



MILAN. 100 CONFERENCES, WORKSHOPS AND EVENTS ARE IN PROGRAM

EIRE, Real Estate has a New Trade-Fair Concept

The event dedicated to Italian and Mediterranean real estate is holding its sixth edition from 8th to 10th June at Fieramilano

Consolidate relationships and establish new contacts, share projects and expertise, learn about the latest Mediterranean, North African, Balkan and Latin American opportunities, update on market trends and attract investors. All of this and more in the 6th EIRE – Expo Italia Real Estate at Fieramilano from 8th to 10th June.

A network thriving year round

Much more than a 3-day trade fair the EIRE network thrives year round as this community continues to interact through business missions abroad, workshops and new web-based tools like MyEIRE, which helps participants keep in touch throughout the year, and EIRE Forum.

The 2010 edition focuses on: investment opportunities, retail, tourism, social housing logistics. The expected turnout is reflected in 2009's numbers: 35,000 m² of exhibition area, more than 14,000 professionals expected, 473 companies and institutions, more than 300 accredited journalists foreseen and over 100 conferences and events in the stands.

EIRE offers a broad international spectrum thanks to institutions and private operators from North Africa (Morocco, Egypt), European countries from the Balkans and the Mediterranean, like France, Slovenia, Montenegro, Hungary, Romania, Czech Republic, Turkey, emer-

ging countries (Brazil), and new participants like Nicaragua and Malta.

Italy can and should play a central role with respect to development opportunities in these countries, many of which have positive growth indexes and needs for urban and infrastructural renewal and touristic-commercial revitalization.

High profile conferences and events

Conferences are high profile from the outset, starting with the opening session on Real estate development in the Mediterranean and the Balkan area. The

2nd conference focuses on High-end trade in historical city centres and new central areas. The third event is dedicated to tourism: Real Estate Funds and the hotel sector: problems and prospects for development in the Italian market.

The Tourism Lounge is back again - dedicated to the tourism-hotel sector, with related events and presentations as well as a Hospitality Award, in collaboration with R&D Hospitality and BE-MA.

Focus on social housing and PA

Social housing represents another main attraction, one that the international market has found to be particularly promising of late as a concrete response to the housing demand. EIRE includes a Social Housing Exhibition, where architecture and design studios, businesses, consortiums and cooperatives can exhibit and promote projects and models along with technologies and innovations in construction, materials and furnishing. The area encourages communication, hosts an institutional conference and announces a Social Housing Award.

Finally EIRE focuses on public administration by organizing lectures and training on topical issues with authoritative voices in the industry. The conferences are held during the three afternoons and deal with federalism and state property, property funds and new regulations for public procurement. ■

