

## Il primo anno di fieramilano

(segue da p. 13)

Il Salone infatti ha registrato +16% di espositori (+ 22% quelli esteri) e ben 220mila m<sup>2</sup> di superficie occupata. Ma non si è trattato di un caso isolato. Host, il Salone Internazionale dell'Ospitalità Professionale, grazie agli spazi del nuovo quartiere espositivo, ha potuto affermare la sua leadership nel settore, occupando nello scorso autunno ben 100mila m<sup>2</sup> di superficie netta espositiva.

La biennale Mostra Convegno Expocomfort – uno dei maggiori eventi del centro fieristico milanese – è cresciuta del 10% in termini di metri quadri e del 13% in termini di visitatori. Macef primavera 2006 è invece cresciuto del 5% in dimensione (168.000 m<sup>2</sup> netti) e del 15% per quanto riguarda i visitatori. Ipack-Ima (imballaggio) ha realizzato un +10% di visitatori, Micam (calzature) un +25%. E l'elenco potrebbe continuare.

E ora quali sfide attendono Fiera Milano? “Innanzitutto – conclude Ferrari – dobbiamo portare il complesso a pieno regime e utilizzarlo per far fare un salto di qualità al sistema espositivo italiano. Disponiamo infatti di un quartiere eccezionale, che può finalmente offrire a comparti strategici della nostra economia un palcoscenico in grado di assicurare una visibilità veramente internazionale. In questo senso abbiamo indirizzato i nostri sforzi verso l'ideazione di nuove manifestazioni. Nel 2007 lanceremo tre importanti mostre dedicate ai settori architettura e costruzioni (BuildUp Expo), sanità (Mila-noCheckUp) e alimentare (Tuttofood).

Avremo inoltre nuove iniziative: nell'area benessere (Wellness World Exhibition), nel congress and incentive (International Congress & Incentive Market Place), nel mercato dell'auto d'occasione (Buy&Drive), nel brocantage (La piazza dei mercati), nel bricolage (Salone del bricolage), nella musica (Meet Milano). Debutterà anche la Campionaria delle Qualità.”

*It has now been a year since Fiera Milano transferred its offices and operations to its new exhibition venue (while maintaining fieramilanocity as a key urban branch), and it has been nearly four years since the public listing on the Italian stock market, which, in December 2002, marked a major turning point in the long and glorious history of the organization.*

*The new venue and this public listing are the highlights of a period of radical change and upheaval for Fiera Milano, and the time has come to take stock of the progress made.*

*“The report is definitely positive,” said the company’s managing director, Piergiacomo Ferrari, who continues by explaining why. “We began with public listing, which made us the first (and still only) company in the industry in Italy to do so, as well as one of the few in the world” he said. “Public listing is demanding. It brings with it many strict requirements and implies a greater organisational complexity. On the other hand, it helps to promote a corporate culture oriented around the market and to develop new professional profiles. It was an excellent decision.”*

*But there has been much more cause for satisfaction, which Ferrari summarizes in one sentence: “We have kept all our promises. Today we are a group of 14 service, exhibition and congress companies, all controlled by Fiera Milano Spa” he continued. “We have been committed to implement an integrated business model, and this model has made a decisive contribution to increase our consolidated sales from the €219 million of financial year 2002-03 to our target of €341 million for 2005-06. We then significantly increased – as promised – the ratio of services in these sales from 15% of 2003 to 24% in 2005. We have also achieved our objective of occupying 50% of the spaces*



*sold annually with our own events. Equally important is the growth in Ebitda, which went from the 36 million euros of financial year 2003 to the target of 58 million euros for 2006.”*

*And the new exhibition venue? Here again, Ferrari is definitely satisfied for at least two reasons. “First of all,” he explains, “we transferred the company not only without a stop in operations, but also while simultaneously managing two venues and a large-scale congress centre, the Milano Convention Centre (Mic) at fieramilanocity, which has recently hosted world medical congresses such as the International Congress on Occupational Health (Icoh) and the Italian radiology congress, Sirm.*

*Secondly, the fieramilano exhibition venue was met with even greater success than we could have expected. Since its inauguration on 31 March 2005, we have held some thirty events, a number of which of enormous scope. The common denominator of many of these events is the significant increase in the space used and in the number of visitors.” This was perhaps especially evident in the Salone Internazionale del Mobile, with its first edition at the new venue breaking all records: +16% in exhibitors (+22% in foreign exhibitors) and as many as 220,000 square metres of surface area occupied. But this was no isolated case. Host, the international event for the professional hospitality industry, was able to take advantage of the new venue to confirm its leadership in the industry, by occupying as*

*much as 100,000 square metres of net exhibition area last autumn.*

*The biennial Expocomfort, one of Fiera Milano’s leading events, grew by 10% in square metres and 13% in terms of visitors. The Spring 2006 edition of Macef grew by 5% in net surface area (to 168,000 square metres) and by 15% in the number of visitors. Ipack-Ima (packing industry) posted growth of 10% in visitor numbers, while Micam (footwear) posted growth of 25%. And the list goes on.*

*And now what challenges await Fiera Milano? “First of all,” Ferrari said, “we need to bring the complex to full operations and use it to boost the quality of the Italian exhibition system as a whole. Indeed, we have an exceptional venue, which can finally provide strategic segments of our economy, with a stage able to ensure truly international visibility. In that regard, we have been focusing our efforts on designing new events. In 2007, we will be launching three important events for architecture and construction (BuildUp Expo), the food and beverage industry, and for healthcare (MilanoCheckUp), as well as many other new initiatives in the area of wellness (the Wellness World Exhibition), congresses and incentives (the International Congress & Incentive Market Place), guaranteed used cars (Buy&Drive), brocante fairs (La Piazza dei Mercati), do-it-yourself (Salone del Bricolage), and music (Meet Milano). Also starting in 2007 will be the Campionaria delle Qualità.”*