

DEVOTIO: THE RELIGIOUS PRODUCTS FAIR EXPANDS, WITH 5,000 VISITORS FROM 60 COUNTRIES. GREAT INTEREST IN THE CULTURAL PROGRAM, NEXT EDITION IN 2028

229 exhibitors from Italy and 17 other countries were present, showcasing thousands of liturgical and devotional items.

Zattini: “The event confirms itself as the leading international b2b reference in this sector.”

Growing results for “Devotio 2026,” the only b2b trade fair in Italy and the largest in the world dedicated to products and services for the religious world, which will conclude this afternoon at BolognaFiere. Over the four days of the event and just a few hours before closing, more than 5,000 visitors were recorded (+20% compared to the previous 2024 edition), coming from Italy and around 60 countries across all continents, including retailers, distributors, importers, e-commerce operators, members of the clergy, and parish and community leaders. In particular, participation by international buyers has increased (around 35% of the total), interested in discovering the latest innovations available on the market. The fair also saw growth in the number of exhibitors, with 229 companies and organizations from Italy and 17 other countries presenting thousands of religious articles and items for worship, such as crucifixes, rosaries, sacred images, statues and nativity scenes, bells, incense, candles, stained glass and mosaics, chalices and ciboria, liturgical vestments and sacred art, as well as sound systems, donation collection systems, furnishings and technologies for churches, and clothing for the clergy.

“In this fifth edition, Devotio has confirmed itself as the leading b2b event for the religious sector on the global stage, achieving remarkable success both in terms of the number of exhibitors and the growing participation of buyers and operators from all continents,” confirmed Valentina Zattini, Chief Executive Officer of Conference Service, the company that organizes the fair. “The cultural program proposed by our Scientific Committee generated great interest, featuring various conferences and exhibitions, and in particular the new events dedicated to the sacred music sector. We will soon begin working on the next edition, scheduled for 2028, with the aim of continuing to grow our event and to give ever greater visibility to Made in Italy products and internationally productions of excellence, also by launching new initiatives and strengthening relationships with other partners in the religious sector.”

During the event, trophies for the international religious industry prize “Devotio Awards” were presented. This year they were awarded to the companies Ape Social Wear (Lissone, MB) for the Green category, Progetto Arte Poli (Verona) for the Art & Craft category, Artesanos Don Bosco (Sarezzo, BS – Peru) for the Design category, and Mistral Service (Budoni, SA) for the Innovation category. The company Milagros Incensos (Brazil) received the Best Stand Experience “Franca Davoli” award. Further information on www.devotio.it.

Bologna, 3rd February 2026

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