

21st EDITION

BUYER POINT

MAY 28TH, 2025

EAST END STUDIOS Milan

www.buyerpoint.it

Media partner:

FERRA & CASA
MENTA & LINGHI

MONDO PRATICO.it
BRICO HOME GARDEN

greenline

GREENRETAIL.it



GRUPPO EDITORIALE
COLINS SRL

WHO WE ARE

A SIMPLE AND QUICK FAIR



Since 2008, Buyer Point has been striving to offer its participants a unique trade show experience, where companies and buyers can focus on meeting each other, eliminating all those activities and tasks that distract from the final outcome.

Exclusive and reserved access, pre-set stands, merchandise transportation handled by the organizers, dedicated parking, and on-site catering are just some of the aspects that over the years have made Buyer Point a

one-of-a-kind event and an unmissable meeting point for major Italian and European buyers.

Since 2015, there has been an increasing focus on internationalization, and its fast and concrete formula attracts many buyers from all over Europe and beyond each year. In these ten years, it has become an unmissable appointment especially for distributors who appreciate the opportunity to meet the top decision-makers of manufacturing companies.

The show within the show, the Buyer Point B2B Dinner is the must-attend event for the Italian DIY and garden industry. A one-of-a-kind networking opportunity to connect with clients



and suppliers in a relaxed setting, savouring exquisite cuisine and fine wines. And at the end of the evening, don't miss the Mojito corner.



B2B DINNER

THE DINNER THAT BRINGS THE MARKET TOGETHER



PRODUCT CATEGORIES

BATHROOM FURNITURE AND PLUMBING

CAR ACCESSORIES

DISPLAY AND SERVICES

GARDENING

- Fertilizers and soil
- Garden tools
- Irrigation
- Live plants and seeds
- Pesticides

HARDWARE AND TOOLS

- Fasteners
- Hand tools
- Metalware
- Power tools and machinery

HEATING AND CLIMATE

- Air conditioners
- Flue systems and fittings
- Pellets
- Stoves

HOME LIVING

- Doors and windows
- Electricity
- Frames
- Home automation
- Home textiles
- Lighting
- Locks and security

OUTDOOR

- Lighting
- Outdoor furniture
- Tents and gazebos
- Umbrellas and sunbeds

PAINTS AND COATINGS

PET

SAFETY

- Footwear
- Personal Protective Equipment (PPE)
- Workwear

STORAGE AND HOUSEHOLD

- Cleaning accessories
- Food storage
- Shelves and racks
- Small appliances
- Storage solutions

BUYER POINT VISITORS

- CATEGORY MANAGERS
- CONSTRUCTION CONSORTIUMS
- E-COMMERCE AND MARKETPLACES
- EUROPEAN SALES AGENCIES
- GARDEN CENTERS
- INTERNATIONAL IMPORTERS AND DISTRIBUTORS
- LARGE HARDWARE STORES
- LOGISTICS AND TRANSPORTATION
- MASS MARKET BUYERS
- STORE MANAGERS
- WHOLESALERS



Professional MEETING

THE NEW PROFESSIONAL MARKET AREA

A brand new area just for trade professionals, a sector of excellence in exports highly sought after by International buyers visiting Buyer Point. Within the main exhibition area, a zone dedicated to the professional world will be created with the possibility of pre-scheduling appointments with interested buyers. A selection of both Italian and foreign brands will be visiting Buyer Point in search of new opportunities in the professional market.



ITALIAN BUYERS

BUYER POINT IS A BENCHMARK FOR THE ITALIAN MARKET AND IS VISITED BY ALL THE MAIN NATIONAL OPERATORS. HERE IS A LIST OF THE MAIN BRANDS THAT HAVE PARTICIPATED IN THE FIRST 20 EDITIONS:

E-COMMERCE AND MARKETPLACE

AMAZON ITALIA
AOSOM
BRICO BRAVO
DALANI - WESTWING
EBAY ITALIA
FERRAMENTA CAROZZI
LEROY MERLIN MARKET PLACE
MANOMANO
MR WORKER
WORKSHOP

GARDEN CENTER

AGRICOLA
CAI - CONSORZI AGRARI D'ITALIA
GARDEN TEAM
GIARDINERIA
GIARDINIA
PERAGA
TUTTOGIARDINO

LARGE-SCALE DISTRIBUTION

BRICO CASA
BRICO IO
BRICO ITALIA
BRICO OK
BRICOCENTER
BRICOFER
BRICOLIFE
BRIGROS
CFADDA
COOP ITALIA
EUROBRICO
EVOLUZIONE BRICO
FDT GROUP
IPER - LA GRANDE I
LEROY MERLIN
OBI

WHOLESALE

A.CAPALDO
AXEL GROUP
BIGMAT
CDF - CENTRO DISTRIBUZIONE
FERRAMENTA

CORRADINI
DFL
FERRAMENTA CIMA
FERRAMENTA VENETA
FERRARI
FERRITALIA
FRANZINELLI
FRANZINI
FRASCHETTI
FRATELLI MOLLO
FRATELLI VITALE
GIEFFE GROUP
LA FERRAMENTA
MACHIERALDO
MALFATTI&TACCHINI
OD+
OTTIMAX
PENGO
PERRONE
PROGRESS
RAFFAELE
RODESCHINI
TERNA
VIANELLO
VIRIDEX



THE EXHIBITION AREA

4,400smq
AREA

Exclusive entrance:

it guarantees the opportunity to meet all Buyer Point visitors and fix the meetings online

B2B Dinner:

the most enjoyable work appointment of the year, in which meet your most important clients and talk about business with a mojito or a good glass of wine

All inclusive:

the stand price includes all the meals during the event, goods delivery, parking passes and all the fair costs

A single day:

an event designed to reduce the travel time and costs



FOREIGN BUYERS

FOR TEN YEARS, **BUYER POINT** HAS ALWAYS FOCUSED ON INTERNATIONAL VISITORS, WITH A PARTICULAR FOCUS ON DISTRIBUTORS AND IMPORTERS. OVER THE COURSE OF THESE TEN YEARS, THESE ARE THE MAIN BRANDS THAT HAVE VISITED **BUYER POINT**:

GARDEN CENTER

AGRICOM (BOS)
AVEVE GROUP (BEL)
GREEN PROJECT (ROM)
PROGREEN (ROM)
SAD GOROD (UKR)
SCHILLINGER (FRA)
VELETEX (MNE)

GRANDE DISTRIBUZIONE

ADEO GROUP (FRA)
ARABESQUE (ROM)
BAUMAX (GER)
BRICO (BEL)
CORA (ROM)
EPICENTRK (UKR)
ERMITAZAS (LIT)
HOME DEPOT (USA)
HORNBACK (GER)
HUBO (BEL)
INTERGAMMA (NED)
MATHAUS (ROM)

MAXEDA (NED)
MR BRICOLAGE (FRA)
NEOPRO (SPA)
OBI (GER)
PEVEC (CRO)
PRAKTIKER (BUL)
PROCOOP (BEL)
TOP LINE (IRL)
TVOY DOM (RUS)

GROSSISTI E DISTRIBUTORI

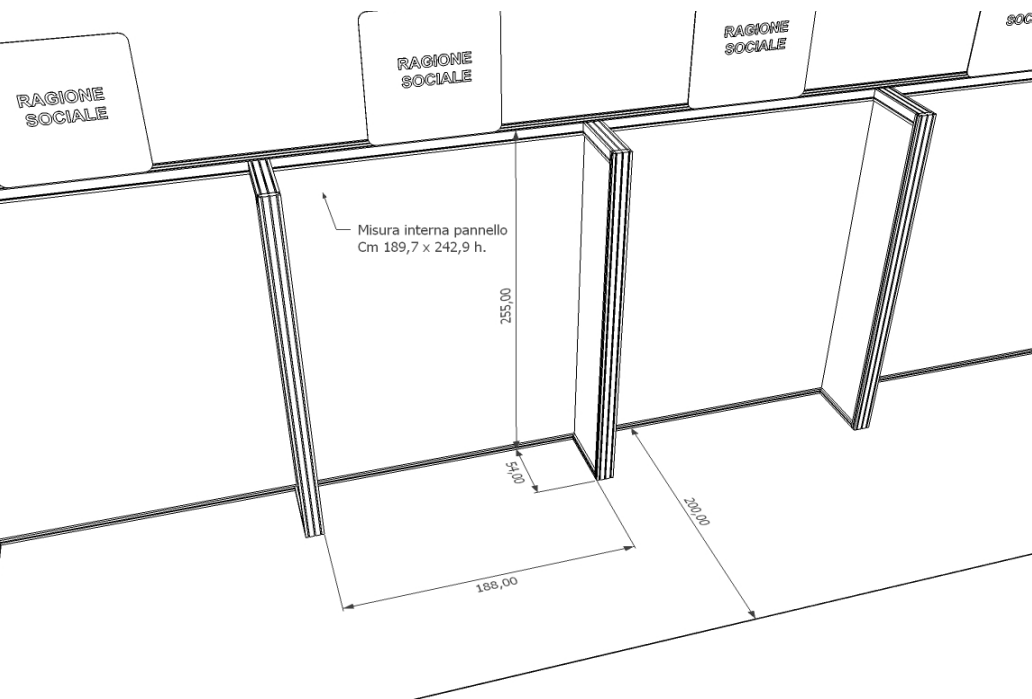
ALBINTRA (BEL)
BALTON TRADING ASIA (UZB)
BRICOMOL (MOL)
BROOKS (IRL)
EDIN GROUP (LUX)
EHLIS (SPA)
GALICO (BEL)
GRANARIUM (CRO)
GSG REGILL (USA)
KADIRELLI (TUR)

HONEST (ROM)
HEISSNER (GER)
LC CORPORATE (POR)
MAVROFIDOPOULOS (GRE)
MOUNTFIELD (CZE)
PAYMATE (SPA)
QUEEN MARKET (GRE)
RAWPLUG (IRL)
SAV SERVICE (UKR)
SCHULTZ WORLDWIDE (USA)
SEINEC (SPA)
SHAZAR (ISR)
SIEC BUDOWLANA (POL)
SMART VALUE (LIT)
STOCK ATH (BEL)
SUNNY IMPEX (CZE)
TEMAD (ROM)
THAU (BEL)
TRIUSO (GER)
VELLEMAN (BEL)
YALCO (ROM)

ALMOST **400**
BUYERS OF
WHICH **120**
FROM ABROAD



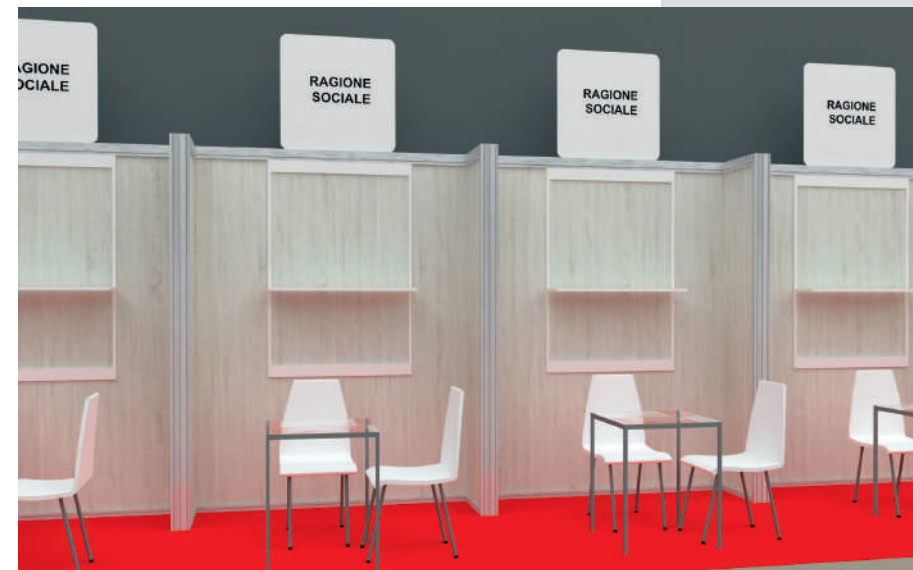
EXHIBITION FORMULAS



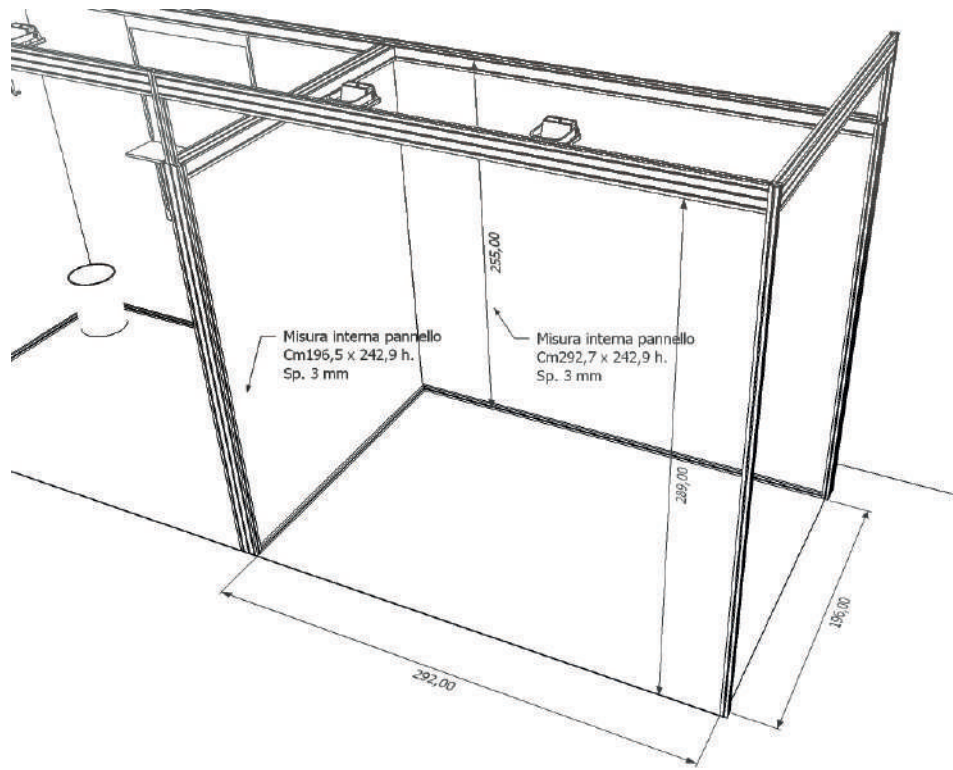
- a space of cm 188 (length) and cm 255 (height) to show your own products
- bilaminate white walls (not pierceable)
- vermillion red carpet
- 1 white table (cm 63x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 1 LED light 30W
- wiring and connections
- **2 ENTRANCES**



SHOWCASE
188x255 cm.



EXHIBITION FORMULAS



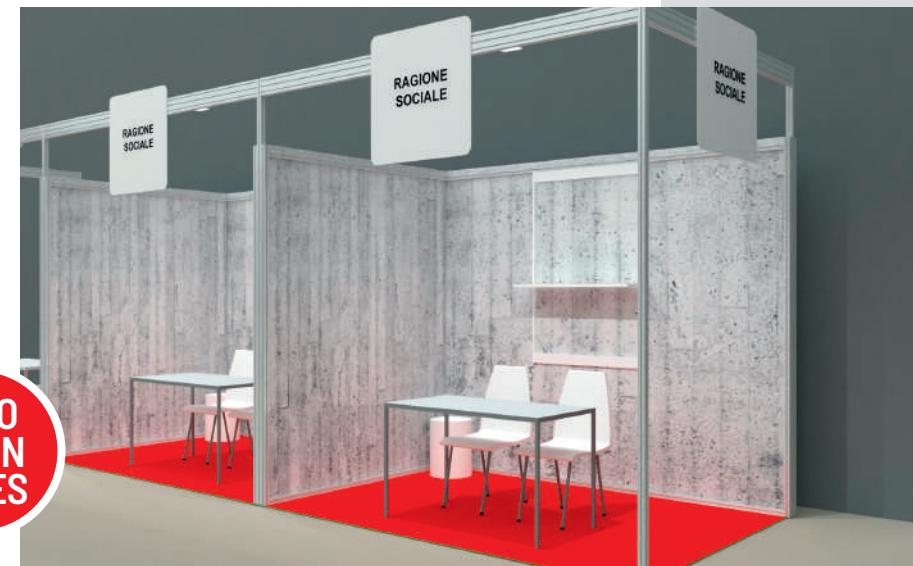
- bilaminate and concrete effect walls - cm 255 height (pierceable)
- vermilion red carpet
- 1 white table (cm 123x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 1 LED light 30W
- wiring and connections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



ONE
OPEN
SIDE

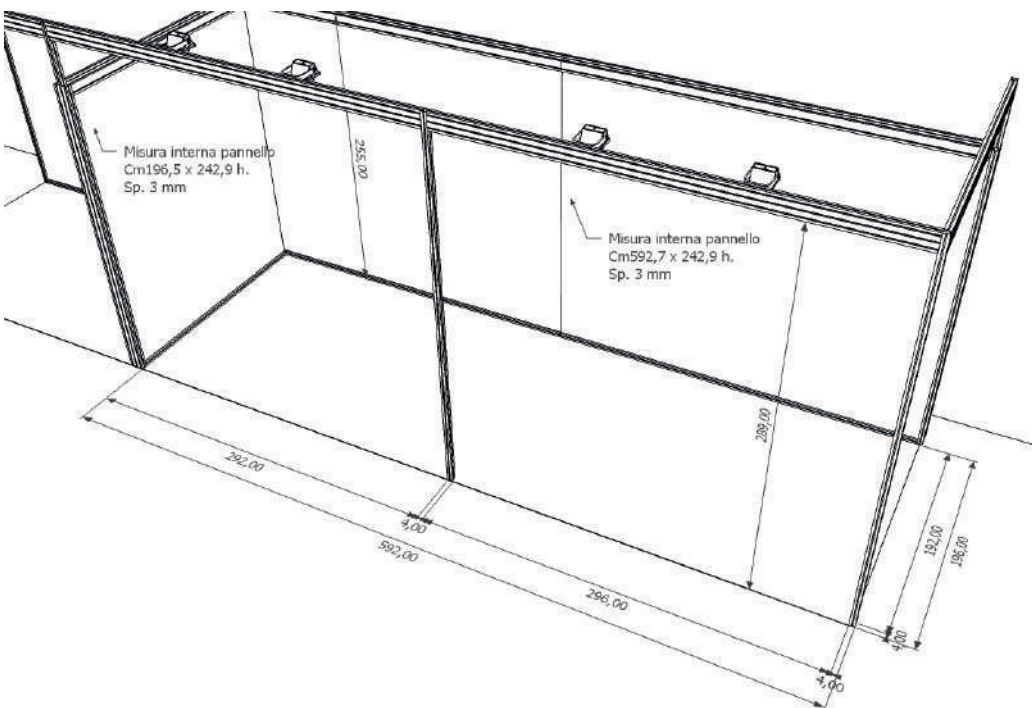
BASIC STAND

3x2 mt. (6 smq)



TWO
OPEN
SIDES

EXHIBITION FORMULAS



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

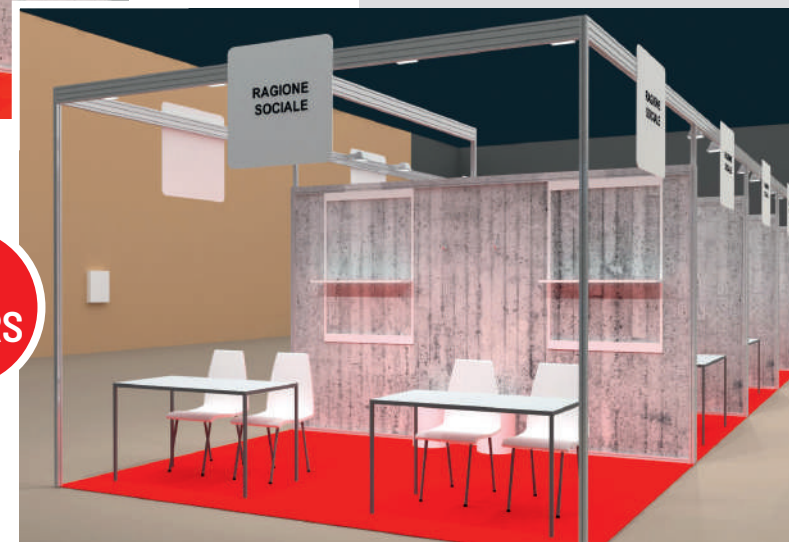


**6X2
METERS**

- WITH ONE OPEN SIDE
or
- WITH TWO OPEN SIDES

**4X3
METERS**

THREE OPEN SIDES



DELUXE STAND

6x2 mt. or
4x3 mt. (12 smq)

GOLDEN SPONSOR

BE A PROTAGONIST AT **BUYER POINT** WITH MAXIMUM VISIBILITY DURING THE EVENT.

- Printed logo on the bags that will be distributed during the event
- Logo in all Buyer Point communications
- Advertising in the January/February, March, April, and May issues of Ferramenta&Casalinghi
- Advertising in the January/February, March/April, and May issues of Greenline
- Unlimited access to the exhibition area
- Promotional flyer (max 100 gr) inserted in the B-Box
- Reserved parking and table at the B2B Dinner



CONTACT US

Gruppo Editoriale Collins
Via Giovanni Pezzotti 4, 20141 Milano
Ph: +39 02.837.28.97

buyerpoint@netcollins.com