREATIVA**  
6ª Salón de las Manualidades, Labores y Bellas Artes  
6th Needlework, Handicrafts and Fine Arts Show
- 23-25 HEROES COMIC-CON VALENCIA**  
Salón del Cómic de Valencia  
Salon Valencia's Comic
- 24-26 BEAUTY VALENCIA**  
Salón y Congreso Profesional de Estética, Spa, Uñas y Peluquería  
Salon and professional congress of a esthetics, Spa, nail and hairdressing

### MARZO MARCH

- 3-4 BEBÉS & MAMÁS**  
3º Salón del Bebé para Mamás, Papás y Futuras Familias  
3rd Babies' Show for Mummies, Daddies & Future Families
- 7-8 FORINVEST**  
11º Foro-Exposición Internacional de Productos y Servicios Financieros, Inversiones, Seguros y Soluciones Tecnológicas para el Sector  
11th International Forum-Exhibition of Financial Products & Services, Investment, Insurance, Technological Solutions for the Sector
- 8-9 NEGOCIOS PROFER**   
4ª Feria de Negocios Profer (evento privado)  
4th Profer Business Fair (Private Event)

### ABRIL APRIL

- 12-15 II CERTAMEN INTERNACIONAL**   
Panadería Artesana  
II International Craft Bakery Show
- 12-15 47º CONCURSO INTERNACIONAL**  
Jóvenes Panaderos  
47th International Competition for Young Bakers
- 13-14 SPORT WOMAN VALENCIA**   
Feria de la Mujer, Salud y Deporte  
Health and sport women fair
- 19-22 VEHÍCULO SELECCIÓN OCASIÓN**  
10ª Feria del Vehículo Selección Ocasión  
10th Second-hand Vehicles Trade Fair
- 28-29 EXPO DOLL SHOW**   
Exposición de muñecas renacidas y muñecas hechas a mano  
Reborn & Handmade dolls exhibition
- 24 ABR 13 MAY EXPOSICIÓN (en ATENEO MERCANTIL VALENCIA)**  
Exposición de la cartelería histórica de Feria Valencia  
Ateneo Mercantil 24 de abril al 13 de mayo

### MAYO MAY

- 4-6 DÍA MÁGICO BY FIMI**  
6ª Feria de Comunión y Ceremonia  
6th Communion and Occasion Wear Fair  
**PASEO MÁGICO by FIMI DESFILE / CATWALK**
- 10-11 BdB MEETING**
- 19-20 SALÓN DEL MANGA**   
Manga Show

### JUNIO JUNE

- 5-6 FERIA CONGRESO EXPOJOC 2018**   
Expo Congreso de Juego de la Comunidad Valenciana  
Gambling Expo Congress of the Valencian Community
- 8-10 FIVAC 2018**  
Salón de la Caza, Naturaleza y Mundo Rural  
Hunting, Nature and Rural World Show
- 10 URBAN BEAT VALENCIA**   
Campeonato de Danza Urbana  
Urban Dance Championship
- 15-17 VALENCIA TATTOO CONVENTION**
- 22-24 FIMI - EL UNIVERSO DE LA INFANCIA (Madrid)**   
87ª Feria internacional de la moda infantil-juvenil (Tendencias P/V 2019)  
87th International Children's & Youth Fashion Fair (Trends S/S 2019)  
**FIMI KIDS FASHION WEEK PASARELA / CATWALK**

### JULIO JULY

- 12-15 DREAMHACK VALENCIA**
- 22-27 IGARSS**   
Simposio Internacional de Geociencia y Teledetección  
International Geoscience and Remote Sensing Symposium

### SEPTIEMBRE SEPTEMBER

- 12-14 HOME TEXTILES PREMIUM by Textilhogar (Madrid)**  
4º Salón Internacional de Textiles para el Hogar y la Decoración  
4th International Home Textile and Decoration Show
- 18-21 FERIA HÁBITAT VALENCIA**  
54ª Feria Internacional del Mueble  
54th International Furniture Trade Fair  
51ª Feria Internacional de la Iluminación  
51st International Lighting Fixtures Trade Fair  
16ª NUDE, Salón de Jóvenes Talentos en Diseño  
16th NUDE, Young Talents in Design Trade Fair
- 27-28 LEVEL UP**
- 27-29 ICCA SECTOR VENUE EUROPEAN CSBW**

### OCTUBRE OCTOBER

- 3-5 IBERFLORA**   
47ª Feria Internacional de Planta, Flor, Jardinería, Tecnología y Bricojardín  
47th International Fair for Plants and Flower, Gardening, Technology and Garden DIY
- 3-5 EUROBRICO**   
10ª Feria Internacional del Bricolaje  
10th International DIY Fair
- 18 CONGRESO HÁBITAT 2018**  
Estrategia empresarial entorno al sector del Hábitat  
Business strategy around the Habitat sector
- 25-27 SIF**  
29º Salón Internacional de la Franquicia  
29th International Franchise Show
- 26-28 URBE**  
Feria Inmobiliaria del Mediterráneo  
Mediterranean Real Estate Fair
- 26-28 FIESTA Y BODA**  
20ª Feria de Productos y Servicios para Eventos y Celebraciones  
20th Products & Services for Events and Celebrations Trade Fair

### NOVIEMBRE NOVEMBER

- 6-8 ECOFIRA**  
16ª Feria Internacional de las Soluciones Medioambientales y la Energía  
16th International Environmental Solutions and Energy Trade Fair
- 11-13 GASTRÓNOMA**  
El Gran Evento de la Gastronomía  
The Great Gastronomic Event
- 16-17 LEVEL UP**
- 16-18 DOS RUEDAS**  
6ª Salón Comercial de la Moto  
6th Motorbike Show Room
- 16-18 VLC BIKE**  
5ª Salón de la bicicleta de Valencia  
5th Valencia Bike's Show
- 20-21 CONGRESO GO GLOBAL**   
Go Global Congress
- 24-25 SALÓN DEL MANGA**   
Manga Show

### DICIEMBRE DECEMBER

- 5-9 FERIA DEL AUTOMÓVIL, VEHÍCULO DE OCASIÓN Y COMERCIAL**  
21ª Feria del Automóvil, Vehículo de Ocasión y Comercial  
21st Vehicles Trade Fair, Second Hand Commercial Vehicles
- 15-16 EXPOCANINA**   
65ª Exposición Nacional Canina  
38ª Exposición Internacional Canina  
65th National Dog Exhibition  
38th International Dog Exhibition
- 26 DIC 4 ENE FIV**  
96ª Feria internacional de Valencia  
96th Valencia International Trade Fair
- 26 DIC 4 ENE EXPOJOVE**  
37ª Feria de la infancia y la juventud de Valencia  
37th Children and Youth Exhibition of Valencia

#### ¿Sabías que Did you Know

en Feria Valencia puedes organizar tus reuniones, cursos, ponencias...?  
at Feria Valencia you can organize your meetings, courses, and lectures...?

informate en / Find out more at [www.feriavalencia.com](http://www.feriavalencia.com)

#### IMPORTANTE / IMPORTANT:

Fechas susceptibles de modificación, confírmelas antes de su visita.  
Subject to alteration, please, confirm the dates before visiting the exhibitions.

Certamen internacional certificado por UFI (Asociación Internacional de la industria Ferial).  
International event certified by UFI (The Global Association of the Exhibition Industry).  
Evento de organización externa.  
Event of external organization.



# 4/ Economic impact



# 1,201.9

## MILLIONS of EUROS

### The exhibitors attribute to Feria Valencia up to 21% of the annual turnover

The exhibitors attribute to participating in Feria Valencia events up to 21% of their annual turnover. This is one of the main conclusions of the study carried out during 2018 by the Valencian Institute of Economic Research to evaluate the impact of the activity of Feria Valencia in the exclusive area of the Comunitat Valenciana.

The relevance of this data varies depending on the type of company. Thus, SMEs estimate that their participation in the fair generates between 10 and 21% of their turnover. Medium-sized companies estimate this impact between 5 and 10%, while large firms consider that the fair facilitates up to 5% of their turnover. The study concludes that, in total, the Valencian exhibitors of Feria Valencia manage to invoice up to 1,030.7 million euros, which on average means 7.5% of their turnover. In order to determine the overall impact of Feria Valencia, it must be borne in mind that Valencian exhibitors account for 46% of the total of those who choose Feria Valencia to present their new products.

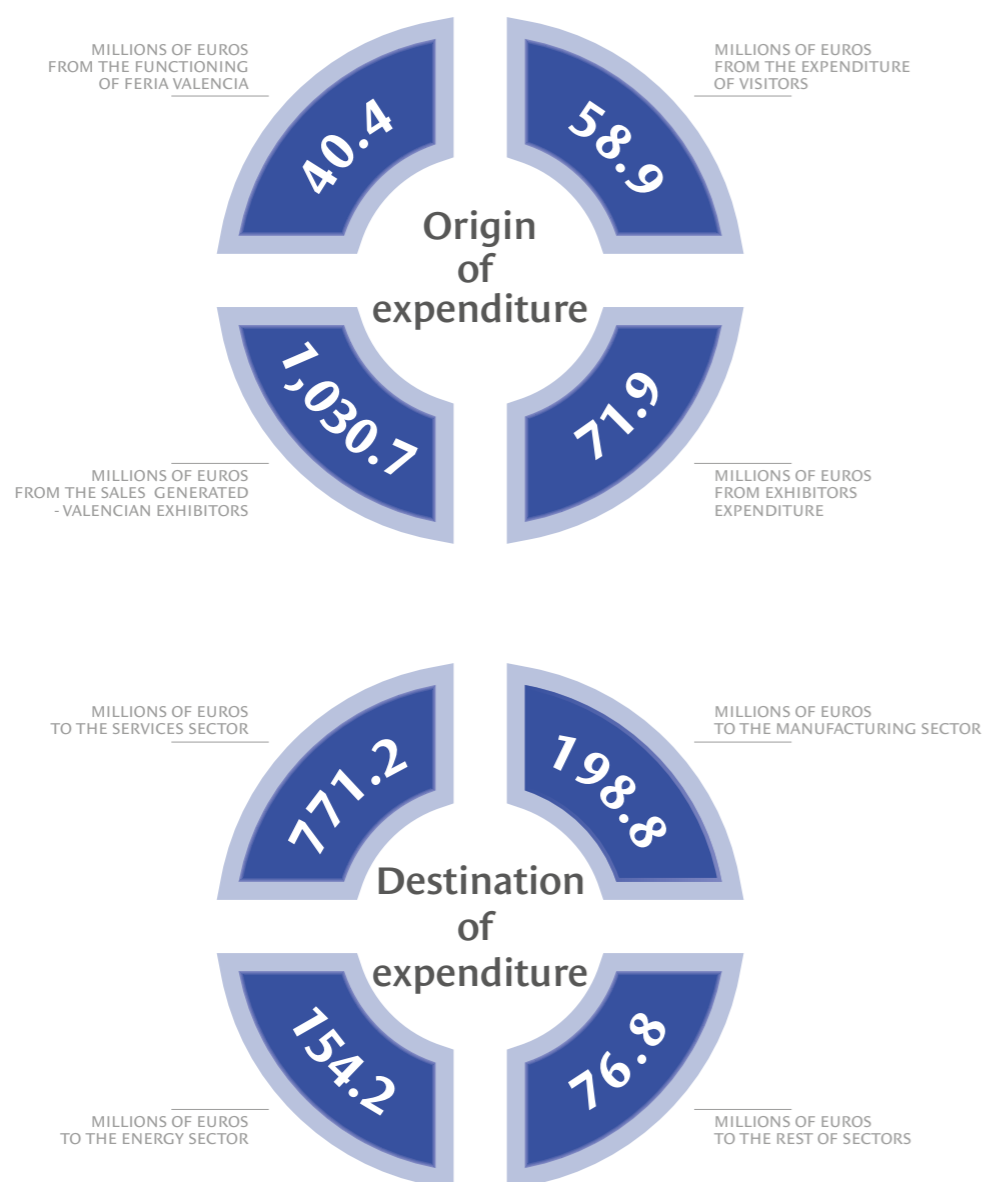


To these 1,030.7 million euros we must add another 30.4 that are billed thanks to the operation of Feria Valencia; 58.9 million thanks to visitors' expenses and, finally, 71.9 million turnover thanks to the expense of the exhibitors themselves. Thus, the report concludes that thanks to the activity of Feria Valencia, 1,201.9 million euros are invoiced annually in the Comunitat Valenciana.

The document of the IVIE explains that the impact of this figure on the Gross Domestic Product reaches 514.9 million, equivalent to 0.5% of GDP, and that thanks to the fair activity, 11,143 jobs are maintained, 0.6 % of the total of the Comunitat Valenciana.

In terms of sectors benefited by this invoicing, the study concludes that services receive 771.2 million; the manufacturing sector, 198.8 million; that of energy, 154.2 million; and other sectors invoice the remaining 76.8 million. Finally, the work of the IVIE concludes that for each euro allocated to the operation of Feria Valencia, 23.9 euros in sales and 10.2 euros in GDP are generated. And that each million euros for the fair operation supports a total of 221 jobs.

## The activity of Feria Valencia generates a turnover in the Comunitat Valenciana of 1,201.9 million euros



### GDP and EMPLOYMENT

**GDP** **514.9** MILLIONS OF EUROS **0.5 %** OF THE REGIONAL TOTAL

**EMPLOYMENT** **11,143** JOBS **0.6 %** OF THE REGIONAL TOTAL

	FERIA VALENCIA	VISITORS	THE EXHIBITORS
<b>GDP AND THE JOBS GENERATED THANKS TO THE ACTIVITY OF</b>	<b>497</b> JOBS	<b>18.9</b> MILLIONS OF EUROS	
		<b>620</b> JOBS	<b>15</b> MILLIONS OF EUROS
			<b>794</b> JOBS
			<b>41.4</b> MILLIONS OF EUROS
<b>BUSINESS GENERATED FOR THE VALENCIAN EXHIBITORS</b>			
		<b>9,203</b> JOBS	<b>439.6</b> MILLIONS OF EUROS

FOR EACH **MILLION OF EUROS**/ ASSIGNED TO THE FAIR OPERATION, VALENCIA GENERATES / MAINTAINS

**221** JOBS IN THE COMUNITAT VALENCIANA

FOR EACH **EURO** ASSIGNED TO THE OPERATION OF FERIA VALENCIA

**€3.9** of SALES    **€10.2** of GDP (ADDED VALUE)

**5/** Economic balance



# Economic report

From the economic point of view, the year 2018 has been very positive for Feria Valencia. Improving all the projections of the five-year business plan 2017-2021, the most important numbers have grown under the evident increase of the fair activity in all its aspects.

In fact, 2018 has been for Feria Valencia the consolidation of the economic recovery, after the serious effects of the general economic crisis that started in 2008.

Taking a closer look at the results, in 2018 the fair obtained an Ebitda of 3,600,312 euros and a surplus of 2,315,440 euros.



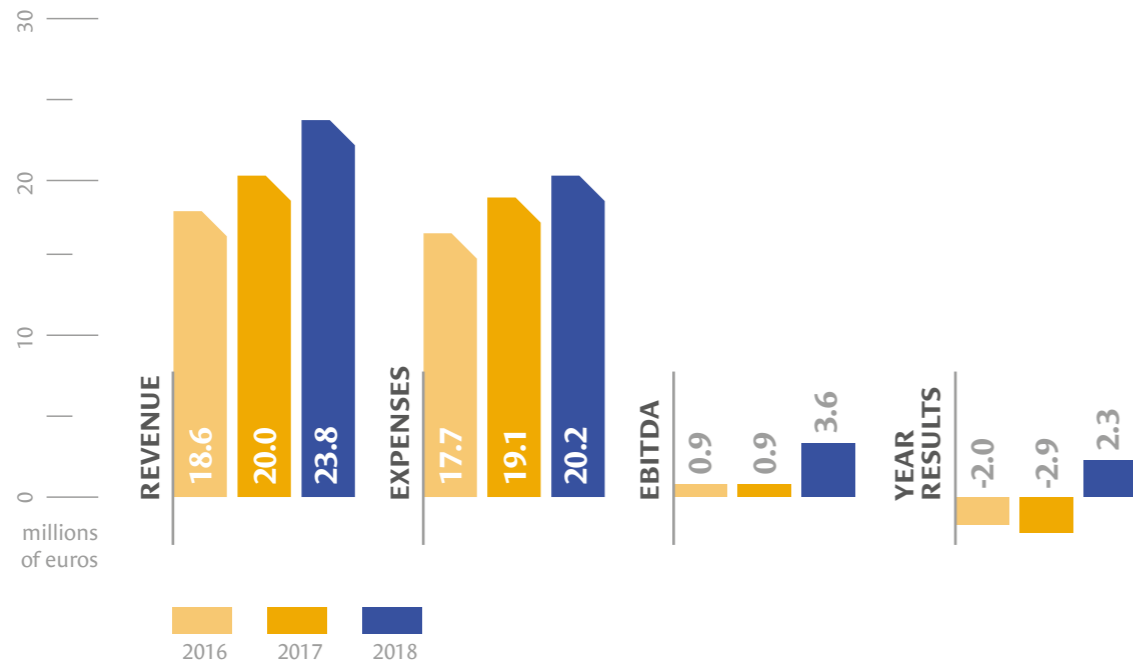
The year result, amounting to 2.3 million euros, is positive for the first time since 2008 and represents 9.7% of the operating income.

Revenues reached 23.8 million euros, which represent an increase of 27.7% compared to 2016, similar to biennial fairs, and 18.6% compared to the year 2017.

Operating expenses amounted to 20.2 million euros, which represents an increase of 13.7% over 2016 and 5.6% over 2017.

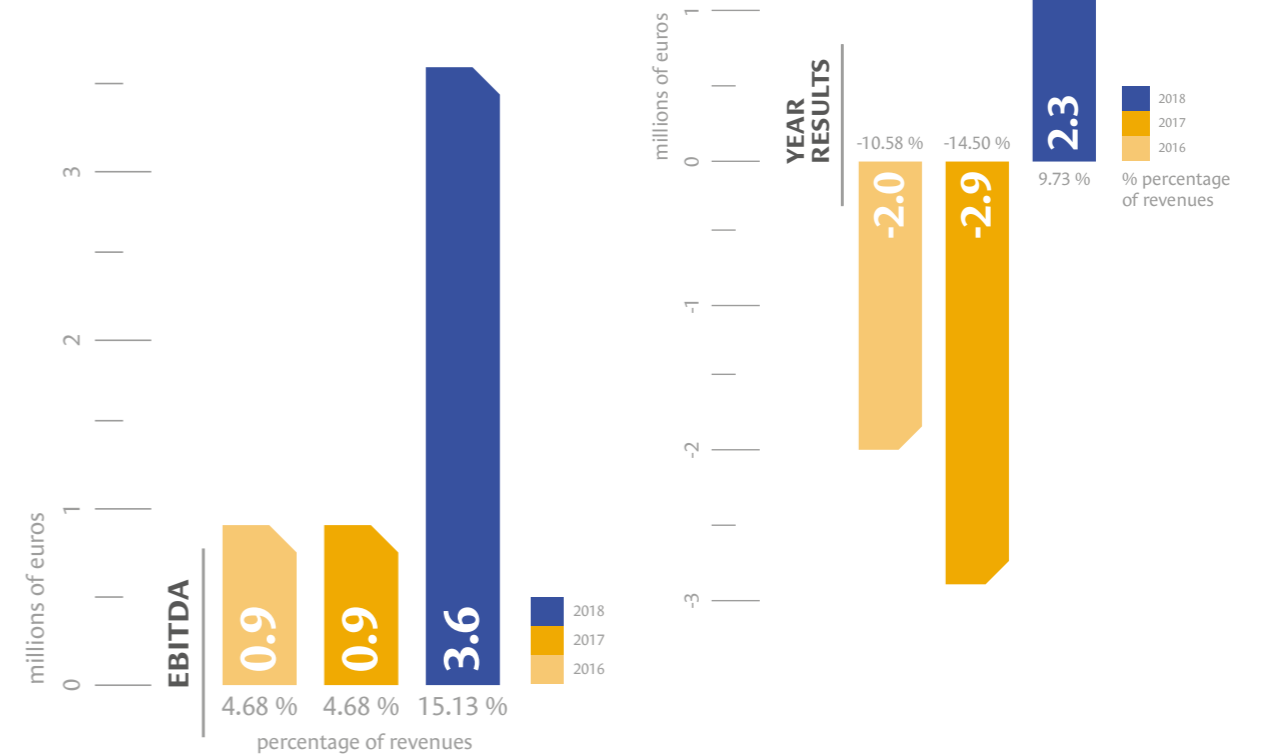
Overall, Feria Valencia's income statement for the year 2018 offers the best results of the last decade.

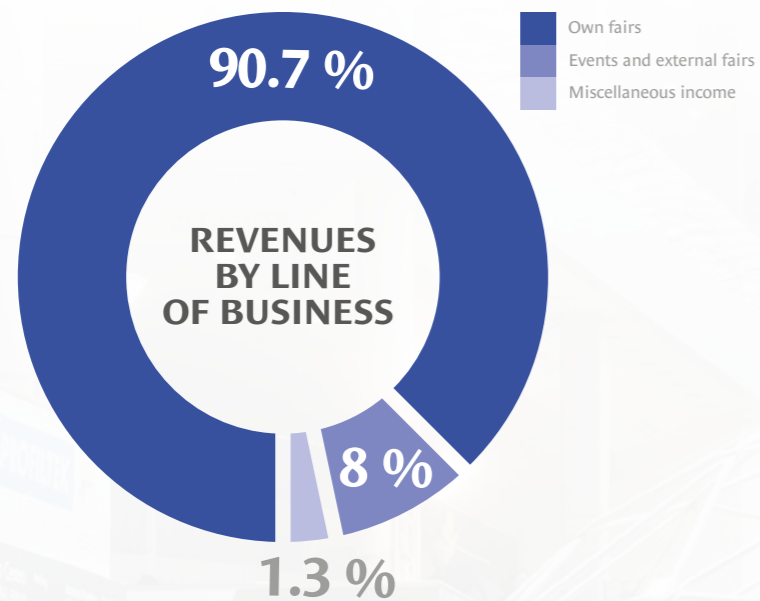
# RESULTS



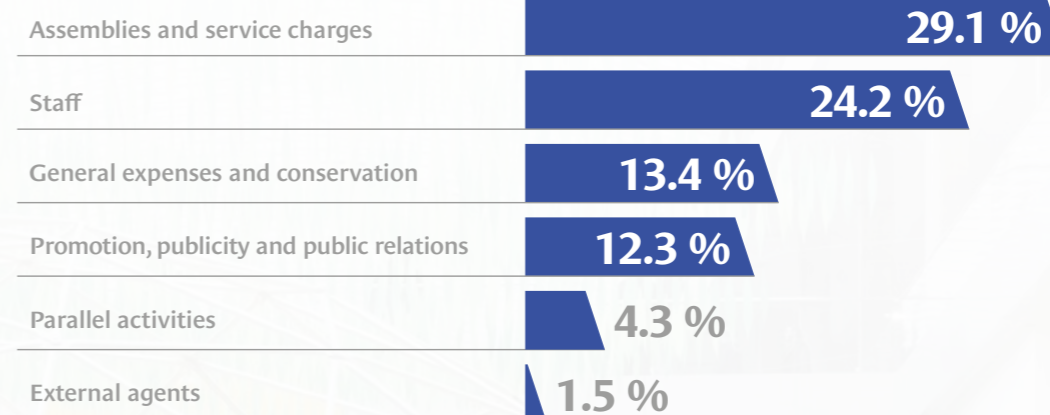
The measures applied by the institution allowed surpassing the results foreseen in the business plan 2017-2021, by means of the increase of the income of own fairs and events and the restraint in expenses, which underwent drastic reductions in past few years.

The Ebitda, which reaches 3.6 million euros, represents a significant increase compared to 0.9 million euros in 2016 and 2017 and represents 15.1% of operating income, compared to 4.7% in the aforementioned years.





Percentage distribution of EXPENSES BY ACTIVITY of the total INCOME



Percentage value 0 10 20 30



## Balance sheet by 31st December 2018

Assets	2018
<b>NON-CURRENT ASSETS</b>	<b>471,678,914</b>
Intangible assets	25,948
Property, plant and equipment	399,736,408
Long-term financial investments	71,916,558
<b>CURRENT ASSETS</b>	<b>38,705,580</b>
Stocks	32,709
Commercial debts and others receivables	691,400
Short-term financial investments	16,367,507
Cash and other equivalent liquid assets	19,851,833
Adjustments for accrual	1,762,131
<b>Total assets</b>	<b>510,384,494</b>

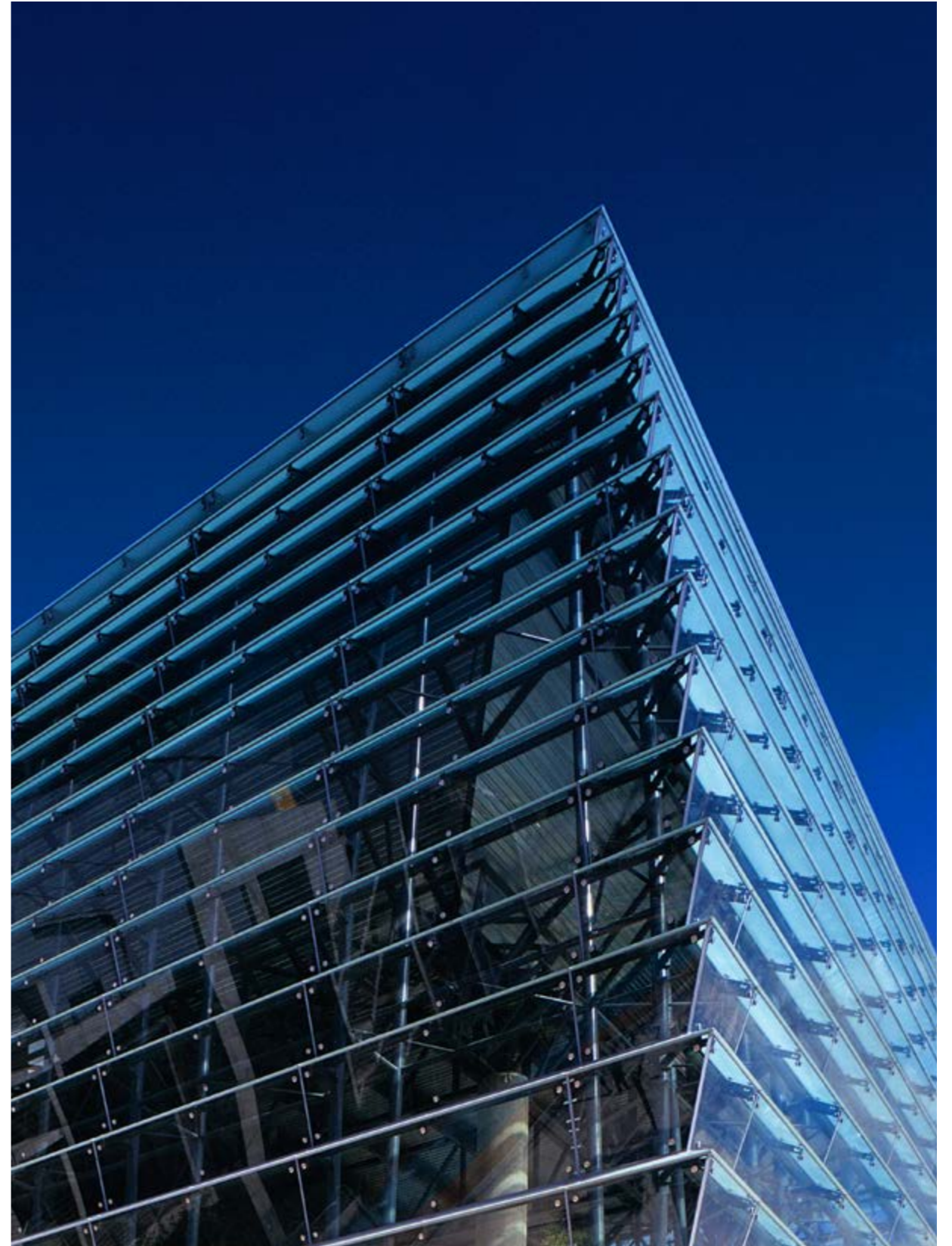
Net worth and liabilities	2018
<b>NET WORTH</b>	<b>15,361,037</b>
Equity	(3,080,507)
Equity	3,235,533
Contributions by City Council of València	3,436,667
Voluntary reserves	(12,068,147)
Surplus of the financial year	2,315,440
Grants, donations and legacies	18,441,544
<b>NON-CURRENT LIABILITIES</b>	<b>448,737,672</b>
Long-term provisions	1,106,903
Long-term debts	447,630,769
<b>CURRENT LIABILITIES</b>	<b>46,285,785</b>
Short-term provisions	12,425
Short term debts	19,369,458
Trade creditors and accounts payable	20,165,673
Adjustments for accrual	6,738,229
<b>Total equity and liabilities</b>	<b>510,384,494</b>

## Income statement for the financial year 2018

Income statement	2018
<b>NET BUSINESS TURNOVER</b>	<b>23,161,569</b>
Procurements	(3,992,564)
Other operating income	639,122
Personnel expenses	(5,782,154)
Other operating expenses	(10,425,661)
Depreciation and amortization	(13,337,102)
Fixed-asset allocation grants	12,627,483
Impairment and result from disposals of property, plant and equipment	(58,961)
Other results	41
<b>ACTIVITY SURPLUS</b>	<b>2,831,773</b>
Financial income	14,077,724
Financial expenses	(14,594,057)
<b>FINANCIAL RESULTS</b>	<b>(516,333)</b>
<b>Surplus for the financial year</b>	<b>2,315,440</b>



**6/** Governing bodies



## BOARD OF TRUSTEES

(by 31st December 2018)

### PRESIDENT

**His Excellency. Mr. Joan Ribó Canut**  
Mayor of the City Council of Valencia

### 1st VICEPRESIDENT

**The Honourable Sr. D. Natxo Costa Pina**  
General Director of Trade and Consumer Affairs

### 2nd VICEPRESIDENT

**Mr. José Vicente Morata Estragues**  
Chairman of the Official Chamber of Commerce, Industry and Navigation of València

### EX OFFICIO MEMBERS

**The Honourable Ms. Maria Empar Martínez Bonafé**  
General Director of Industry and Energy

**Mr. José Vicente González Pérez** Chairman of Feria Valencia Executive Committee

**The Honourable Mr. Antonio Gaspar Ramos**  
President of the Provincial Council of Valencia

**The Honourable Mr. Javier Moliner Gargallo** President of the Provincial Council of Castelló

**The Honourable Mr. César Sánchez Pérez**  
President of the Provincial Council of Alacant

**His Excellency. Mr. Víctor García Tomás**  
President of the Committee of Industry of the Corts Valencianes

**Ms. Cristina Martínez Vayá**  
Regional Commerce Director of València

**Mr. José Luis Gisbert Valls**  
President of the Trade Fair Institution of Alacant.

**Ms. Dolores Guillamón**  
President of the Official Chamber of Commerce, Industry, Services and Navigation of Castelló

**Mr. Juan Bautista Riera Sánchez**  
President of the Official Chamber of Commerce, Industry, Services and Navigation of Alacant

**Mr. Antonio Soriano Aznar**  
President of the Professional Association of Commercial Agents

### MEMBERS APPOINTED BY THE COUNCIL OF SUSTAINABLE ECONOMY, PRODUCTION SECTORS, TRADE AND LABOUR

**Mr. Manuel Illueca Muñoz**  
General Director of IVF

**Mr. Francesc Colomer Sánchez**  
Regional Secretary of Tourism

**Mr. Francisco Álvarez Molina**  
General Director of Economy, Entrepreneurship and Cooperatives

**Ms. Julia Company Sanús**  
General Director of IVACE

**Mr. Rafael Beneyto Cabanes**  
Caixa Ontinyent

**Mr. Emili Villaescusa Blanca**  
President of the Confederation of Cooperatives of the Comunitat Valenciana

### MEMBERS APPOINTED BY THE PRESIDENT OF THE BOARD OF TRUSTEES

**Mr. Xavier Ribera Peris**

**Mr. José M<sup>a</sup> Company Lluch**  
Caixa Popular

**Mr. Cristóbal Aguado Laza**  
Valencian Association of Farmers

**Mr. Rafael Torres**  
Merchants Association of the Historic Centre

**Mr. Juan Puchades**  
Unión Hotelera

**Mr. Josep Sanchís Soler**  
Unió Llauradors

### MEMBERS APPOINTED BY THE OFFICIAL CHAMBER OF COMMERCE, INDUSTRY AND NAVIGATION OF VALÈNCIA

**Mr. Vicente Folgado Tárrega**  
Tableros Folgado, SA

**Mr. José Bernardo Noblejas Pérez**  
Ortoprono, SL

**Mr. Vicente Lafuente Martínez**  
Femeval

**Mr. Juan Manuel Real Teruel**  
Materiales Real, SL

**Mr. Manuel García Portillo**  
Tecnidex

**Mr. Eduardo Aznar Mengual**  
Aznar Textiles, SLU

### MEMBERS APPOINTED BY THE PRESIDENT OF THE BOARD OF TRUSTEES, FOLLOWING PROPOSAL BY THE EXECUTIVE COMMITTEE

**Mr. Armando Ibáñez Guaita**  
Ascer

**Mr. Oscar Calabuig Sanchis**  
President of Iberflora

**Mr. Manuel Rubert Andrés**  
President of Cevisama

**Mr. Francesc Ferrer Escrivá**  
Guild Union

**Mr. Salvador Navarro Pradas**  
President of CEV

**Mr. Alfredo Quesada Ortells**  
Pavasal

General Director of Feria Valencia  
**Mr. Enrique Soto Ripoll**

General Secretary of Feria Valencia  
**Mr. Luis Martí Bordera**

## EXECUTIVE COMMITTEE

(by 31st December 2018)

### PRESIDENT

**Mr. José Vte. González Pérez**

### FIRST PRESIDENT

**The Honourable Ms. Sandra Gómez López**

### SECOND VICEPRESIDENT

**Mr. Manuel Rubert**

### TREASURY

**Mr. Salvador Navarro Pradas**  
President of CEV

### ACCOUNTANT

**Mr. Miguel Ángel Fernández Torán**

### EX OFFICIO MEMBER

**The Honourable Mr. Natxo Costa Pina**  
General Director of Trade and Consumer Affairs

### MEMBERS REPRESENTING THE COUNCIL OF SUSTAINABLE ECONOMY, PRODUCTION SECTORS, TRADE AND LABOUR

**The Honourable Ms. Julia Company Sanús**  
General Director of IVACE

**The Honourable Ms. Clara Ferrando Estrella**  
Autonomic Finance Secretary

### MEMBERS REPRESENTING THE CITY COUNCIL OF VALENCIA

**The Honourable Ms. Sandra Gómez López**  
First Deputy Mayor  
of the City Council of Valencia

**The Honourable Ms. Consol Castillo Plaza**  
Regidora Desenvolupament Humà

### MEMBERS REPRESENTING THE CHAMBER OF COMMERCE, INDUSTRY AND NAVIGATION OF VALÈNCIA

**Mr. Vicente Folgado Tárrega**  
Tableros Folgado, SA

**Mr. José Vicente Morata Estragues**  
Chairman of the Official Chamber of Commerce,  
Industry and Navigation of València

### MEMBERS APPOINTED BY THE PRESIDENT OF THE FERIA VALENCIA EXECUTIVE COMMITTEE

**Mr. Óscar Calabuig Sanchís**  
President of Iberflora

**Mr. Manuel Rubert**  
President of Cevisama

### GENERAL DIRECTOR OF FERIA VALENCIA **Mr. Enrique Soto Ripoll**

### GENERAL SECRETARY OF FERIA VALENCIA **Mr. Luis Martí Bordera**





**FERIA VALENCIA**