

TANEXPO2018

INTERNATIONAL FUNERAL
AND CEMETERY EXHIBITION
BOLOGNA ITALY 5 • 6 • 7 APRIL

PRESS RELEASE

TANEXPO 2018: STEADY SUCCESS WITH AN EYE TO THE FUTURE, MORE AND MORE GLOBAL AND DIGITAL

The 2018 edition of **TANEXPO**, the largest and most important European Exhibition for the funeral and cemetery industry, gathered in Bologna **18.700 trade professionals**, with a 4% raise on 2016 basis. During the three days high presence of foreign buyers, 25% from 55 countries, confirming the previous editions trend. On show 250 Exhibitors displaying the best in both Italian and foreign quality production on 3 exhibition Halls for 25,000 square meters.

PRODUCTS AND NEWS' HIGHLIGHTS

2018 edition has confirmed the abundance of ideas and proposals that have always characterized Tanexpo's offer of excellence. Many news from the exhibitors, more and more in line with the new cultural and social trends including also the commemoration of the deceased in an innovative key.

Among the many original ideas a patented system to preserve DNA and prevent, or even cure, possible future pathologies of a family member and the new model of "mobile funeral home", to bring this important service to small village where there are no structures to accommodate the deceased and the relatives in a comfortable and dignified environment.

Even coffins and urns evolve becoming true masterpieces, such as precious Limoges porcelain urns presented by a top historical French luxury brand. Design and new decorative techniques, like those of the fresco and, absolute novelty, the application of a copper sheet on the coffin that allows the relatives to easily engrave with a finger their indelible message.

On display also the commemorative jewellery, both with traditional items, and with exclusive ones made by 3D printing of ashes or hair or DNA, combined with porcelain.

Many different ecological innovations, ranging from salt or olive pits urns, to the first Tesla hearse, completely electric, to a crown composed of potted plants rather than cut flowers, which allows, at the end of the ceremony, to bring with you a vivid memory of your loved one.

Confirmed the growth of the pet funeral market: never like this year, on show at TANEXPO such a wide range of customizable and handmade urns, cremation solutions, but also garden graves for our pet friends.

From the United States, Spain, UK and Italy the main technological innovations allowing the sector to be constantly in step with a global and increasingly social world. From NFC (near field communication) technology to interact with the picture on the tombstone to the app to collect and store the most significant moments and desires of a lifetime, to plan the funeral and virtually reach friends and distant relatives sharing the saddest moment even with real tributes. Then, the world premiere of an Italian invention: the digital urn that, through



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a smartphone, keeps alive the memory of the deceased by sending thoughts or images, also allowing direct interaction with the family.

Highlights on the increasing need to debate the changes also with TANEXPOEducation, three days of seminars and conferences on cremation (whose growth was analysed for the impact on the company and cemetery management), on the generational shift in companies (errors to avoid and problems to be faced to successfully carry on the family business) and funeral marketing, with the exceptional coaching of Robin Heppell, famous Canadian funeral director and trainer, who provided ready to use tools to find your own brand strengthening strategy.

Not only a meeting place where supply and demand meet, TANEXPO more and more confirms as the ideal platform where energies and ideas projecting the sector into the future spring into life.

TANEXPO 2018 FIGURES

Exhibitors: **250 companies** - 30% from abroad

Overall Exhibition Area: **25,000 sq.m.** - Halls 16 - 21 - 22

Visitors: **18,700 professionals** - 25% from 55 foreign countries

The next date with TANEXPO is in **BOLOGNA** on **March 26-27-28, 2020.**



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