



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA

IO SONO FRIULI VENEZIA GIULIA

FAIR OF CULTURE AND CREATIVITY

WHAT IS EUREKA?

EUREKA IS AN INITIATIVE DESIGNED TO PROMOTE CULTURAL AND CREATIVE INDUSTRIES BY FACILITATING CONNECTIONS BETWEEN THEM AND BUSINESSES FROM OTHER SECTORS, FOSTERING NEW OPPORTUNITIES FOR COLLABORATION AND GROWTH.

Exhibitors: COMPANIES FROM THE CULTURAL AND CREATIVE SECTORS, REPRESENTING BOTH ITALY AND INTERNATIONAL MARKETS.

Visitors: OPEN TO ALL, PARTICULARLY INDUSTRY PROFESSIONALS AND COMPANIES ACROSS ALL SECTORS LOOKING TO ESTABLISH VALUABLE CONNECTIONS AND COLLABORATIONS WITH THE EXHIBITORS.

Results from the 2024 edition: 3,500 SQM OF EXHIBITION SPACE, 103 STANDS FROM CULTURAL AND CREATIVE COMPANIES, 352 B2B MEETINGS BETWEEN CULTURAL COMPANIES AND TRADITIONAL BUSINESSES, 3 INNOVATION ARENAS SHOWCASING INDUSTRY DEVELOPMENTS, TWO MORNING SESSIONS TO DISCUSS THE INTERSECTION OF CULTURE AND BUSINESS, BEST PRACTICES, AND EMERGING TRENDS.

AS WE LOOK AHEAD TO THE THIRD EDITION OF THE FAIR OF CULTURE AND CREATIVITY, SCHEDULED FOR 2026, EXPLORE THE EUREKA WEBSITE AND JOIN US FOR EUREKA DAY 2025, AN INTERMEDIARY EVENT FOR BUSINESSES, TAKING PLACE ON OCTOBER 3, 2025, AT VILLA MANIN (PASSARIANO DI CODROIPO, UD)!

DISCOVER MORE AT WWW.EUREKAEXPO.COM!



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www.eurekaexpo.com



DAY

EUREKA



3 OCTOBER 2025
VILLA MANIN
PASSARIANO DI CODROIPO (UD)

THE ROAD TO EUREKA DAY

Roadshow | May-June 2025

EUREKA DAY 2025

Following the great success of the 2022 and 2024 editions of Eureka - Fair of Culture and Creativity, **Eureka Day** returns on **October 3, 2025**, at the stunning **Villa Manin** in Passariano di Codroipo (Udine). The event, promoted by the Friuli Venezia Giulia Autonomous Region, aims to facilitate connections between cultural and creative enterprises and traditional businesses.

On Friday, October 3, Eureka Day will feature a **plenary session**, followed by **thematic roundtables** and a full afternoon dedicated to **B2B meetings** between cultural and creative enterprises and traditional businesses, with the goal of developing potential business projects and partnerships.

THE ROADSHOW

In preparation for Eureka Day 2025, the Central Directorate for Culture and

Sports of the Friuli Venezia Giulia Region is organizing a **series of six meetings** throughout Italy and Slovenia during May and June.

Each event will introduce Eureka Day 2025 and foster connections between cultural and creative enterprises, cultural operators, and traditional businesses. These meetings aim to kick-start thematic discussions and involve companies from the participating regions in a collaborative process leading up to the event on October 3.

The meetings will be introduced by **Mario Anzil**, Vice President of the Friuli Venezia Giulia Autonomous Region and Regional Minister for Culture and Sports, with the participation of **Elena Mengotti** from the Central Directorate for Culture and Sports, and **Antonio Scuderi**, founder and CEO of Capitale Cultura.

Special thanks to



— Wednesday 7 May, 6pm
Le Serre dei Giardini
Via Castiglione 134, Bologna

CREATIVITY THAT TRANSFORMS: THE ROLE OF CULTURAL AND CREATIVE ENTERPRISES IN URBAN REGENERATION

In collaboration with Progetto INCREDIBOL! - L'INnovazione CREativa DI BOLogna

— Thursday 8 May, 11am
Cariplo Factory
Via Bergognone 34, Milan

CULTURAL AND CREATIVE ENTERPRISES: FRONTIERS OF TECHNOLOGICAL INNOVATION

With the support of Cariplo Factory

— Tuesday 10 June, 6pm
Tehnološki Park
Tehnološki park 19, Ljubljana

CREATIVITY WITHOUT BORDERS: INTERNATIONALIZATION AND EXCHANGE BETWEEN FRIULI VENEZIA GIULIA AND SLOVENIA

In collaboration with Tehnološki Park

— Wednesday 11 June, 5.30
Chamber of Commerce, Council Hall
Piazza Insurrezione, Padua

CULTURAL AND CREATIVE INDUSTRIES AND TRADITIONAL COMPANIES: EXPERIENCES IN DIALOGUE

In collaboration with the Chamber of Commerce of Padua

— Wednesday 18 June, 11am
Representative Office of the Friuli Venezia Giulia Autonomous Region
Piazza Colonna 355, Rome

CULTURAL AND CREATIVE ENTERPRISES AS DRIVERS OF MUSEUM INNOVATION

— Monday 23 June, 5.30pm
Confindustria Udine, Torre di S. Maria
Via Zanon 24, Udine

FROM DIALOGUE TO ACTION: SCENARIOS FOR THE FUTURE OF CULTURAL AND CREATIVE INDUSTRIES

In collaboration with Confindustria Udine