



REGISTRATION NOW OPEN FOR Be Fire, THE NEW INTERNATIONAL TRADE FAIR DEDICATED TO BIOMASS HEATING

From 10 to 12 February 2027, BolognaFiere will host an innovative, cutting-edge trade fair focused on heating and energy production from woody biomass.

Bologna, 6 May 2026 - **Stoves, fireplaces, boilers and wood- and pellet-fired cookers** will take centre stage at Be Fire, the new BolognaFiere event dedicated to the world of fire and biomass heating, scheduled to take place in **Bologna from 10 to 12 February 2027.**

Registration is now officially open for the first edition of this new event, which aims to bring visibility, fresh energy and vision to a strategic sector of the energy transition through a B2B event capable of combining business, technology and the culture of fire.

Today, the biomass heating sector faces three key challenges that are holding back its development: visibility that remains too national and fragmented; a real need for technological and commercial innovation; and a narrative that, until now, has placed the emotional dimension in the background — the very element that makes fire desirable, welcoming and deeply connected to the experience of warmth and well-being.

Be Fire responds to these needs with an innovative trade fair format designed to strengthen competitiveness by building a leading European platform where industry, the supply chain, institutions and the market can engage in structured dialogue on technological innovation, environmental sustainability and regulatory alignment. It will be a place capable of supporting the evolution of biomass heating while enhancing its industrial, energy and employment contribution.

*“Today, the energy produced from biomass — firewood, pellets and wood chips — represents the **first source of renewable energy in Italy and the second most important source for domestic heating,**” says Antonio Bruzzone, CEO of BolognaFiere. “Despite this, the sector often receives limited recognition, even though it includes Italian companies that are European leaders in the production of stoves,*



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boilers and fireplaces. This is an industry that needs greater visibility and clearer legitimacy in its dialogue with institutions.”

For three days, business, innovation and emotion will be at the heart of a strongly international setting. Be Fire will create networking opportunities and present the sector’s most important technological innovations, highlighting the progress achieved by manufacturers in reducing fine particulate emissions, improving appliance efficiency and developing solutions dedicated to air quality. Significant attention will also be devoted to the development of advanced technologies and new applications.

“Be Fire aims to respond to this need,” Bruzzone concludes, “positioning itself as an international platform for business, innovation and dialogue among all players in the supply chain. It is a format designed to support a sector operating in a complex and constantly evolving context, offering concrete tools for growth and new opportunities for development.”

Be Fire stems from BolognaFiere’s experience — as one of Italy’s leading exhibition groups in terms of turnover, number of events organised and capacity for internationalisation — and from the awareness that the biomass heating sector today requires a broader, more integrated and supranational vision. This industry needs to expand its boundaries, drive innovation not only in products but also in business models, and rediscover the aesthetic and emotional value of fire.

The event will take place from 10 to 12 February 2027 at BolognaFiere, where the energy of fire meets the future of business.

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