



COLORè, the most important innovation in 2019 Piacenza Expo calendar.

With a rich calendar of events, that includes almost fifty appointments per year among fairs, exhibitions, marketplaces, conventions, scientific conferences and competitive sporting events, Piacenza Expo has decided to expand further its exhibition offer. In fact, the 2019 programme promises to be further enriched compared to the last one.

Among the news, **COLORè, scheduled from 19 to 21 September**, stands out for sure and appears to be a true meeting and comparison moment among manufacturers, distributors, designers and users. A great fair which will involve all the light construction sector, one in a kind in Italy for its technical and specialised content.

In a decisive moment for the companies involved, where planning continues to be difficult for the different economic trends of the national market, it is strategic and profitable to intercept the trends Colorè manages to express. Themes like bio-construction, quality of raw materials, correct insulation of enclosures, applications for critical environments and security find in Piacenza Expo the ideal fair venue to develop professional training paths and convey commercial promotions of exhibitors. Different appointments about energy saving, thermal insulation, soundproofing and breathability of environments will represent the main structure of the conference programme.

Welfare standards have risen for light construction as well and aim to a thermal, acoustic and visual improvement. The fair moves in a dynamic interpretation of the market and firmly proposes an exhibition quality that could be able to create competitive benefits for specialized operators and technicians.



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