

Il lancio di Build UP Expo

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Get ready to welcome a trade show in a class of its own, centered on the project: the common denominator of the building industry's complex supply chain. A "holistic" exhibition, innovative and international, that will attract architecture and building professionals to Milan from around the world.

A trade fair to give firms unique, international visibility and the chance to interact directly with the defining element of construction: the project. A fair unlike the rest, serving as a liaison between design and contracting – represented at the highest levels – and the building industry's elaborate sourcing network.

"This is Build UP Expo, Fiera Milano's architecture and construction exhibition, to be held for the first time February 6-10, 2007 at the new exhibition centre in Rho" says Marco Pessina, Ceo of Rassegne, the organizer company – part of Fiera Milano group.

"The show boasts a size of over 100 thousand square meters, a strong emphasis on innovation and professional instruction (thanks in part to the Committee for Building Innovation set up as part of the show), the integration of different parts of the building industry, and co-hosting in odd-numbered years with EnerMotive and LivinLuce (two spin-offs of the former Intel) and in even-numbered years with Sicurezza-Sicurtech-Chiusure Tecniche.

It will be European in scope, and is sure to make Italy newly competitive in engineering and contracting. These are benefits that manufacturers of building materials and architectural supplies have been quick to appreciate." With Build UP Expo, Italy will join the European architectural scene to rub shoulders with the large international firms, confident of its own talents in building design and construction.

Build UP Expo, backed by an ambitious program of cultural offerings that will form its con-



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ceptual core and backbone, will play a starring role in experimentation, formal solutions and ground-breaking technologies: a role that will galvanize the attention of building engineers across the continent.

But Build UP Expo is also a comprehensive exhibition, a ground-to-sky show where the visitor will find everything from high-performance materials to new technologies, plants and systems to finishes, production and building machinery to services for architects and designers. There will also be a section on street furniture and environmental technologies, provided by the theme show City UP, an offshoot of Progetto Città.

"The show will be easy to get around despite its extensive size", says Mr Bruno Zavaglia, show director. "Planning and design will be used as a common thread to highlight the systemic nature of the various product categories, whose lowest common denominator is the construction project. Every section of Build UP Expo will be illustrated with prestigious projects, installations and means of communication that will focus on the most interesting, creative solutions.

The show will be mapped out by theme so that visitors can concentrate on the areas that interest them the most. The recommended routes and areas may be informational, educational, illustrative or business related."

Il settore Mice ha un nuovo evento di riferimento: ICI Mice industry has a new benchmark event: ICI

Il 4 e 5 ottobre si svolgerà a Fieramilano ICI – International Congress & Incentive Market Place, una nuova manifestazione dedicata a un segmento chiave del mercato turistico, il MICE – meeting, incentive, congressi ed eventi.

Organizzata da Expects, (51% Fiera Milano, 49% Unione del Commercio di Milano e Confcommercio), ICI sarà il momento privilegiato di incontro e confronto internazionale per seller, buyer, intermediari, meeting planner e clienti finali. La sua formula innovativa è pensata per massimizzare efficienza ed efficacia dell'incontro tra domanda e offerta.

ICI è valorizzata dalla collocazione strategica a Milano, che rappresenta il centro del business per gli operatori MICE italiani, e dalla forte vocazione internazionale. Tramite l'Hosted Buyer Programme, un programma di inviti per buyer selezionati attraverso severi parametri, Expects prevede la presenza di circa 500 operatori professionali da tutto il mondo.

È stata attivata una ricerca di buyer specializzati (incentive house, tour operator specializzati e aziende acquirenti di questo specifico prodotto) sui mercati primari (Italia, Regno Unito, Francia, Germania, Spagna, Austria, Svizzera), con un'attenzione anche per paesi emergenti quali Cina, India e l'area euro-mediterranea.

Le merceologie di ICI sono: strutture ricettive, catene alberghiere e hotel; incentive house; Enti regionali ed Enti nazionali di promozione; centri congressuali ed enti fieristici; merchandising; tecnologia; comitati organizzatori di grandi eventi culturali, sportivi, artistici.

On October 4th and 5th, Fieramilano will be holding the International Congress & Incentive (ICI) Market Place, a new exhibition dedicated to a key segment of the tourism industry: meetings, incentives, congresses, and events (MICE).

Organized by Expects (Fiera Milano 51%, Unione del Commercio di Milano and Confcommercio 49%), ICI will provide an excellent opportunity for international buyers, sellers, intermediaries, meeting planners, and end users to meet and share ideas, and its innovative format has been designed to maximize efficient and effective exchange between supply and demand.

ICI will also be taking advantage of its strategic location in Milan, the heart of the Italian MICE industry, as well as its strong international focus. Through its Hosted Buyer Programme by which buyers are selected based on stringent parameters, Expects is expecting some 500 industry players from around the world to be in attendance. Specialist buyers (incentive houses, specialised tour operators, and buyers of this specific product) have been selected from the leading markets (Italy, the UK, France, Germany, Spain, Austria, and Switzerland), with a certain focus also on emerging markets such as China, India, and the Euro-Mediterranean area.

ICI will cover the following industry segments: hotels and other accommodation businesses; incentive houses, regional and national promotional organisations, exhibition and convention centres; merchandising; technology; organisers of important culture, art, and sporting events.