

Press Release

BOLOGNAFIERE LAUNCHES BeFIRE: THE NEW INTERNATIONAL EXHIBITION FOR FIRE AND BIOMASS HEATING

From 10 to 12 February 2027, in Bologna, Italy's most internationally active exhibition group presents a new global hub for the sector.

Bologna, 10 February 2026 – BolognaFiere, Italy's leading exhibition group in the organisation of trade shows and for its direct presence abroad, announces the launch of BeFIRE, the new international trade exhibition dedicated to the world of fire and biomass heating, scheduled to take place in Bologna from 10 to 12 February 2027.

With the organisation of BeFIRE, BolognaFiere further strengthens its portfolio by inaugurating in Bologna a project conceived from the outset as a European platform, designed to move beyond the boundaries of individual national markets and become a benchmark for the entire continental value chain.

BeFIRE builds on BolognaFiere's expertise in creating and managing international exhibitions and on the awareness that the biomass heating sector today requires a broader, integrated and supranational vision.

The launch of BeFIRE is fully aligned with BolognaFiere's industrial model, based on:

- Direct operational presence in numerous foreign countries
- Structured and territorial commercial networks
- Ongoing communication campaigns across international markets
- The ability to attract global operators and develop new exhibition formats

Thanks to this approach, BeFIRE will rely on a widespread commercial organisation across Europe, with established presences in Germany, France, Spain, Scandinavia, Turkey and the Balkans, ensuring a strong internationalisation effort from the very first edition.

BeFIRE aims to provide visibility, value and perspective to one of the strategic sectors of the energy transition.

Today, energy produced from biomass – firewood, pellets and wood chips – represents the leading renewable energy source in Italy and the second most important source for domestic heating.

Despite these figures, the sector is often under-recognised, even though it includes Italian companies that are European leaders in the production of stoves, boilers and fireplaces. It is an industry that requires greater visibility and clearer recognition in dialogue with institutions.

BeFIRE has been created to address this need, positioning itself as a leading international platform for business, innovation, and dialogue among all stakeholders in the value chain. The format is designed to support a sector operating in a complex and constantly evolving environment, offering concrete growth tools and new development opportunities.

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For three days, business, innovation and emotion will take centre stage in a strongly international context. BeFIRE will create networking opportunities and showcase the most important technological innovations in the sector, highlighting manufacturers' achievements in reducing fine particulate emissions, improving appliance efficiency and developing solutions dedicated to air quality.

Significant space will also be dedicated to start-ups, particularly those engaged in advanced technologies and new applications.

BeFIRE will also be an opportunity to strengthen international relations, build new partnerships and rediscover the cultural and emotional value of fire—an energy that has accompanied humanity for millennia.

*“BeFIRE was created to strengthen the competitiveness of a strategic sector for the energy transition” states **Antonio Bruzzone, CEO of BolognaFiere** “Our goal is to build a leading European platform where industry, the value chain, institutions and the market can engage in a structured dialogue on technological innovation, environmental sustainability and regulatory alignment. A place capable of supporting the evolution of biomass heating while enhancing its industrial, energy and employment contribution. BeFIRE will best represent BolognaFiere’s international vocation,” adds Bruzzone. “This sector needs to expand its horizons, to push innovation not only in products but also in business models, and to rediscover the aesthetic and emotional value of fire.”*

The appointment is set for 10–12 February 2027 at BolognaFiere.

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