

MILAN. THE NEW CONGRESS CENTRE READY FOR 2011

With MIC Plus, Milan will be the First Congress City in Europe

A complex with 18,000 seats, 1 auditorium for 1500 people, a assembly hall for 4500 seats, 73 modular rooms, 54,000 m² of exhibition space

by Bernardino Marino

It was a top level visit, practically an international meeting of the sector the one which, in the middle of May, brought together in Milan thirty of the major European players in the congress and incentive compartment. All guests for two days of Fiera Milano Congressi which described its activities and projects and above all delivered a detailed presentation of the great new congress centre which, by 2011, will be launching Milan to the top of the European congressional cities. An ambitious project with great aesthetic impact created by the architect Mario Bellini that in record time will be transforming the MIC - Milan Convention Centre, even now Italy's leader for receiving capacity, into MIC Plus, a complex with capacity to offer 18,000 seats, 1 auditorium for 1500 people, 1 assembly hall for 4500 seats, 73 modular rooms with 20 to 2000 places, 54,000 m² of back-up exhibition space.



The great attendance of the press, both Italian and foreign, at the event-presentation held in the middle of May, also indicated an awareness of the meaning attached to the presence of the mayor Letizia Moratti, who in this way laid stress on the importance attributed by the city to the MIC Plus project, and more in general to the definitive consecration of Milan as a leading international congressional hub.

“The new Congress Centre that will give us the opportunity of accommodating over 200 venues per year and numerous different meetings at the same time will be at disposal to host the Expo 2015 events. In this sense it represents the first Expo back-up infrastructure, completed well in advance. But long before this, already as from 2011, it will effectively complete the Fiera Milano Congressi offer for congressional space and services (anyhow already at high level)” states Maurizio Lupi, the Company managing director. “We are already leader in Italy and we regularly and successfully submit bids for European tenders assigning great international congresses, particularly medico-scientific ones. MIC Plus will afford us the opportunity of operating even more effectively in this high and extremely dynamic segment of the market, capable of generating important economic returns for the territory”.

Lastly there would also be another interpretation. “MIC Plus – Lupi further explains – is a crucial step towards upgrading the exhibition area owned by Fiera Milano in the city, which is now only used to a limited extent after the transfer of the greater part of exhibition activities to the new Milano-Rho pavilions. This upgrading is done by enhancing a function – conference organization – entirely compatible with the Fiera Milano mission, and which is actually an integral and increasingly important part of its business taken as a whole. Milan, the country's economic and fair complex capital, pivot and mainstay for the Italian small to medium enterprises, also becomes a reference point at European level for the congressional tourism and incentive sector”.



Maurizio Lupi

Destination Milan è un'iniziativa di Fiera Milano Congressi, in collaborazione con le strutture alberghiere dotate di sale meeting, diretta a promuovere Milano quale destinazione congressuale ottimizzandone i servizi d'accoglienza. Nasce così un brand che “mette in rete” Fiera Milano Congressi e 18 hotel (quattro e cinque stelle) dotati di sale congressuali. Obiettivo: assicurare, ai massimi livelli di professionalità e servizio, una risposta della città a ogni esigenza.

Destination Milan (www.destination-milan.it) diventa il punto di riferimento unico per organizzatori di congressi, convegni ed eventi, con la garanzia di un servizio integrato, che soddisfi sia la domanda di sedi congressuali, sia di camere d'albergo, location per serate di gala, tour e attività turistiche.

Destination Milan is a project by Fiera Milano Congressi, together with hotels with meeting rooms, aimed at promoting Milan as a congressional centre optimizing its accommodation facilities. Thus a brand is born, putting Fiera Milano Congressi and 18 hotels (four and five stars) with conference rooms, “on line”. Target: ensure an answer from the city to all demands, at top professional expertise and service standards.

Destination Milan (www.destination-milan.it) is the sole reference point for congress, conference and event organizing, guaranteeing an integrated service to satisfy both the demand for a place to hold congresses, and hotel accommodation, locations for gala evenings, in and out of city tours and tourism activities.