

# ITALY IN THE SPRING

## TANEXPO 26-28 MARCH 2010 BOLOGNA

The Italian funeral exhibition, TanExpo, takes place next March in Bologna, and it's the perfect time for you bring your products to the European market and enjoy a few days in the spring sunshine.

The National Funeral Exhibition (NFE) will be at TanExpo promoting the 2011 show, and we are offering British companies an opportunity to exhibit alongside us as part of the 'NFE Village'.

Whether you are already selling directly into Europe, have agents there or just want to test the market, NFE at TanExpo can offer you anything from a modular stand to an open space area. As part of the 'NFE Village', you'll have assistance from our own European agent who will liaise directly with the show organisers and you will be able to use the services of our on-site interpreters.

Government assistance is available in some circumstances to reduce your exhibiting costs and we are currently investigating the possibilities of linking TanExpo into the UK Trade & Investment's Tradeshow Access Programme.

The Exhibition's host city, Bologna, is a fascinating and beautiful town that means art, culture, and tradition, and it is a great

place to relax after a day in the Exhibition halls. You'll even be able to enjoy the best in pasta dishes, the original 'Bolognese'

TanExpo is, undoubtedly, the most important funeral exhibition in mainland Europe with visitors coming from 50 different countries. It is a very positive exhibition with many similarities to NFE, and the two shows already have a close liaison. Italian exhibitors were prominent at this year's NFE in June and we are looking forward to continued participation in 2011.

If you are interested in finding out more, email our European agent Mirella Sartori at [mirella.nfe@btconnect.com](mailto:mirella.nfe@btconnect.com) or telephone the NFE organisers on 01926 815597.

### England in the Summer

**National Funeral Exhibition 2011**  
Friday, Saturday and Sunday 10 June  
-12 June

Although the next NFE is some way ahead, well over 100 exhibitors have already booked their 2011 stand. The show is now

firmly established as a major international event and our promotion has been stepped up to a new level.

NFE will be exhibiting at both the National Funeral Directors' Association Convention in Boston at the end of October and Funeraire in Paris in November, along with our stand at TanExpo. A new sales brochure has been commissioned, together with a promotional video that can be seen on the website at [www.nationalfuneralexhibition.co.uk](http://www.nationalfuneralexhibition.co.uk).

Family day will be extended and developed to encourage even more visitors on the Sunday, and Irish visitors will be delighted with our new Irish bar, *Donovan's*, in memory of a good friend and colleague of the exhibition who passed away shortly after this year's exhibition. It sounds like a very good excuse for participating in some dark, rich, smooth beer.

If you want more information on NFE 2011, visit the website or phone 01926 815597.

