



MEDITERRANEAN AND EMERGING COUNTRIES: THE INTERNATIONAL MARKET INTRODUCES ITSELF TO INVESTORS

EIRE is the benchmark event for the real estate market in Mediterranean and emerging countries.

A network active all year round, encouraging exchanges between international operators and the promotion of investor opportunities.

EIRE means:

- Encounters with Italian industry leaders and other international delegations to present opportunities for investment, collaboration, and national partnerships.
- The presentation of opportunities to international investors: investment banks, qualified and institutional investors, SGRs, pension funds, national welfare funds, REITs, SIIQs (Listed Real Estate Investment Companies), Wealth Management companies and financial services companies (insurance and banks).

EIRE is the primary partner for business development in Mediterranean and emerging countries.

EIRE brings together Italian industry leaders and organises dedicated meetings with foreign delegations at the trade fair, forming new partnerships for the range of opportunities and projects presented.

EIRE particularly engages developers, design and architectural studios, construction companies, real estate, asset and facility management companies and consulting companies.



The EIRE Community arranges meetings all year round with significant industry contacts and concentrates on deepening relationships with other countries participating in the trade fair, through a series of services dedicated to exhibitors:

- Promotional activities prior to the event using suitable instruments to market those opportunities which will be presented at the trade fair, along with the public and private industry leaders involved.
Communication is directed towards a specialised and carefully selected target market of operators and investors, based on sector: residential, commercial, retail, tourism, logistics, leisure and free time.
- Business missions organised by EIRE throughout the year in selected strategic countries, to better analyse opportunities and relationships formed during the trade fair.
- Together with EIRE staff, the compilation of a schedule of one-to-one meetings with the most significant Italian and foreign institutional and private entities present at the trade fair.
- Tailor Made Presentation: specialised communication events and tailor made presentations about the most significant project or the principal opportunities presented to the international investors and operators present at EIRE. All this within the fairgrounds or in some of Milan's most exclusive locations.



EIRE FOCUS OPPORTUNITIES

Throughout the year, EIRE organises business trips in some strategic countries, to better analyse opportunities and relationships formed with foreign delegations during the trade fair, consolidating the EIRE Community's international network:

- Elaborate on business opportunities presented at EIRE in a direct on site encounter with the public and private operators of the foreign countries involved.
- Present own business activities and form new partnerships and continuous collaborations abroad.
- Broaden own network of international relationships and contacts in emerging or strongly developing countries.

FOCUS OPPORTUNITIES PERFORMED DURING 2010

TURKEY: 24 - 26 February 2010

PARTICIPATING DELEGATIONS

- EIRE Delegation
ABACO TEAM (GABETTI GROUP) - BB Consulting - CAPUTO PARTNERSHIP - LARRY SMITH
- PROGETTO TURISMO RE - REAG - STUDIO MARCO PIVA - URBAM S.p.A.
- TURKEY Delegation
TOKI - EMLAK KNOUT - VARYAP - AĞAOĞLU - SUR YAPI

BUSINESS RELATIONSHIPS

- TOKI / EMLAK KNOUT: joint ventures and new development projects: residential, offices, tourism and hospitality, retail.
- VARYAP: presentation of some significant projects including Thermal & SPA Hotel Afyon (thermal services, outlet shopping centre and villas) and Varyap Meridian, a large mixed-use project in Istanbul including apartments, a 5 star hotel with LEED certification, business centre, social and commercial areas.
- SUR YAPI: presentation of three projects for shopping malls. The company also operates in the residential sector, with a view to creating mixed-use complexes (retail and residential).



MONTENEGRO: 2 - 4 March 2010

PARTICIPATING DELEGATIONS

■ EIRE Delegation

ABACO TEAM (GABETTI GROUP) - AEDAS - AGRO SERVICE - CAPUTO PARTNERSHIP - CIPEA - CMB - HILTON HOTEL - PROGETTO TURISMO RE - REDILCO GROUP - SINESIS - SACBO AEROPORTI S.p.A. - STUDIO MARCO PIVA - TIVIGEST - URBAM S.p.A

■ MONTENEGRO Delegation

MINISTRY FOR SPATIAL PLANNING AND ENVIRONMENT - MUNICIPALITY OF PODGORICA - SOLIDARITY FUND

BUSINESS RELATIONSHIPS

Companies were provided with the opportunity to meet directly with the Montenegro Minister for Urban Planning, the Deputy Minister for Housing, the Mayor of Podgorica and the Executive Director of Solidarity Fund.

The theme was the tourist development of some of the Montenegro zones, including the maritime (Velika Plaza and Ada Bojana) and mountain areas (Bjelasica and Komovi), as well as the creation of "Made in Italy" quarters in Podgorica through new social housing projects, medium-high level residential projects, commercial zones offering Italian brands, and hotels in the city's most central zones.

COMING SOON: BRAZIL AND NICARAGUA FOCUS OPPORTUNITIES

SAO PAULO - BRAZIL

November 2010. The theme is the Nova Luz Project in the City of Sao Paolo, including residential, social housing, retail and hotel sectors. Possible discussion regarding the renovation of stadiums in view of the 2014 World Cup.

NICARAGUA

January/February 2011. Main themes: thermal and hotel tourism and social housing. Nicaraguan institutional and private operators shall represent the mission's target audience.