



EXPO ITALIA REAL ESTATE

Milan, 10th June 2010

Final Press Release

EIRE – TODAY CONCLUDES THE 6TH EDITION OF THE MEDITERRANEAN REAL ESTATE FAIR AT FIERAMILANO.

INTIGLIETTA, PRESIDENT OF GE.FI.: "A SUCCESSFUL EVENT EXCEEDING ALL EXPECTATIONS AND HIGHLIGHTING THE SECTOR'S RESPONSIBILITY."

The sixth edition of EIRE - Expo Italia Real Estate, the Trade Show dedicated to the property market and Real Estate in both Italy and the Mediterranean, has come to an end today. The event welcomed industry protagonists as well as traditional divisions (residential, services, logistical), and in particular the retail and tourism hospitality sector.

EIRE 2010 STATISTICS

Last edition's statistics were once more confirmed this year, representing an excellent result, contrary to industry trends: **35,000m²** of exposition space, **473** companies and institutions present, **more than 14,000** professional operators (from over **50 countries**), more than **300** registered journalists and more than **100** conferences, seminars and events amongst the stands.

MEDITERRANEAN AND EMERGING COUNTRIES

The most significant emerging and Mediterranean countries were present at the fair, presenting various types of substantial projects from residential to retail. Also present were Turkey, Brazil, Montenegro, Romania, Nicaragua, Malta, Hungary and Slovenia. There was also a significant presence by the international press.

The fair included a series of interventions by important international operators and authorities, such as **Branimir Gvozdenovic**, Minister for Territorial Planning and Environmental Protection of the Republic of Montenegro, **Mario Salinas**, Minister for Nicaraguan Tourism, **Laureano Ortega** of ProNicaragua, **Alfredo Cotait Neto**, Councillor for International Relations of the City of Sao Paulo, **Inez Maria Garrido**, Councillor for the Superintendence of Tourist Centre Investment for the Secretary of Tourism in the State of Bahia, **Roman Chernov**, Mayor of Penza, **Haluk Sur**, Advisor for Toki, **Alan Camilleri**, President of Malta Enterprise, **Martin Drahovsky**, Head Architect for the Municipality of Kosice, **Stjepan Kelčec-Suhovec**, Head Architect for the City of Zagreb and **Felix Acitores Duràn**, from the Department of Land Policy in Madrid.



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ITALIAN PUBLIC ADMINISTRATION

As well as public administrations which were exhibiting, the fair also included visits by a number of Mayors and Councillors from Regions, Provinces and Municipalities. Also present the Governor of Lombardy **Roberto Formigoni**, the Mayor of Rome, **Gianni Alemanno**, the President of the Province of Milan **Guido Podestà** and the President of PROMOS **Bruno Ermolli**, all of whom inaugurated the EIRE fair, other important figures who intervened during the Trade Show include **Carlo Masseroli** and **Gianni Verga** from the Municipality of Milan, and **Flavio Tosi**, Mayor of Verona.

SOCIAL HOUSING EXHIBITION

A huge success was the Social Housing Exhibition, the first of its kind in Italy and Europe, with the participation of **72 exhibitors** and **86 projects** presented in an area covering over **3,000m²**, testimony to the importance and relevance of the social housing question. It proved a difficult task for the Jury - led by Roberto Benaglia - to assign the Social Housing Award, given the high quality of the competing projects (**see notice attached. Photos of the winning project are available on www.italiarealestate.it**).

Also awarded last night were the Hospitality Awards by *R&D Hospitality* in the categories of *Investment*, *Management* and *Project Innovation*. Respective winners were Arbatrax Park Resort by the Mazzella Group, the Florence Four Seasons and the Metropole Operà Hotel by Studio Milano Layout.

Concluding the event, **Antonio Intiglietta, President of Ge.Fi. declared:**

In terms of attendance, this edition of EIRE has exceeded all expectations. The atmosphere of these past three days has been extremely positive, demonstrating the willingness of the entire community to responsibly and constructively confront this market crisis, a period we are all hoping to overcome in the shortest possible timeframe. This climate and relative objectives must also serve as an important signal to Public Administrations, as well as for the strengthening of communications with private entities".

The 7th edition of EIRE - Expo Italia Real Estate is scheduled for 7th to 9th June 2011, once again at Fieramilano. All information regarding EIRE is available on the website www.italiarealestate.it

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