

Press Release

MERCANTEINFIERA GETS 400K CLICKS IN THE FIRST WEEKEND

The exhibition dedicated to antiques, modern antiques, and vintage collectibles goes online and it is an immediate success.

Mercanteinfiera will be back at the Fiere di Parma location from 18 to 23 April.

(Parma, 2 March 2020) - 3 thousand operators registered in just two days, 20 thousand items loaded between antiques, modern antiques and vintage collectibles and most importantly 400 thousand clicks.

These figures give us a snapshot of the first weekend of “*Mercanteinfiera, a mouse click away*” after the management of Viale delle Esposizioni decided to open the [mercanteinfiera.it](https://www.mercanteinfiera.it) platform to the operators and the public worldwide. This B2B platform was created in 2019 from the partnership between Fiere di Parma and Antico-Antico (a leading portal of this sector) and it now hosts all the items offered by 1000 exhibitors.

In the time of a national health emergency where more than 70 events either have been postponed (in the majority) or cancelled (a few), Fiere di Parma has found an alternative solution: delaying to April (18 - 23) the actual event while transferring the show online. CEO **Antonio Cellie** tells us that this solution has been made possible, “*because we are today the only Italian exhibition centre with a business model consolidated as a physical show as well as a digital platform*”.

Thus the hunt for rare pieces has moved. For those who just dream and for the fortunate ones who can buy artworks of venerable age, or antiques or just pieces 40 years old, the exhibition has moved from the 45 thousand square metre space to an online space, where the number of connections is increasing as we speak.

How will Mercanteinfiera.it work? You can enter the exhibition website from home, selecting your category preferences such as antiques, ceramics and maiolica, frames, paintings, vintage, jewellery and watches, etc... and gain access to the best offers of undisclosed exhibitors. Only after making your choice you will find out the exhibitor associated with the selected piece.

Ilaria Dazzi, Brand Manager of Mercanteinfiera, is pleased to report that “*Among the 19 categories proposed, the centrepiece continues to be the modern antiques also online. We have repositioned our offer in this area with important design pieces. The current objective is ambitious: further broadening the offer and catching new net surfers*”.

And for the outcome of this challenge we’ll need to wait until Sunday 29 March when Mercanteinfiera.it will be closed to the public.

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