



## FIERA MILANO CONGRESSI CENTER IN MILAN IS BEING EXTENDED TO BECOME THE LARGEST CONGRESS CENTRE IN ITALY

**B**uilding work will add sixteen new halls to the centre, managed by Fiera Milano Congressi, a company belonging to the Fiera Milano group. Objective: the international congress and corporate convention market

Milan, 22nd March 2005. Fiera Milano Congressi Center - the modern complex managed by Fiera Milano Congressi, a subsidiary of Fiera Milano spa - is planning to add sixteen new halls to become the largest congress centre in Italy and make Milan one of the few European cities capable of organising top-level international events.

Extension work on the FMC Center - involving an investment of 4.5 million euros - will finish this November when 16 new rooms holding from 50 to 396 people for a total of 1,008 extra seats will be ready. These rooms will be added to the 16 (including a 2,000 seat plenary hall) that Fiera Milano Congressi Center already uses, thus increasing its overall capacity to 32 permanent rooms (from 50 to 2,000 seats) for over 5,000 people, as well as multi-purpose areas covering over 31,000 square metres. If required, additional 5,000 seat halls are also available in hall 14 of the Fiera Milano Exhibition Centre to which the congress centre is directly linked.

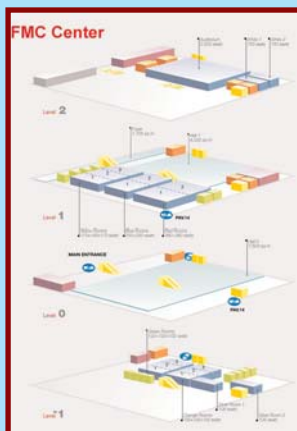
"In 1994 - says Piergiacomo Ferrari, managing director of Fiera Milano spa - we set up Fiera Milano Congressi as we were convinced that the congress sector offered great development potential. We can now say that it was a far-sighted decision. Fiera Milano Congressi is one of the most dynamic companies in our group, in fact, and has managed to diversify and extend its activities much further than tradi-

tional congresses connected with trade fairs, to become a leading player in the international congress market, a centre offering flexible enough structures to satisfying the most demanding requirements, plus a complete range of services capable of optimising the success of any event".

"Thanks to the new extension we have announced today - comments Maurizio Lupi, managing director of Fiera Milano Congressi - we have no qualms about saying that we are now number 1 in Italy: we are the only Congress Center with 32 permanent rooms. The many contacts we are cultivating at present include events exceeding 10,000 participants and we already have a prestigious customer portfolio, such as the 2006 edition of ICOH, the International Congress of Occupational Health, which returns to Milan after an absence of 100 years, and the 5th International High Speed Congress 2005. Even more importantly, we are a growing player in a market that, though still suffering, is showing timid signs of recovery. I also believe we are adding prestige to Milan, a city that deserves to be a leading congress city though for a long time it had disappeared from the locations maps of large con-

gress organisers due to the lack of suitable structures for the requirements of an increasingly selective market".

When the new Fiera Milano exhibition centre opens, FMC will also manage the congress section in the new complex: the 2,400 seat Conference Centre plus 64 rooms located in the halls and along the promenade covered by the beautiful glass and seal "vault" which has already become the symbol of the exhibition complex.



## Alitalia: Più che un unico numero, un numero unico

Da oggi, hai a disposizione un nuovo Numero Unico che semplifica l'accesso a tutti i servizi Call Center:

**06-2222**

24 ore al giorno 7 giorni su 7

(da tutta Italia e dall'estero con prefisso internazionale 0039)

Informazioni

Prenotazioni e acquisto di biglietti per voli nazionali e internazionali

Assistenza

*I costi da telefonia fissa e da telefonia mobile variano in funzione del gestore da cui viene effettuata la chiamata.*

