

18th EDITION

BUYER POINT



17 - 18
MAY

2022

East End Studios - MILAN

MECENATE STREET 88/A

Media partner

FERRA & CASA
MENTA & LINGHI

MONDO PRATICO.it
BRICO HOME GARDEN

greenline

MILAN
GREENRETAIL.it

International collaboration



AllRetail^{ua}

BricoRetail^{ro}





THE MEETING POINT OF THE DIY

BUYER POINT is a unique event on the Italian DIY, home and garden scene that allows all buyers to meet potential suppliers and keep informed about market news. The hub of the event is the *Meeting Area* where all buyers can have a rapid stream of short 15-minute-one-to-one meetings with potential suppliers that they have selected in advance online. Next to the Meeting Area, there is the Exhibition Ground where buyer can visit the stands, this area is reserved only for exhibitors and buyers. Buyers have a green badge, in this manner, exhibitors are able to recognize them and show their products.

BUYER POINT involves all the main players of the DIY and garden market: DIY retail and large-scale distributors, wholesalers, hardware shops and multi-specialized, garden centres and e-commerce.

OPENING DINNER

The evening before the event there is the Opening Dinner, a party renowned for the exceptional quality and variety of the food on offer: it include a traditional buffet of Italian specialties, an oyster tasting, a selection of different cocktails in cooperation with the famous Cuban joint *La Bodeguita Del Medio*.

The Opening Dinner is the Gala event of the DIY world reserved only for buyers and exhibitors that can have the opportunity to meet buyers and do business in an informal setting.

> AN INTERNATIONAL EVENT

The growing participation of international buyers has become a distinctive feature of **BUYER POINT**: it is the only international event in the DIY market in Italy.

The 2019 edition had focused on two countries: Ukraine and Benelux that have been presented during the international conference before the inaugural dinner. The conference was reserved only for buyers and exhibitors and was followed by 280 participants for which useful information has been provided.

Next to these two partners, there were several international buyers from all over the Europe: Jysk International from Denmark, Bauhaus from Germany, Mavrofidopoulos from Greece, the wholesaler Ehlis from Spain and the Romanian groups Agrocsm, Carrefour, Doraly, Elefant, Emag e Progreen.

> CONTACTS DEVELOPMENT

Every year after **BUYER POINT** exhibitors receive a document with names, addresses, telephone numbers, e-mail and other useful information about the participating buyers.

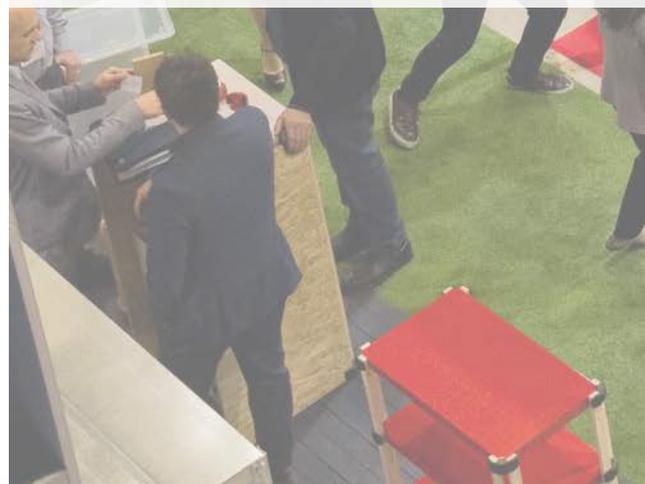
We resume the information of each buyer in a personal sheet, explaining the characteristics of each company. This report aims to provide the exhibitors with all the useful information to keep up the good work done during the event.

With the purpose of guaranteeing the safety of all visitors, entry to the exhibition is allowed only to Covid-19 Green Pass holders.



PREVIOUS EDITIONS IN NUMBERS

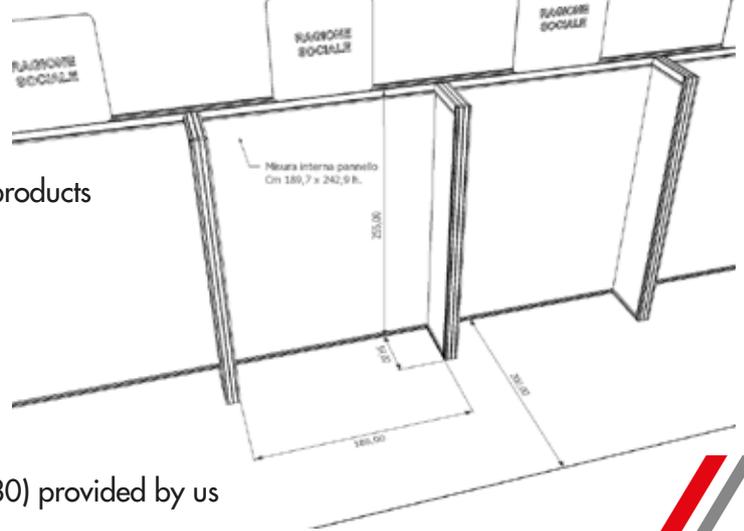
- **150** EXHIBITORS
- MORE THAN **450** BUYER
- **120** INTERNATIONAL BUYER
- **730** BUSINESS MEETING





SHOWCASE

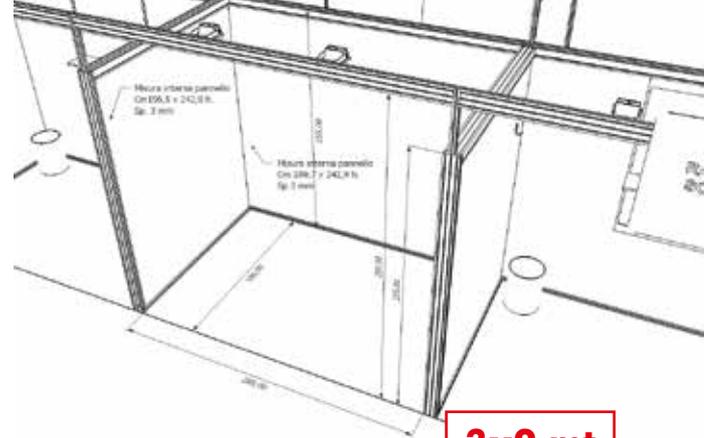
- a space of cm 188x255h to show your own products
- walls (cm 255h)
- red carpet
- 1 white table (cm 63x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 2 LED lights 30W
- wiring and connections
- 2 ENTRANCES



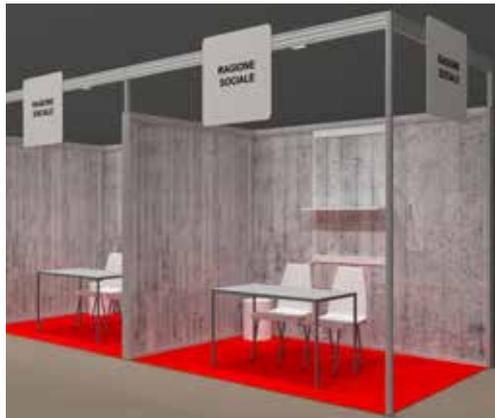
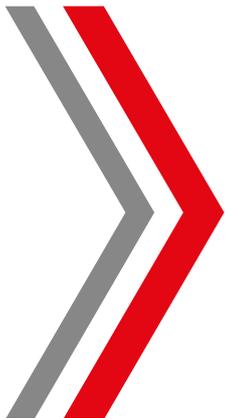
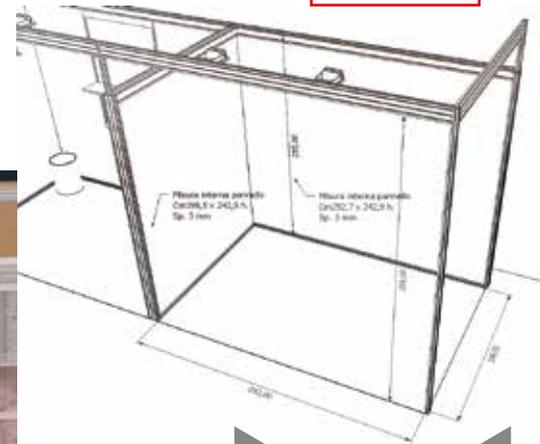


BASIC STAND (6 sqm)

- walls (cm 255h)
- red carpet
- 1 white table (cm 123x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 2 LED lights 30W
- wiring and connections
- 4 ENTRANCES



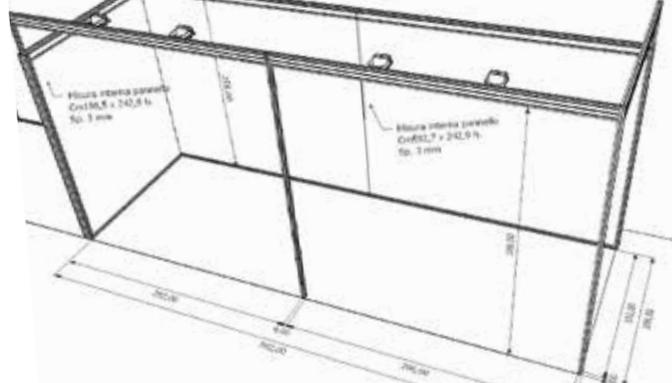
3x2 mt
stand



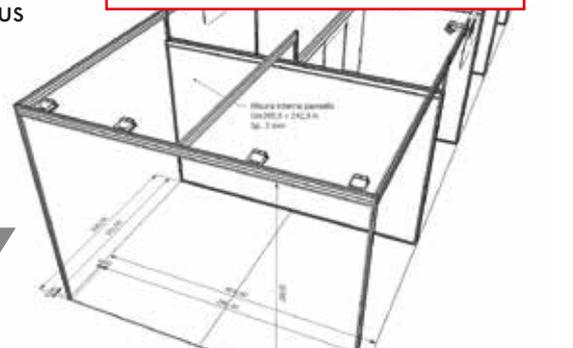


DELUXE STAND (12 sqm)

- walls (cm 255h)
- red carpet
- 2 white tables (cm 123x63x73h)
- 4 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 2 multi-socket
- 4 LED lights 30W
- wiring and connections
- 6 ENTRANCES



6x2 mt o 4x3 mt stand





ITALIAN BUYERS

Buyer Point is a reference point for the Italian market and, every year, the main players of the Italian DIY and garden sector come to visit the event. Here is a list of the main chains that have participated throughout the years:

A.CAPALDO
AGRICOLA
AMAZON ITALIA
AOSOM
AXEL GROUP
BIGMAT
BRICO BRAVO
BRICO CASA
BRICO IO
BRICO ITALIA
BRICO OK
BRICO FER
BRICOLIFE
BRIGROS
CDF

CFADDA
COOP ITALIA
CORRADINI
DALANI - WESTWING
DFL
EBAY ITALIA
EUROBRICO
EUROGROSS
EVOLUZIONE BRICO
FABRIZIO OVIDIO
FDT GROUP
FERRAMENTA CIMA
FERRAMENTA VENETA
FERRARI
FRANZINELLI

FRANZINI
FRASCHETTI
FRATELLI MOLLO
FRATELLI VITALE
GARDEN TEAM
GIARDINERIA
GIARDINIA
GIEFFE GROUP
GRUPPO REA
IVM
LA FERRAMENTA
LEROY MERLIN
MACHIERALDO
MALFATTI&TACCHINI
MANOMANO

OBI
OTTIMAX
PENGO
PERAGA
PERRONE
PROGRESS
Q-TRADE
QVC ITALIA
RAFFAELE
RODESCHINI
SELF
TERNA
TUTTOGIARDINO
VIANELLO
VIRIDEX



FOREIGN BUYERS

One of the most distinctive features of Buyer Point is the presence of international buyers whose participation are increasing every year. Here is a list of the international buyers that have participated over the previous editions:

ADEO - FRANCE
AGRICOM - BOSNIA
AMAZON SPAGNA - SPAIN
ARBORI CULTURA - CROATIA
ATTARD BROS GROUP - MALTA
AV MAVROFIDOPOULOS - GREECE
BAUHAUS - GERMANY
BRICO FAI DA TE - SWITZERLAND
DESAMAIS - FRANCE
EHLIS - SPAIN

FLORA - CROATIA
HEISSNER - GERMANY
HORNBAACH - GERMANY
JYSK - DENMARK
PEVEC - CROATIA
PRAKTIKER BULGARIA - BULGARIA
THE HOME DEPOT - U.S.A.
TRADE CIRCLE - GERMANY
TVOY DOM - RUSSIA
VELETEX - MONTENEGRO



BUYER POINT

www.buyerpoint.it

THE PARTNER COUNTRY OF 2022 WILL BE... FRANCE!

FOCUS ROMANIA (Partner since 2015)

AGROCOSM	MAM BRICOLAJ
ARABESQUE	MENATWORK GROUP
AUCHAN ROMANIA	METALPLAST
CARREFOUR ROMANIA	MEZONI
CORA	NEA KAISA
DORALY	NEXHOUSE
ECONATURA	NOD
ELEFANT	NOVINOR GROUP
ELVILA	PRAKTIKER ROMANIA
EMAG	PROGREEN
EVOMAG	VEXIO
FLASH LIGHTING SERVICE	VIVRE
GLOBAL NETWORK	YALCO
GREEN PROJECT	YOURSTUFF

FOCUS IRLANDA (Partner since 2018)

BASTA
BROOKS
KCR BUILDERS PROVIDERS
LAYDEX
McMAHONS BUILDERS
MERCHANTS
NIOCLAS P O CONCHUBAIR TEO
RAWLPLUG
TIPPERARY CO-OP
TOPLINE
VAUGHAN SUPPLY

FOCUS UCRAINA (Partner since 2019)

ARS
ENERLIGHT
EPICENTR K
GREEN LINE WEST
LELITKA
MBM
NOVUS
PAKKO
SAVSERVICE
SELECTO MARKETS
TAVRIA-V
WOG

FOCUS BENELUX BELGIO, LUSSEMBURGO and OLANDA (Partner since 2019)

ASAMCO
AVEVE GROUP
BRICO
EDIN EUROPE
INTERGAMMA
MENO GROUP
MR BRICOLAGE
PROCOOP
UNI-MAT

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