

# 30 YEARS OF SCUBA DIVING



# 3UD1

## NUMBER 1 IN ITALY

21–23 February 2025 | Bologna Italy  
www.eudishow.eu | eudishow@eudishow.eu

# 30<sup>th</sup> EUDISHOW 2025



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# The event

Eudi show is the most important national event for workers in the diving industry: didactics, diving centers and aficionados. The 30th edition will be held in BolognaFiere from 21st to 23rd February 2025. It creates business opportunities, facilitating the meeting between supply and demand, and facilitating the choice-making.

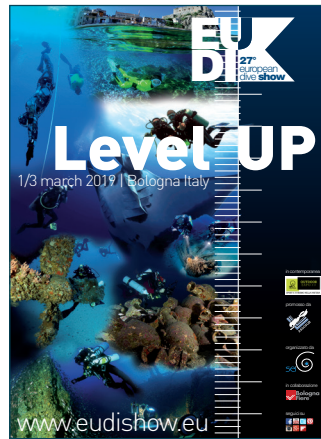


# 30 years of Eudi Show

In 1982 Assosub was present at the fair in Verona for the first time, showcasing a new event – Eudi Show, the European Dive Show. It was just a small event, a little over 1000 sqm of exhibition. The Salone della Subacquea (Scubadiving Event) was a great success that year and something new bloomed, something that would carry on to our days. That success, during the following years, always in Verona, pushed through and the exhibition space tripled by the end of the third edition. From 1996 to 2001 the fair moved to BolognaFiere and was a great success. In 2001 it covered 9,000 sqm. The big growth was also thanks to the input of the big firms working in the field, in 2000.

In the same year the fair detached itself from game fishing (they were together up until then), and it moved from november to march (this is why there was no fair in 1999.) The need to stick to the new dates (not available during those years in Bologna), together with the idea of creating a sort of travelling fair, steered the decision in the Assosub Council to move back to Verona for two more editions. In 2004 Genoa was declared European Capital for Culture and since much of the culture and tradition of Genoa is sea-related, Eudi Show decided to move the event to the Fiera del Mare, the Sea Fair, to honour Genoa as best as it could. It was a great success and the event had a very good feedback.





After one first edition in Rome in 1995 (between the editions in Verona and in Bologna), Eudi Show went back to the new fair headquarters in Rome, in Fiumicino, in 2004. The Fair took place as part of the Big Blu event, the very event that launches the new headquarters. The three editions in Rome were a huge success, with over 100,000 visitors. In 2010 Eudi Show went back to Bologna thanks to a new agreement between Confisub and Assosub that reunites the branch. Going back

to Bologna was like going back to the roots, since at the same time the Fair of Fishing Show was on. From 2012, the fair arrived at the prestigious headquarters of Milan, celebrating its 20th edition. The fair was held simultaneously with the BIT (Borsa Internazionale del Turismo – International Tourism Stock) and it found its new form and visibility. In 2014 Eudi Show went back to Bologna and its success just kept growing.

### 30 anni di Eudishow

1st edition	1992	Verona	9th edition	2001	Bologna	17th edition	2009	Roma	25th edition	2017	Bologna
2nd edition	1993	Verona	10th edition	2002	Verona	18th edition	2010	Bologna	26th edition	2018	Bologna
3rd edition	1994	Verona	11th edition	2003	Verona	19th edition	2011	Bologna	27th edition	2019	Bologna
4th edition	1995	Roma	12th edition	2004	Genova	20th edition	2012	Milano	28th edition	2020	Bologna
5th edition	1996	Bologna	13th edition	2005	Genova	21st edition	2013	Milano	29th edition	2023	Bologna
6th edition	1997	Bologna	14th edition	2006	Genova	22nd edition	2014	Bologna	<b>30th edition 2025</b>	<b>Bologna</b>	
7th edition	1998	Bologna	15th edition	2007	Roma	23rd edition	2015	Bologna			
8th edition	2000	Bologna	16th edition	2008	Roma	24th edition	2016	Bologna			

# The figures of 2023

29<sup>th</sup> edition

About 20.000  
visitors

227 exhibitors

200 events:  
EudiMovie, EudiPhoto,  
EudiMovieDiving,  
conferences, debates,  
refresher courses,  
presentations, pool  
demonstrations and so on...

10 interactive points

14 classes by  
Master of scuba diving  
professionals

15 classes of  
Photo and  
video  
University

10 classes of  
Video Sub Cafè

21 apnoea  
events

171 contestants

7074 sqmt  
of space

744 sqmt  
of interactive spaces

359.316 website  
views

More than 5.000  
operators

37 qualified  
journalists



# Features 2025

For 2025 these are the elements to add to our standard offer:

- 3 days: friday, saturday and sunday (to reduce costs and focus the results).
- Friday night happy hour for exhibitors.
- Saturday 30° Anniversary party! opening up till 8 p.m.

## A wider visitor-target:

- Free entrance to all the newly patented divers in 2025.
- Guided tours for schools on Fridays.

## More reasons to visit:

- More interactive places with creation of a living room for technical meetings, a space for movies, one for social media and all related initiatives.

## Developing interactivity before, during and after:

- Many kinds of video contests.
- Numerous exhibitions of high historical and cultural profile.





## Visitors focus

We give our visitors many reasons to visit.

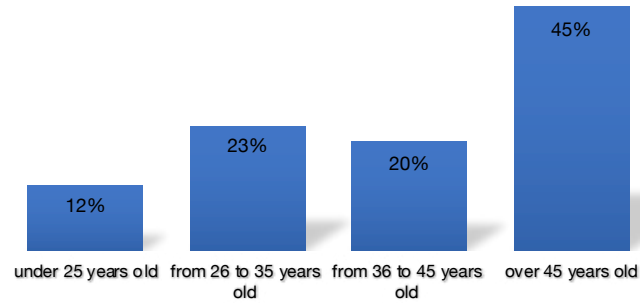
The participation of special guests from the scuba diving world.

- **A lot of courses, stages and technical meetings**
- **Conferences**
- **The famous prizes Tridente d'oro Rossana Maiorca**
- **Interactive spaces**

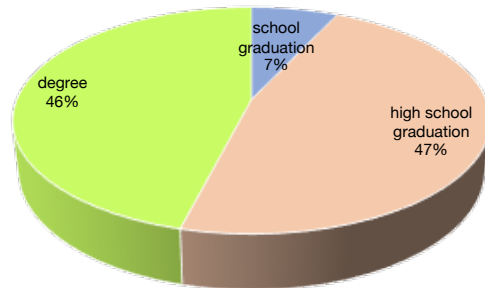
# Visitor's profile

## Età

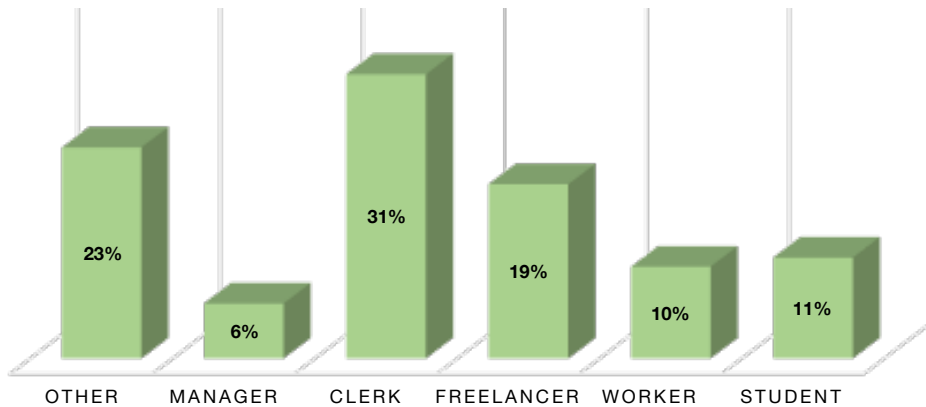
## AGE



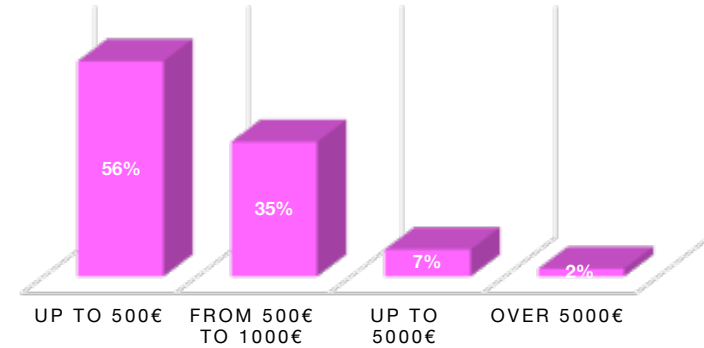
## Level of study



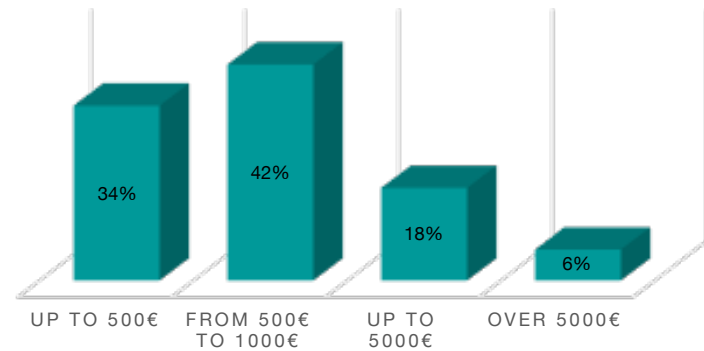
## Profession



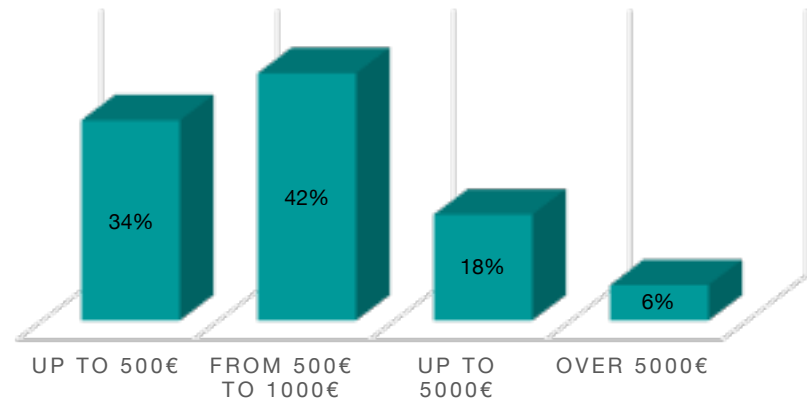
## Annual spending in diving equipment



## Annual spending in diving activity



## Buying attitude







# Why exhibiting with us

Because you'll be guaranteed to reach your clients and meet new ones, to strengthen your brand awareness and to increase your sales volume.

The exhibition layout and the events that gravitate around it are the strong assets of the Salone. Many opportunities for exhibiting firms to present their products directly from inside the fair quarters. Free interactive spaces for all the exhibitors.



# The fair's

The fair is divided into 3 big areas:

## APNEA VILLAGE

An area dedicated to apnea firms and where a stage is available for all the presentations and events of the sector.

## SHOP AREA

An area with specialized shops.

## EXHIBITING AREA

The actual fair grounds for all the exhibitors  
The interactive spaces available for the exhibitors:

- LUIGI FERRARO STAGE
- ENZO MAIORCA STAGE
- ASSOSUB STAGE
- TECHNICAL CORNER
- DIVE DOCTOR AREA
- VIDEO SUB CAFÉ
- CONFERENCE ROOMS



# Many good reasons to be there

The Conferences and the Workshops organized by EUDI SHOW, that have always characterized the event, are like a call for the many visitors looking for tech news, rules updates, new projects and ideas.

Eudi Show grants visibility to all the exhibiting firms. This visibility is supported by extensive media coverage on the main media channels related to the sector, special pre- and post-fair on national and international industry related press, direct mailing actions towards selected operators, a website constantly updated with news related to the industry and, starting from this year, a massive social media coverage.

The screenshot shows the website for the 30th edition of EUDI SHOW. The main banner features the event logo and the text "30 ANNI di SUBACQUEA" and "del 21 al 23 Febbraio 2025 - from 21st to 23rd February 2025 | Bologna Italy". Below the banner, there are navigation menus and a central section with a circular logo and four progress indicators: "SPORTE" (135), "PUNTI" (16), "PUBBLICITÀ" (11), and "TECNICI" (22). The website also includes a "CLICCA QUI PER SCOPRIRE QUALI SONO LE AZIENDE PRESENTI A EUDI 2025" button and a "NEWS" section with a "Concorsi" sub-section.



# The market

**Italian market:** according to the latest estimates there are around **600.000** divers, a third of which are considered **active**.

## Socio-demographic profile:

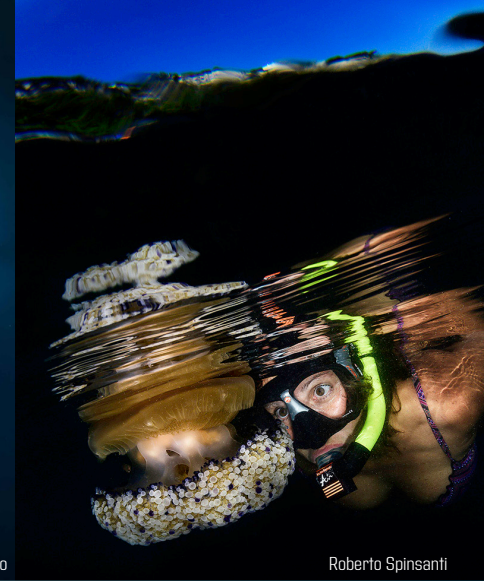
- between **24 and 54 years old**
- mainly **male**
- love **travel** and search for **adventure**
- **above**
- **average income**
- **professionals or self employed**



Julian Nedev

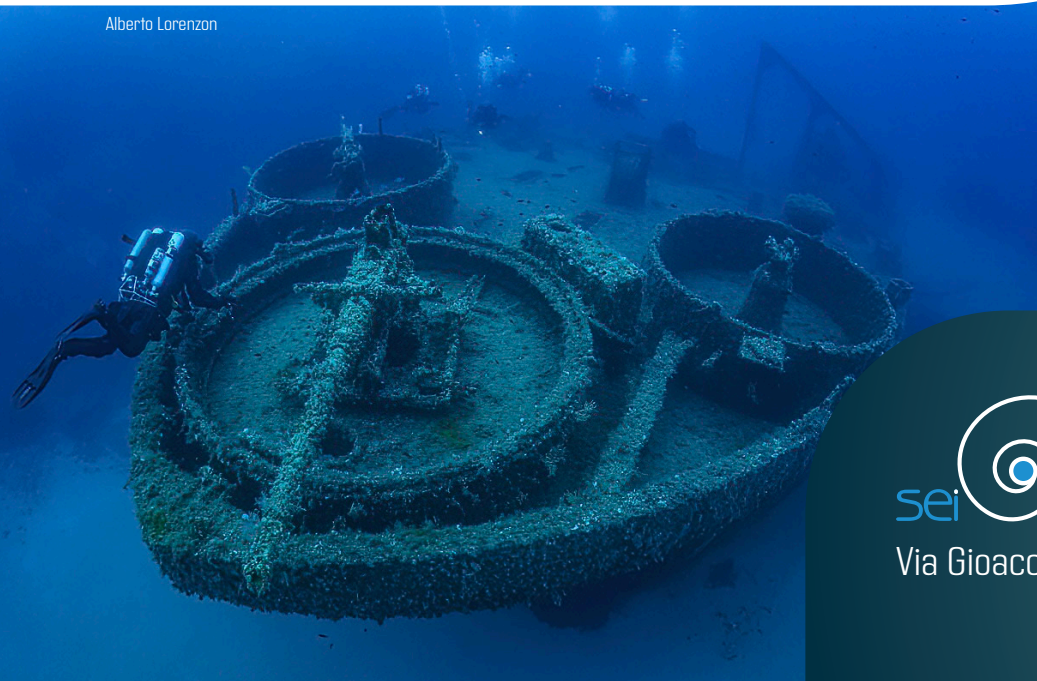


Cristian Turato



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*Contatti*