



THE SPACE><EARTH INDUSTRY CONVERGENCE HUB

Where exploration ends, integration begins

RIMINI EXPO CENTRE • RIMINI, ITALY
23—25 SEP 2026

ORGANIZED BY
**ITALIAN
EXHIBITION
GROUP**
Providing the future

WHAT'S BEX?

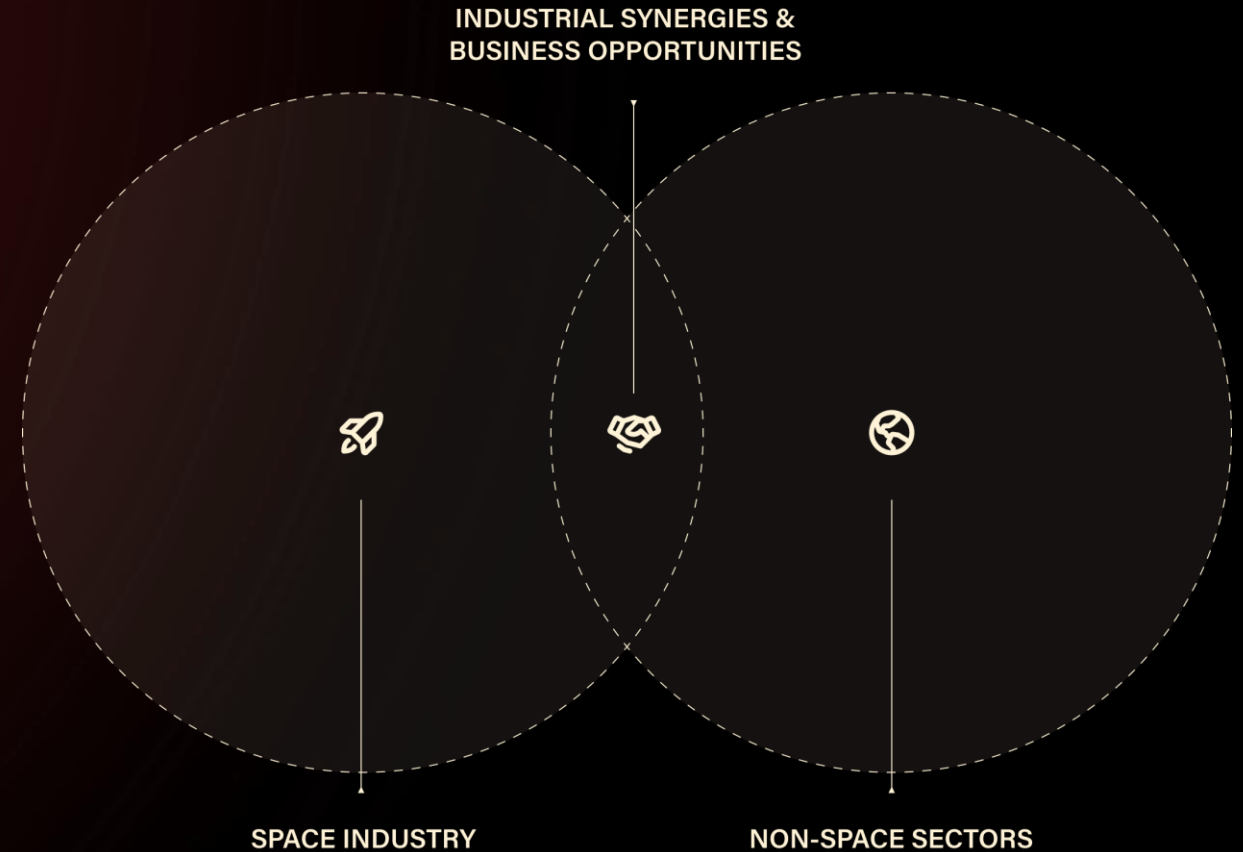


VISION

Space and Earth face the same challenges.
They just haven't met yet.

Companies are pushing beyond our
atmosphere and industries are looking for
solutions they haven't found yet.
Both have proven solutions that could
create value for the other.

BEX is where that conversation begins.



WHY NOW

01 A vision born in Houston

An international mission that revealed concrete opportunities for growth, positioning and leadership in the global space sector.

02 A market gap in Europe

No dedicated event bridging space economy, commercial spaceflight and cross-industry innovation.

03 Italy's strategic position

A leading European aerospace force with a fully integrated space supply chain, positioning the country as a key driver of innovation, industrial competitiveness and technological sovereignty across the continent.

04 Riding exponential growth

Intercepting the rapid expansion of the space economy and creating a strategic platform for business, innovation and international dialogue.

05 A codesigned, high-level project

Combining the exhibition expertise of Italian Exhibition Group with a steering committee of leading industry experts.

SCENARIO: ITALY

Italy stands as a top-three aerospace power in Europe, trailing only France and Germany, with a sector turnover of € 19 billion—of which € 8 billion is driven purely by the Space Economy. Within the €130 billion EU market, Italy distinguishes itself through a full-spectrum supply chain, from launch systems to satellite-based services, generating € 2.1 billion in space exports. This strategic leadership is underpinned by a massive commitment to innovation, with 68% of firms actively investing in R&D, positioning Italy as a cornerstone of European technological sovereignty.

TOTAL REVENUE → € 19B (AEROSPACE + DEFENSE)

SPACE ECONOMY → € 8B

SPACE EXPORT → € 7.5B (+14% YEAR-OVER-YEAR)

SCENARIO: THE WORLD

NEW SPACE
ECONOMY

\$613B

2024



\$1.8T

2035

SATELLITES

12K

Today



+25K

2030

LAUNCH COSTS

\$54.500/kg

2024



\$2.720/kg

2035

Data source: [Space Foundation 2025](#) (dato \$613 miliardi nel 2024), [McKinsey](#), [NASA Technical Reports](#), [WEF](#)

By 2035 downstream applications will be worth over 1 trillion dollars

Data source: McKinsey

MISSION

We want to **accelerate** the
New Space Economy by creating **synergies**
among space industry, non-space companies,
innovation and human capital.

HOW TO ACHIEVE OUR MISSION

01 International – first vision

BEX's mission is to showcase companies in a global context by building an international environment powered by delegations, hosted buyers, and exhibitors from Europe and beyond.

02 Synergy with the financial sector

Networking and mentorship meetings fostering co-investment and strategic partnerships among space start-ups, investors, and financial institutes.

03 Cooperation with universities

Academic partnerships to co-create educational content and promote student competitions and hackathons.

04 Digital networking platform

App with matchmaking capabilities for job openings and CVs, integrated chat, personalised agenda, and dedicated investor area.

05 Engagement of communication experts

Collaboration with communication agencies for integrated promotional strategies and multimedia content on case studies and space technology applications.

WHAT MAKES BEX DIFFERENT

Industry events today reinforce silos rather than break them.

BEX was built on the opposite principle: bridge space and terrestrial industries, connect capital with innovation, and open doors for the next generation of talent.

MARKET TODAY



BEX SOLUTION

95% OF EVENTS ARE SINGLE-SECTOR ONLY

60% SPACE + 40% NON-SPACE IN ONE PLACE

VCS AND START-UPS MEET AT
SEPARATE EVENTS

INVESTORS MEET HUNDREDS OF START-UPS
IN ONE PLACE

NEXT GEN WATCH FROM THE SIDELINES

15% OF THE PROGRAM IS DEDICATED TO
CAREER DEVELOPMENT

EXHIBITION PROJECT

EXHIBITORS SECTORS

NEW SPACE ECONOMY e IN-ORBIT OPERATIONS

Non-space industries and SMEs with Industrial Expertise applicable to the Space:

- Transport & Logistics
- Environment & Sustainability
- Energy
- Advanced Materials
- Agriculture & Food
- Healthcare & Wellness
- Automotive
- Tech Fashion & Textile
- Packaging

SPACE INDUSTRY- TECHNOLOGY AND INFRASTRUCTURE (UPSTREAM)

- Space transorbital modules and space stations
- Space access and propulsion systems
- Components and infrastructure for space missions

SATELLITE DATA-BASED APPLICATIONS AND SERVICES (DOWNSTREAM)

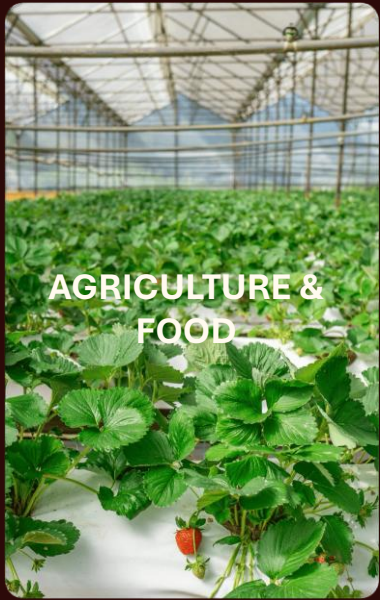
- Satellite constellations and Earth Observation technologies
- Digital Twin, mapping, telecommunications, environmental security
- Commercial and governmental services based on space data and AI

UNMANNED OPERATION SPACE, AERONAUTICS, UNDERWATER, GROUND ROVERS

Drones, systems, vehicles and robotics for multi-domain and multi-operation application

CROSS-SECTORAL AREAS

- Start-ups and incubators
- Universities and Think Tanks
- Government agencies and NGOs
- Institutions



VISITORS TARGET

BUSINESS

- Major Space Industry Contractors
- Non-space industries and SMEs looking for new business opportunities in space
- Potential Customers for Downstream Space Applications (es agriculture, water treatment, Transport and logistics, Insurance...)
- The financial ecosystem: investment banks, venture capitalists, and angel investors from both space and non-space sectors.

INSTITUTIONAL

- Governmental and Regional Authorities
- Research centres and foundations, engaged in the promotion of multidisciplinary research.
- Educational institutions and universities, with both space and non-space sectors programs
- Military bodies and defence agencies

NEXT GEN

- STEM school and university students, seeking inspiration for their academic and professional journey.
- PhD candidates and researchers, ready to share innovative projects.
- Recent graduates, drawn to career opportunities within the New Space Economy.
- Start-ups and young entrepreneurs
- Science, space and technology enthusiasts

SPECIAL FOCUSES



OPEN INNOVATION DISTRICT:

It is the heart of BEX's entrepreneurial ecosystem, uniting 50+ **start-ups**, **emerging technologies**, dozens of potential **investors**, and **established enterprises** to accelerate sustainable innovation in the Space Economy.

It delivers an immersive arena combining high-level conferences, strategic networking, targeted communication, and innovation awards.

In collaboration with: EY

With the support of: ASI –Agenzia Spaziale Italiana; ART-ER;
Confindustria Fondazione MAI; ANGI – Associazione Nazionale Giovani Innovatori;
IIT – Istituto Italiano di Tecnologia; Primo Space (Primo Ventures SGR);
Plug and Play Tech Center

IN COLLABORATION WITH



OPEN INNOVATION DISTRICT MEETS TALENTS

Within the Innovation District, is the talent and job matching program designed to bridge the space sector's skills gap.

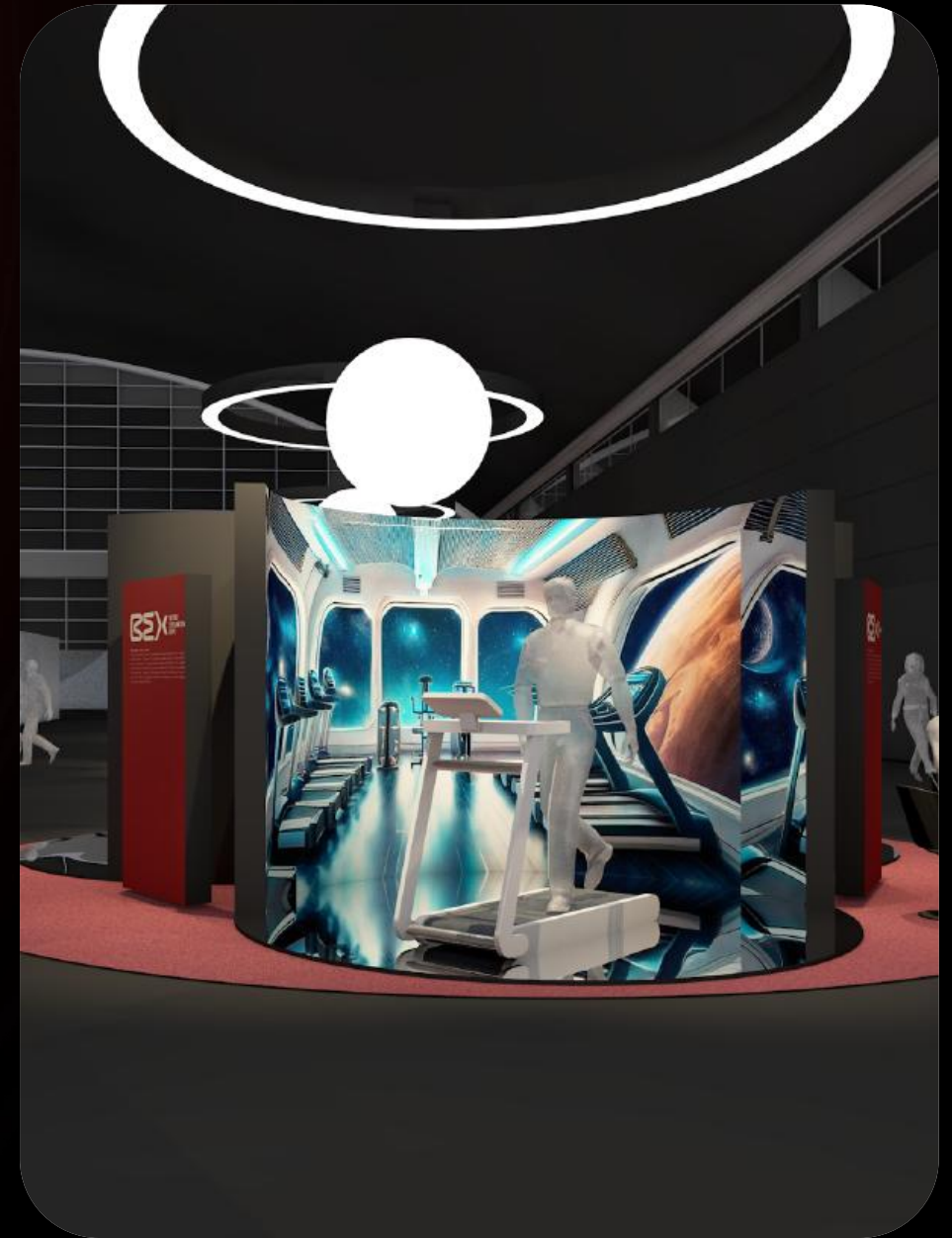
The industry requires finance, strategy, and risk management expertise - not just engineering.

Yet educational systems remain imbalanced, producing few professionals equipped to understand space from an economic perspective. The Open Innovation District connects this emerging talent pool with the companies that need them.

THE ASTRONAUT'S HOME

An **immersive installation** that transform daily life in space into an immersive exhibition journey. An innovative format that combines storytelling, brand experience, and business through **5 themed environment**:

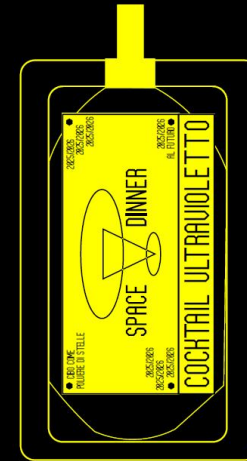
- **THINK LOUNGE** - Where explorers fuel up for the mission
- **ENERGY ROOM** – To feed the body to gain strength and vigor
- **WORK STATION** - To conceive the future of orbit operations
- **WELL-BEING ZONE** – Body & mind training zone among the stars
- **KING BEDROOM** - Where dreams become reality



AN EXCLUSIVE EXPERIENCE FOR BEX'S TOP-TIER STAKEHOLDERS

The Space Cocktail experience invites participants to discover space-inspired culinary delights, from the iconic Gagarin tubes to freeze-dried products used by astronauts. Guests will enjoy the "Ultraviolet Cocktail" paired with other products that has even traveled to space.

Set within the House of the Astronaut project, the Space Cocktail offers a unique platform for engagement, storytelling, and networking among key decision-makers and sector visionaries.



APERITIVO 01
Cocktail Ultravioletto



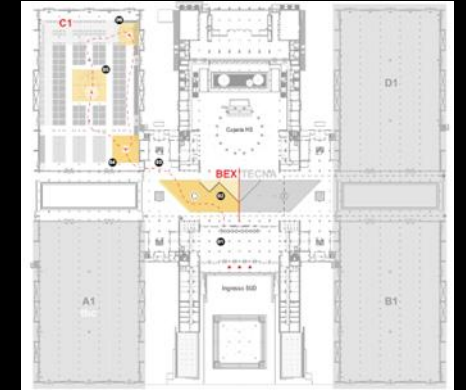
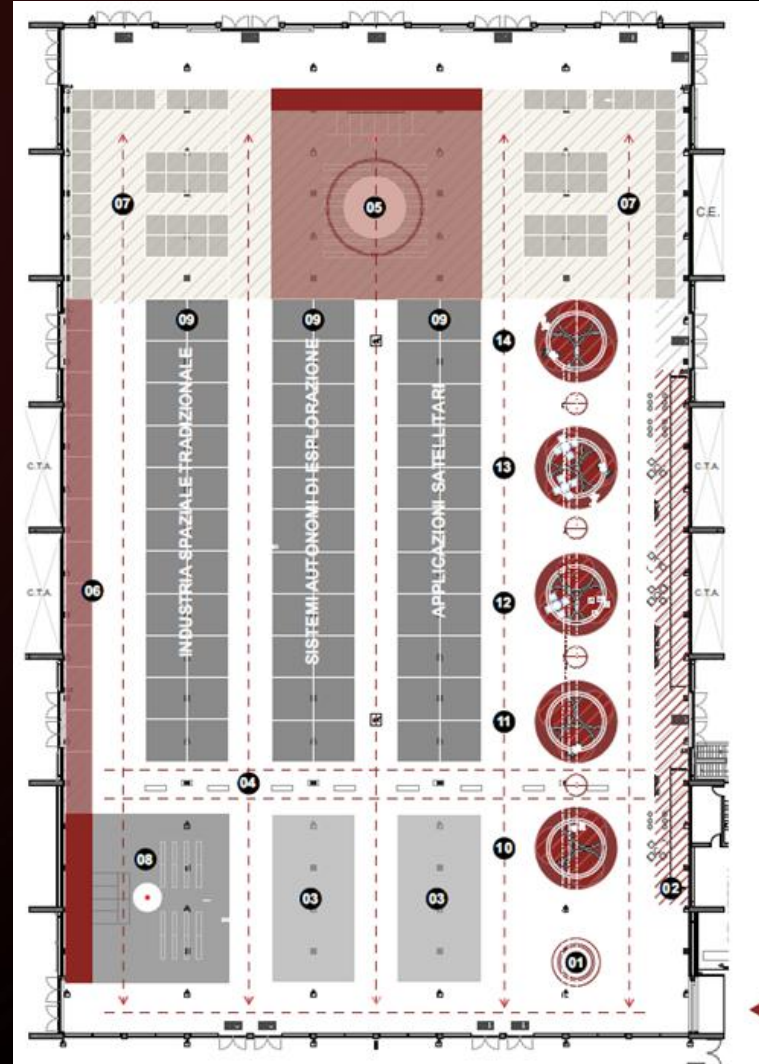
EXHIBITION LAYOUT

BEX will take place in the C1 Hall of the Rimini Expo Centre, close to the Main Entrance.

The hall will host:

- Exhibition areas
- Stages for events
- Start-up village and Student area
- The Astronaut's Home

The event becomes the go-to platform for turning space technology into real impact for the economy and society.



- | | |
|------------------------------------|-------------------------------------|
| 1. Entrance | 12. Astronaut's Home · Work Station |
| 2. Press Corner | |
| 3. Institutions | |
| 4. Lounge Area | 13. Astronaut's Home · Body Zone |
| 5. Main Arena | |
| 6. Student Area | |
| 7. Start-up Village | 14. Astronaut's Home · Body Zone |
| 8. Start-up Village | |
| 9. Second Stage | |
| 10. Exhibition Areas | 15. Astronaut's Home · King Bedroom |
| 11. Astronaut's Home · Energy Room | |

EVENTS PROGRAMME

A satellite view of Earth at night, showing the curvature of the planet and numerous glowing city lights across the continents. The text is overlaid in the center.

A programme designed to bridge
institutions, industry and research,
turning space topics into cross-
sector dialogue and opportunities.

CONFERENCE ROOMS



n. 2 rooms in the exhibition hall

Main Arena – 100 seats

Exploration Arena – 70 seats

Stage set up with armchairs (tbd)



n. 2 rooms in the conference centre

Diotallevi 1 – 98 seats

Diotallevi 2 – 70 seats

Speakers' table with 6 seats + lectern

TREND-DRIVEN, ENGAGING FORMATS



up to 1h 30 min

main conferences (no concurrent sessions)

interviews with opinion leaders

round tables

debate / panel discussion

expert workshops

short training courses



CHAIRMAN

Prof. GIUSEPPE SALA

Politecnico di Milano
Department of Aerospace Science and Technology



Giuseppe Sala is full Professor of Aerospace Structures at Politecnico di Milano and former head of the Department of Aerospace Science and Technology. He has authored over 250 scientific publications and coordinated numerous European and national research projects in advanced aerospace materials and technologies.

MEMBERS

UPSTREAM SPACE INDUSTRY

Stefano Gualandris

MEF – Ministry of Economy and Finance
Marina Militare - Ufficio UGSI
ASI – Italian Space Agency

NEW SPACE ECONOMY e IN-ORBIT OPERATIONS

Marcello Azzoni

IRB NASA
Cluster Exploore Aerospazio Marche

UNMANNED OPERATION

Col. Luigi Levante

Italian Air Force Pilot
ENAC - Italian Civil Aviation Authority

DOWNSTREAM SATELLITE APPLICATIONS

Massimo Claudio Comparini

Leonardo - Managing Director Space Division

STRATEGIC ADVISOR

Alessio Grasso

Italian Air Force (Ret) General

BEX AMBASSADOR

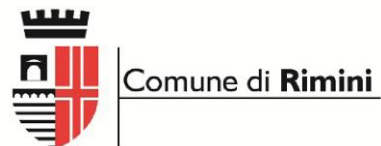
Col. Walter Villadei

Professional Italian Air Force astronaut

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OUR PARTNERS

WITH THE PATRONAGE OF:



WITH THE SUPPORT OF:



OUR NETWORK



OUR EXHIBITION EXPERIENCE

- **Over 70 years of experience** in the international exhibition industry.
- **68 trade fairs** organized or hosted annually.
- **119 congress and conference** events managed throughout the year.
- Operations **across multiple continents** through international subsidiaries and joint ventures.

ITALIAN EXHIBITION GROUP



With its events, subsidiaries, joint ventures, and platforms for incoming buyers and outgoing companies, IEG has built a global network across 10 countries that attracts, supports, and promotes its key industries:

- **GREEN & TECHNOLOGY**
- **FOOD & BEVERAGE**
- **JEWELLERY & FASHION**
- **WELLNESS & OUTDOOR**
- **TOURISM & HOSPITALITY**
- **LIFESTYLE & ENTERTAINMENT**
- **INDUSTRIAL**

ITALIAN EXHIBITION GROUP

WE ORGANIZE TRADE SHOWS AND CONFERENCES IN ITALY AND THROUGHOUT THE WORLD.
WE BRING INDUSTRIES, RELATIONSHIPS AND EXPERIENCES TOGETHER.
WE CARE ABOUT THE PLANET.

Italian Exhibition Group is a company listed on the stock exchange. It has achieved a domestic leadership position in the organization of trade shows and congresses.

It has also developed foreign activities that have positioned it among the leading European operators in the sector.

65.9 MLN € EBITDA

+33.1% compared to 2023

250 MLN € REVENUES

+17.7% compared to 2023

56 EVENTS

119 CONGRESSES

LET'S CONNECT

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LET'S BUILD THE FUTURE

BEEX BEYOND
EXPLORATION
EXPO