**The world of aquaculture and the new agriculture has met in Pordenone: 25% more of foreign visitors, 30% more of foreign exhibitors**

*Total visits were 2400, with a 30% increase compared to the 2024 edition; total exhibitors were 110.*

**Pordenone, 12 March 2025** – One month after the closing of the 8th edition of **AquaFarm**, which marked the return of the unified event alongside **NovelFarm** and **AlgaeFarm** - respectively now in their 6th and 4th editions - the official data on the presence of potential buyers in the Pordenone exhibition centre are available. The 30% growth compared to the corresponding numbers of last year is confirmed, for a total of 2,400 visitors. A quarter came from abroad, led by Croatia, where 16.6% of potential buyers arrived from, confirming the event is a point of reference for Balkan Europe. The data from Brazil is interesting, thanks to a delegation organised in collaboration with Agenzia ICE.

On the exhibitor front, 110 in total, including direct exhibitors, co-exhibitors and represented brands, of which almost a third were foreign, with France in the lead as the country of origin, surprisingly followed by the United States and then by Spain, Norway and Denmark with the same numbers of presences.

A fundamental role in the success of the 2025 edition was played by the conference programme, which, with 21 sessions and over 150 events, covered all the most relevant fields of the three sectors: aquaculture, vertical farming and algae farming.

Among the moments that created the greatest interest in AquaFarm, the sessions dedicated to sustainability in aquaculture, energy self-sufficiency and innovative solutions for the decarbonization of the sector stood out. Also worth mentioning are the sessions “**Aquaculture and fishing products with added value**” featuring the leaders of the fishing supply chain, and the “**EU – FEAMPA**” session on European innovations impacting the sector.

In NovelFarm, the opening theme “**Indoor farming in Italy: technological greenhouses, vertical farms, urban agriculture between regulations, investments and the market**” attracted the public, where operators, consultants and representatives of the academic world took turns to discuss the evolution of controlled agriculture in an urban environment.

Another moment of great interest was the **closing round table of AlgaeFarm on the future of the algae supply chain**, which explored the opportunities and challenges for the sector, from the food to the pharmaceutical field.

AquaFarm, NovelFarm and AlgaeFarm are therefore confirmed as an essential event for the sector, capable of attracting more and more operators and the public, thanks to a format that combines exhibition, high-level professional updating and business opportunities.

The presentations and the proceedings of the conference sessions will be published in a few days on the official website of the event.

The appointment is for 18 and 19 February 2026 for the 9th edition of AquaFarm, which will always be held at the same time as NovelFarm & AlgaeFarm.

***AquaFarm*** *is an international exhibition-conference on aquaculture and the sustainable fishing industry, organized by Pordenone Fiere in collaboration with* ***API, Associazione Piscicoltori Italiani, AMA, Associazione Mediterranea Acquacoltori****, and with* ***Studio Comelli*** *–* ***Conferences&Communication****, which takes care of the conference content and the press office. The event was born in 2017 and since 2020 has been permanently accompanied by* ***NovelFarm****, an international exhibition-conference on innovations in agriculture, indoor and vertical farming. The latest addition, since 2022,* ***AlgaeFarm*** *is the only Italian event that joins research and industry dedicated to the cultivation of microalgae and other microorganisms. Participation in the event is free upon online registration on the website: www.aquafarmexpo.it and www.novelfarmexpo.it.*

***Press Office:***

*Salvatore Bruno – Studio Comelli -* [*salvatore@studiocomelli.eu*](mailto:salvatore@studiocomelli.eu) *+ 39 335 398913   
Simona Maldarelli – Pordenone Fiere – smaldarelli@fierapordenone.it + 39 380 3133728*