



# 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





"Space is evolving fast, a crossroads where economic, scientific, industrial, geopolitical and military interests converge. The need for multidisciplinary platforms to foster dialogue, drive growth and innovation, and tackle major global sustainability challenges is greater than ever - and will only intensify.

BEX is the landmark initiative that shows that Italy has the resources, vision and creativity to chart new paths for the benefit of the international community"

Colonel Walter Villadei, Italian Air Force  
Professional Astronaut and BEX Ambassador

# VISION

Space and Earth face the same challenges.

They just have not met yet.

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

BEX is where that conversation begins.

# SCENARIO

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.

## THE NUMBERS

ITALY	TOTAL REVENUE (AEROSPACE + DEFENSE)	SPACE ECONOMY	SPACE EXPORT (+14% YEAR-OVER-YEAR)
	<b>€19B</b>	<b>€8B</b>	<b>€7.5B</b>

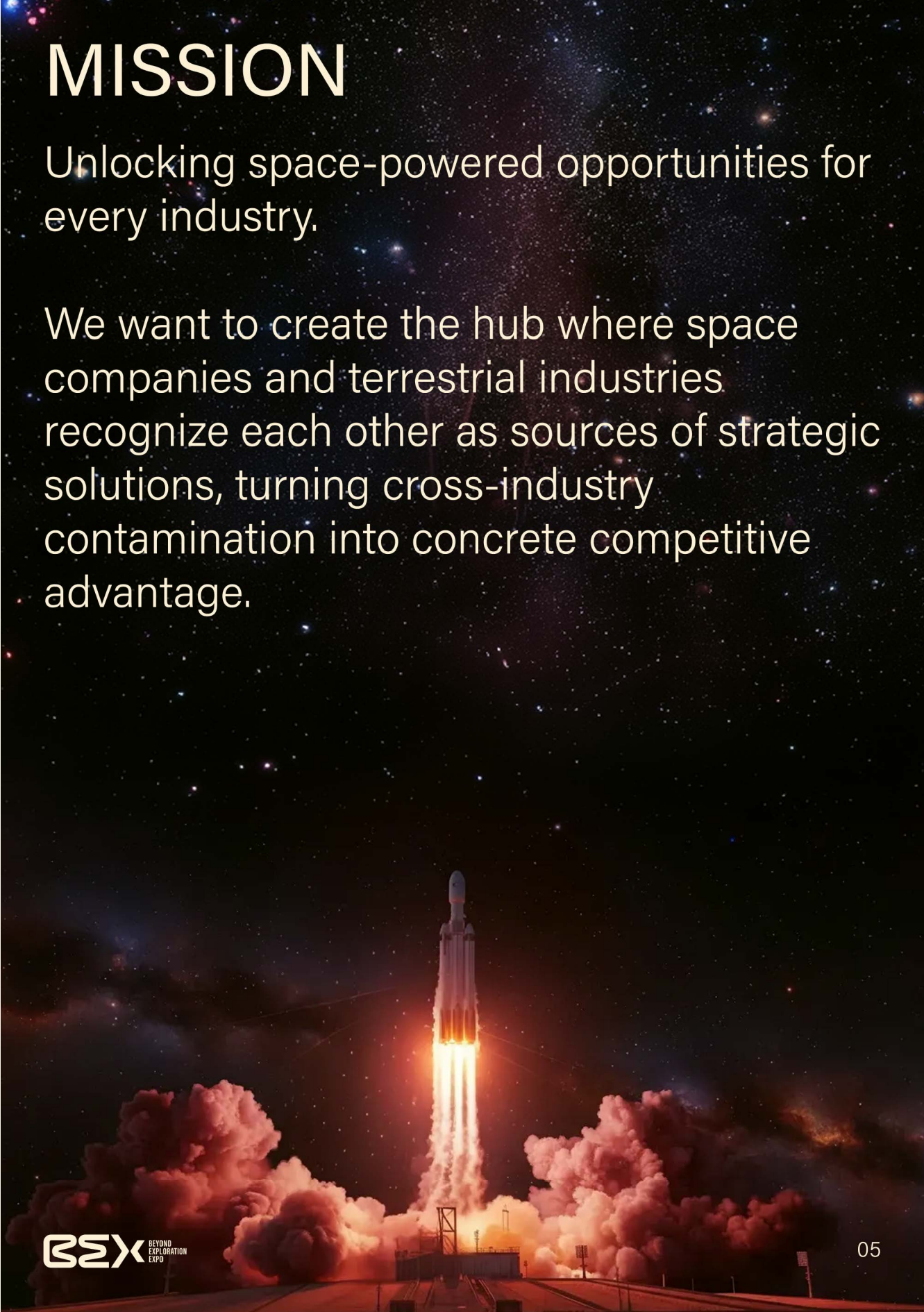
WORLD	NEW SPACE ECONOMY 2024	<b>\$613B</b>	→	<b>\$1.8T</b> 2030-35
	ACTIVE SATELLITES 2024	<b>12K</b>	→	<b>25K+</b> 2030-35
	LAUNCH COSTS 2024	<b>\$54.5K /KG</b>	→	<b>\$2.7K /KG</b> 2030-35
	DOWNSTREAM APPLICATIONS PROJECTED TO EXCEED	<b>\$1T</b> BY 2035		

Source: Space Foundation, WEF, McKinsey, NASA, CSIS, ESA, Euroconsult, UCS, ICE, AIAD, ASI, SEE Lab, MAECI, MIMIT, ISTAT, CTNA.

# MISSION

Unlocking space-powered opportunities for every industry.

We want to create the hub where space companies and terrestrial industries recognize each other as sources of strategic solutions, turning cross-industry contamination into concrete competitive advantage.



# HOW WE DO IT

1

## International first vision

BEX operates as a global platform, connecting exhibitors, hosted buyers, and delegations across Europe and beyond.

2

## Synergy with the financial sector

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

3

## Cooperation with universities

Academic partnerships to co-create educational content, promote student competitions and hackathons, and bridge cutting-edge research with real industry needs, turning academic discoveries into scalable, market-ready applications.

4

## Digital networking platform

App with matchmaking capabilities for job openings and CVs, integrated B2B chat to activate new business connections and partnership opportunities, personalized agenda, and dedicated investor area.

5

## Engagement of communication experts

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



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

Alessandra Astolfi

Global Exhibition Director Green & Technology division at Italian Exhibition Group Spa

# WHAT MAKES BEX DIFFERENT

Industry events today reinforce silos rather than break them. BEX is 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

95% of events are single-sector only

VCs and start-ups meet at separate events

Students watch from the sidelines

## BEX SOLUTION

60% Space + 40% Downstream in one place

Dozens of investors meet hundreds of start-ups in one place

15% of the program is dedicated to career development



# EXHIBITORS SECTORS

## Satellite Data-based Applications and Services (downstream)

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

## Space Industry - Technology and infrastructure (upstream)

- Orbital modules and space stations
- Space transorbital modules and space stations
- Components and infrastructure for space missions

## New Space Economy and In-Orbit Operations

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

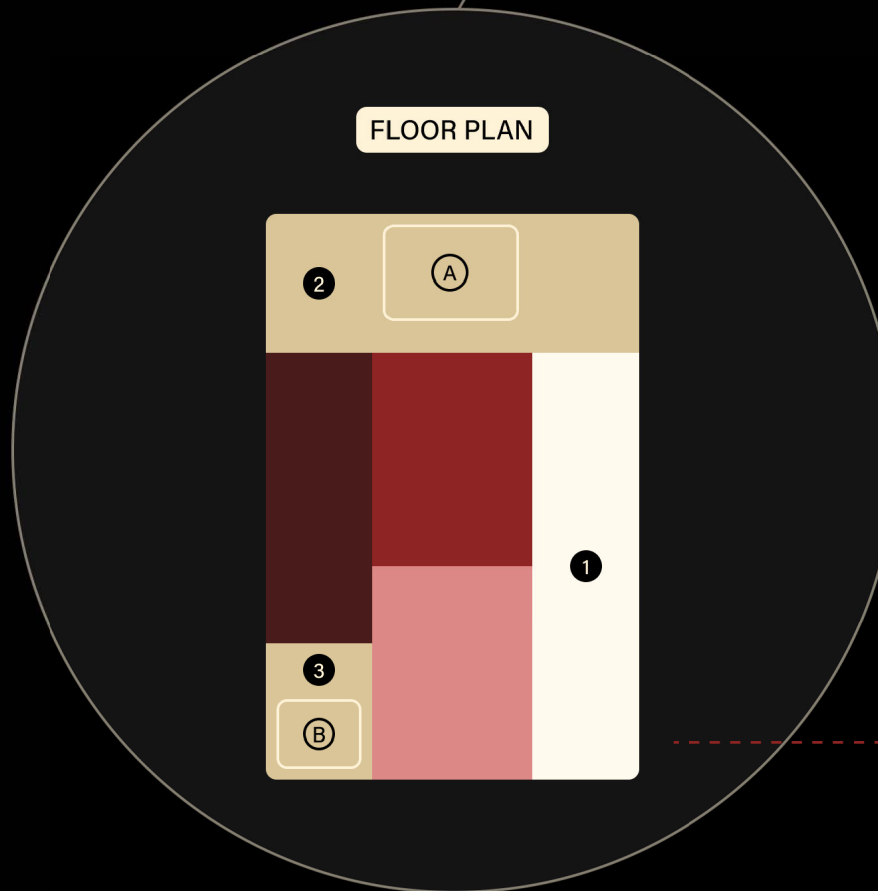
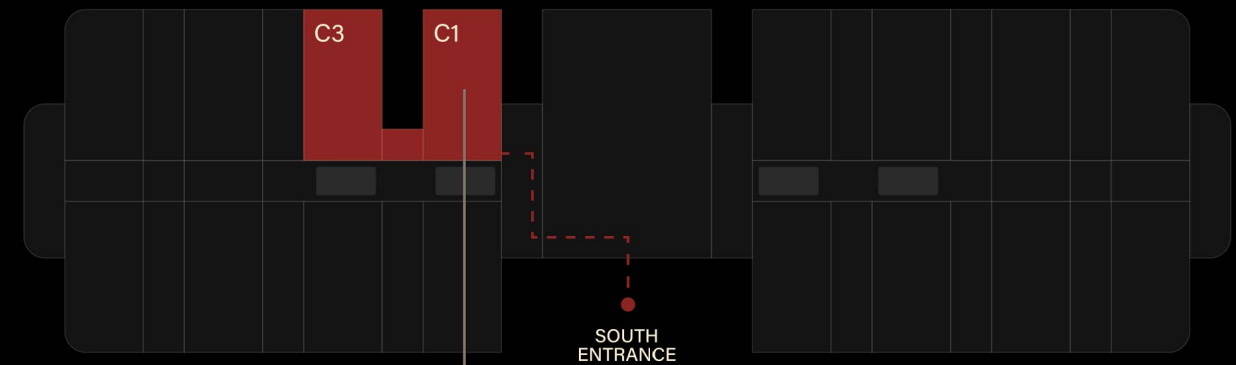
- Mobility and Logistic
- Environment & Sustainability
- Energy
- Advanced Materials
- Agriculture & Food
- Healthcare & Wellness
- Automotive
- Tech Fashion & Textile
- Packaging

## 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



- Satellite Data-Based Applications and Services (Downstream)
- Space Industry-Technology and Infrastructure (Upstream)
- New Space Economy e In-Orbit Operations
- Unmanned Operation Space, Aeronautics, Underwater, Ground Rovers
- Cross-Sectoral Areas

- ① Astronaut's Home
- ② Open Innovation District
- ③ Student hackathons
- Ⓐ Main Stage
- Ⓑ Expoloration Arena

# YOUR BRAND. IN ORBIT.

## WELCOME TO THE ASTRONAUT'S HOME

The Astronaut's Home is an experiential installation that transforms daily life in space into an immersive exhibition journey. Five themed environments, from nutrition to rest, from work to well-being, showcase how technologies developed for space missions find real-world applications in our everyday lives. An innovative format that combines storytelling, brand experience, and business matching in one single space.

.01

### Think Lounge

Where explorers fuel up for the mission

.02

### Energy Room

To feed the body to gain strength and vigor

.03

### Work Station

To conceive the future of orbit operations

.04

### Weel-Being Zone

Body & mind training zone among the stars

.05

### King Bedroom

Where dreams become reality

# OPEN INNOVATION DISTRICT

The Open Innovation District 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.

Built on IEG's proven expertise, it delivers an immersive arena combining high-level conferences, strategic networking, targeted communication, and innovation awards.

The Open Innovation District also hosts a dedicated 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. This is where that emerging talent pool meets the companies that need them.

MAIN SPONSOR



PARTNER



# WHO WILL BE AT BEX

## 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.

# WHAT TO EXPECT

**8,000 SQM**

Gross Exhibition Area

**20+**

Events, seminars, and workshops

**50+**

International speakers

**10+**

International associations involved

**20+ COUNTRIES**

Visitors and brands from

**EUROPE, USA, CANADA,  
BRAZIL, INDIA**

Top Buyer Incoming Program from



"BEX opens its doors to a huge community. Our goal is to bridge worlds that only seem distant from food to fashion, from pharma to healthcare and wellness, to industries ripe for transformation like automotive".

**Giuseppe Sala**

Professor at the Department of Aerospace Science and Technology, Politecnico di Milano, and Chairman of BEX advisory board

# CONFERENCE PROGRAM

Bex Conference Program offers a high-level exploration of the New Space Economy, designed to bridge the gap between orbital innovation and terrestrial industries.

The program is shaped by an Advisory Board of recognized experts and thought leaders across space and terrestrial industries. Under the leadership of Giuseppe Sala, Professor at the Department of Aerospace Science and Technology at Politecnico di Milano, the committee ensures a rigorous, cutting-edge, and multidisciplinary approach to every session.

DISCOVER MORE



# TOPICS

What does space need from Earth's industries? And what do they gain in return? BEX brings together the sectors answering these questions: from food systems to financial models, from smart textiles to space law.

Space Sciences & Earth Applications

Resources Exploitation, Sustainability & Ethical Issues

Space Physiology, Healthcare, Wellness, Pharmacy

Unmanned Operations - Human and autonomous Exploration

Laws, regulations and space diplomacy

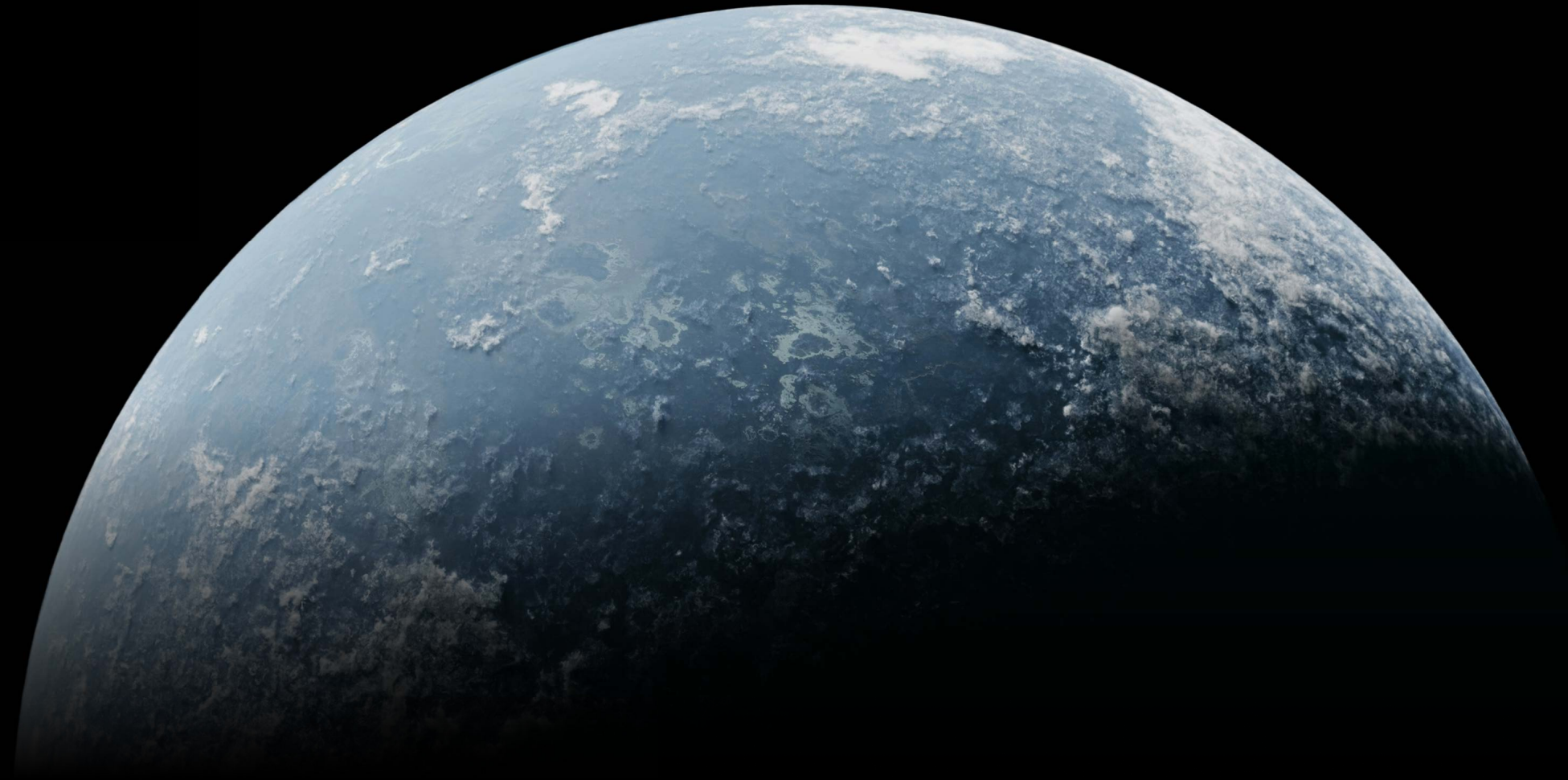
Industrial diversification and transition to the space sector

Agriculture & Food

Tech Fashion & Textile

Entrepreneurship, Economy & Finance

Emerging Professions



“We organize trade shows and conferences in Italy and throughout the world. We bring industries, relationships and experiences together. We care about the planet.”

| IEG - Italian Exhibition Group

# A PROJECT BY ITALIAN EXHIBITION GROUP

With 70+ years of experience and a global footprint across 10 countries, Italian Exhibition Group is Italy's largest trade fair organizer 68 major exhibitions and €250 million in revenue in 2024 alone.

# OUR NUMBERS



**+70**

years of experience in the international exhibition industry.



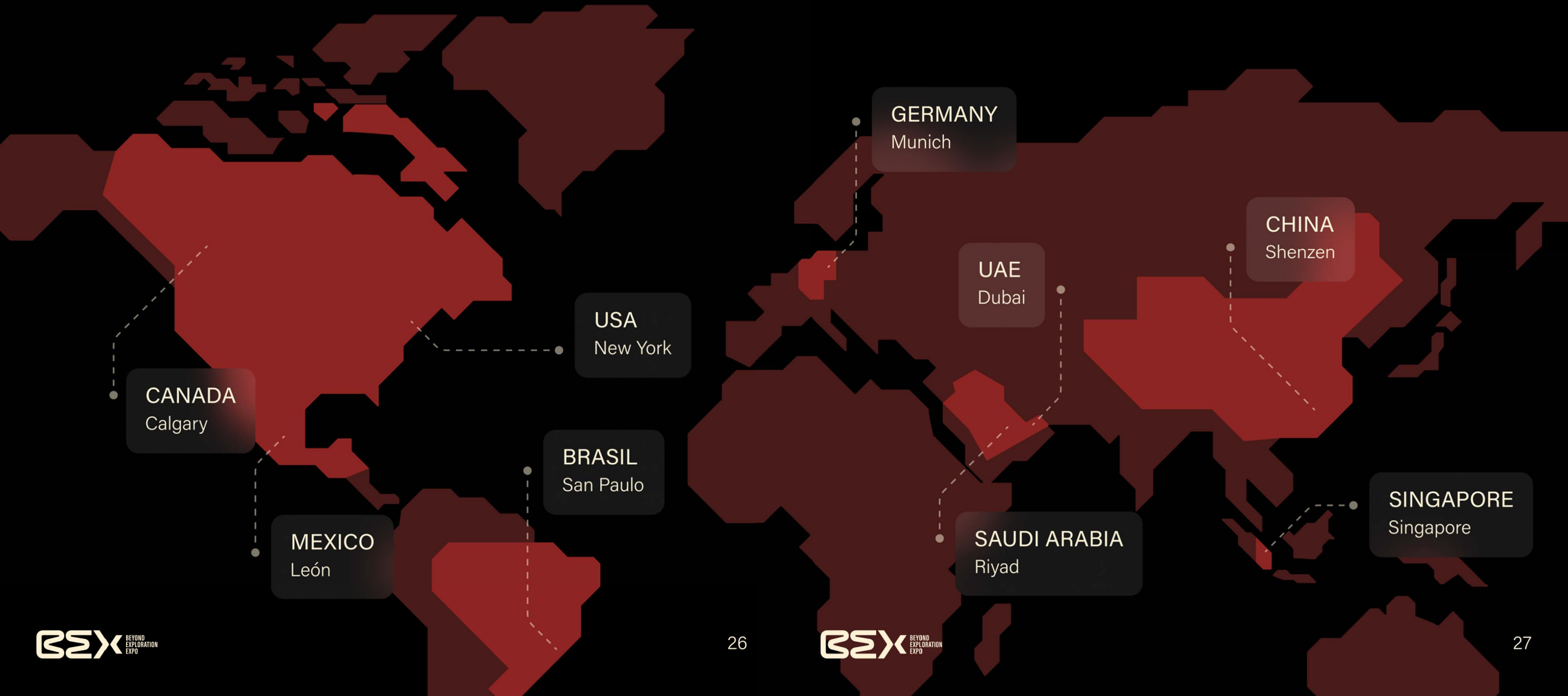
**68**

trade fairs organized or hosted annually.



**119**

congress and conference events managed throughout the year.



# WHAT MAKES BEX DIFFERENT

BEX was built through a co-design process that brought together Italian Exhibition Group's decades of exhibition know-how and a steering committee of senior industry experts.

<p><b>Upstream Space Industry</b></p> <p><b>Stefano Gualandris</b>          MEF - Ministry of Economy and Finance          UGSI Department (General Office for Space and Innovation) - Italian Navy          ASI - Italian Space Agency</p>	
<p><b>New Space Economy and In-Orbit Operations</b></p> <p><b>Marcello Azzoni</b>          NASA Institutional Review Board          Exploore Marche Aerospace Cluster</p>	<p><b>Unmanned Operation</b></p> <p><b>Col. Luigi Levante</b>          Italian Air Force Pilot          ENAC - Italian Civil Aviation Authority</p>
<p><b>Downstream Satellite Applications</b></p> <p><b>Massimo Claudio Comparini</b>          Leonardo - Managing Director Space Division</p>	<p><b>Strategic Advisor</b></p> <p><b>Alessio Grasso</b>          Italian Air Force (Ret) General</p>

Visit the first international expo where space economy and terrestrial industries discover reciprocal solutions.



# PARTNERSHIP AND COLLABORATIONS

This is a project developed with technical and scientific support from:

Presidency of the Council of Ministers  
(Office for Space and Aerospace Policies)  
Ministry of Economy and Finance  
Ministry of Enterprises and Made in Italy  
Ministry of University and Research  
Emilia Romagna Region  
Italian Air Force  
ESA (European Space Agency)  
ASI (Italian Space Agency)  
AIAD (Italian Industries Federation for  
Aerospace, Defence and Security)  
AIPAS (Association of Companies for  
Space Activities)  
ASAS (Association for Space-based  
Applications and Services)

Alma Mater Studiorum - University of  
Bologna  
ART-ER (Attractiveness Research Territory  
Emilia-Romagna) - Joint Stock Consortium  
Company  
Assosport (Italian Association of Sporting  
Goods Manufacturers)  
Brera Astronomical Observatory - INAF  
(National Institute for Astrophysics)  
CIRA (Italian Aerospace Research Center)  
CNR IMEM (Institute of Materials for  
Electronics and Magnetism of the National  
Research Council)  
CNR ISOF (Institute for Organic Synthesis  
and Photoreactivity of the National  
Research Council)

ENAC (Italian Civil Aviation Authority)  
ENEA (Italian National Agency for New  
Technologies, Energy and Sustainable  
Economic Development)  
Exploore Marche Aerospace Cluster  
Federation of Textile and Fashion Industries  
(Confindustria Moda)  
General Confederation of Italian Agriculture  
(Confagricoltura)  
General Confederation of Italian Industry  
(Confindustria)  
IIT (Italian Institute of Technology)  
INGV (National Institute of Geophysics and  
Volcanology)  
Leonardo

Motor Valley  
NASA Institutional Review Board  
Politecnico di Bari  
Politecnico di Milano  
Politecnico di Milano - Drone and  
Advanced Air Mobility Observatory  
Politecnico di Milano - Space Economy  
Observatory  
Politecnico di Torino  
Sapienza University of Rome  
SDA Bocconi - Space Economy Evolution  
Lab  
University of Naples Federico II  
University of Pisa

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