

Press Release

MERCANTEINFIERA.COM, THE MARKETPLACE OF MERCANTEINFIERA

Parma, 24 May 2021

The **mercanteinfiera.com** website is born, the online marketplace of Mercanteinfiera, the historic Fiere di Parma event that for 40 years has been gathering together the best exhibitors of Antiques, Modern Antiques, Design and Collectibles.

A real virtual space that provides further visibility to the activities of the exhibitors, who will now be able to sell their pieces outside the dates of the event, 365 days a year, 24 hours a day, with just one click: a simple and intuitive system for both uploading objects and searching for them.

But **mercanteinfiera.com** is not just for Mercanteinfiera exhibitors...!

The platform, launched today for international and Italian operators, is another successful outcome of the partnership between Fiere di Parma and AnticoAntico: "This initiative is the result of an intuition but also of a very precise strategy, that of extending the experience of the first lockdown and the way we shared it with the exhibitors; this way, the Mercanteinfiera exhibitors will have at their disposal an ongoing showcase, which will also serve to further enhance the relationships between operators," points out Stefano Vannucchi, Chairman and founder of AnticoAntico.

Fiere di Parma, always on the lookout for new partnerships that can help its brands grow, has sought in particular to capitalize on its well-established relationships with exhibitors but also, and above all, to meet the needs of an increasingly interactive and dynamic public, who are informed about business choices and interested in expanding their contacts.

Therefore, we would like to invite you to participate in this new frontier by visiting [mercanteinfiera.com](https://www.mercanteinfiera.com) right now, so that we can kick off together the season dedicated to antiques and modern antiques.

For further information:

[info@mercanteinfiera.com](mailto:info@mercanteinfiera.com)