



FIERA MILANO

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FIERA MILANO CONCLUDES AGREEMENTS FOR TWO STRATEGIC PARTNERSHIPS WITH NETCOMM AND ANOTHEREALITY TO DEVELOP NEW EVENTS IN THE DIGITAL SECTOR

*A market that may reach a value of USD 400 billion in 2025.
In the trade fair over 400 international speakers distributed on 9 thematic stages.
Palermo: "It will be an experiential immersion in new knowledge"*

21 December 2022. Today Fiera Milano concluded two important agreements with **Netcomm**, the Italian digital hub and reference point for e-commerce and digital retail, and with **AnotheReality**, a company that deals with immersive worlds by applying new technologies in creative and innovative projects.

The objective of the partnerships is to develop a new platform of events aimed at supporting the digital transformation process of companies and exploring the increasingly relevant subject of the metaverse.

This new trade fair event, held in the Allianz MiCo spaces on 15 and 16 November 2023, will be a unique event that will bring together the most important leading companies in the development of new processes and behind the innovations in application systems. The event will offer a multi-layered information approach, analysing the themes and topics of the future on several levels: from the simplest to the most vertical. With over 400 international speakers distributed over 9 themed stages, the visitor experience in the exhibition spaces will be a pathway characterised by many entrances, a kind of **knowledge park** whose paths serve to meet the needs of each visitor.

*"Companies are resorting to the digital transformation for changing traditional business models," explains **Luca Palermo, CEO and General Manager of Fiera Milano.** "Through this new trade fair event we want to enable companies to seize the business opportunities of a new world and be their partner in the digital transformation process. It will be an experiential immersion in new knowledge. The metaverse is one of the tools of digital transition at the service of companies and it can become the engine of a profound change in the way we work, build society and in how our identity is expressed. The trade fair market is also entering this new world: virtual reality, the blockchain, the NFT market and e-sports are increasingly present at our trade fair events, making the trade fair experience even more immersive."*

DIGITAL TRANSFORMATION

The new event will be a **Biz-Conf** (Business Conference) curated by Netcomm and dedicated to companies representing the end users of technologies for implementing the digital transformation and business evolution.

The aim will be to effectively involve primarily professionals connected to the supply chain, human resources, legal, administration, finance and control, marketing, sales and ICT departments of private and public companies. Precisely for the latter, digitisation represents a fundamental path of strategic development. In the NRRP, approximately EUR 6.14 billion are earmarked for the transformation of PA in a digital key.

This event will be flanked by AIXA Summit (artificial intelligence), SMXL (digital marketing) and Creating with Blockchain, which vertically address the sector's strategic topics.

Roberto Liscia, President of Netcomm, declares: *"We find ourselves facing an incredible phenomenon of the redesign of business process, driven by the digital transformation. Netcomm has always supported these evolutions by entering into this business of change and making access to the knowledge needed by small and medium-sized enterprises concrete and applicable. By collaborating with Fiera Milano, our aim is to internationalise this vision, helping to make Milan and Italy a model for a systemic approach to this transformation."*

THE METAVERSE FORUM

The growth of the metaverse market projected for the coming years may reach an economic value, estimated by the analysis *"The Corporate Hitchhiker's Guide to the Metaverse"*, published by the Boston Consulting Group, at between USD 250 billion and USD 400 billion by 2025.

Fiera Milano and AnotheReality join forces for the creation of Italy's first Conf-Tech (Technology Conference) with an international outlook, with the goal of becoming the reference point for the community and providing companies with an insight into the potential of the metaverse.

Lorenzo Cappannari, CEO of AnotheReality, comments: *"There is a need in Europe to implement a Conf Tech on the entire metaverse ecosystem. We find ourselves faced with a great opportunity for technological development and new applications to be created in all sectors of the economy, where design and creativity can make a difference. With Fiera Milano, we felt it was possible to work together to build a unique, highly technical and specialised event that could become the vanguard of all those who look at this topic, one that is in constant development. There is still a great deal of technology to be developed, we need to make systems dialogue with each other and improve experiences: the market has been lacking a place to concretely address these issues and we are convinced that Milan and Fiera Milano are the right choice."*