

Press Release

**THREE-YEAR PARTNERSHIP SIGNED BETWEEN
FIERA MILANO AND 24 ORE SYSTEM**

Milan, 14 April 2023. Fiera Milano and 24 ORE System have signed a three-year partnership agreement with the aim of creating new business opportunities and developing new synergies at the service of Italian and foreign companies attending exhibitions.

Fiera Milano, leader in Italy and one of the world's main integrated operators in the exhibition and congress sector, will provide 24 ORE System with the Group's exhibition platform capable of attracting every year more than 30,000 exhibitors in more than 50 exhibitions where approximately 4.5 million visitors attend. In addition, Fiera Milano generates an induced revenue in the territory of 8.3 billion euros per year. All this testifies to the importance and centrality of the economic and social role of the Milan trade fair system.

On its part, 24 ORE System, advertising agency of the 24 ORE Group - Italy's leading publishing group specialised in economic, financial, and professional information and training - chooses Fiera Milano with the aim of making its tools available to increasingly amplify the communication of companies taking part in exhibitions. All this will be possible through the promotional, advertising and marketing activities of 24 ORE System, which will propose editorial initiatives designed specifically for individual exhibitions.

For the first exhibitions in Fiera Milano's 2023 calendar, 24 ORE System and Fiera Milano have inaugurated an exclusive showroom in the heart of the Fiera Milano exhibition centre in Rho. A space useful for creating business relations between all the protagonists of the economic-productive chain to which each trade fair event is addressed and provides a lounge area, an information desk and a press point. The showroom is an ideal meeting place for organisers, exhibitors and visitors. It consists of an interior space of over 120 square metres on two levels, plus a dehors, and is located approximately halfway along Corso Italia and will be used during certain trade fair events.

*"We are confident that the collaboration with the 24 ORE Group's advertising agency will represent an added value for our customers, thanks to its importance and diffusion on the national territory," says **Nicola Orsi, External Relations & Communication Director of Fiera Milano.** "The decision to open a showroom in our exhibition centre confirms the importance we attach to these exhibition spaces in terms of business centrality and visitor appeal. The exhibitions that we host in our pavilions generate, on average in one year, 17.5 billion euro of exports for exhibiting companies that choose the fair as a communication tool. The partnership with 24 ORE System will allow us to offer an even more integrated service to companies that decide to communicate their brand, history, values and business".*

*"The attention to the world of businesses - large, mid-sized and small - is one of the values we share with Fiera Milano" highlights **24 ORE Group General Manager Media & Business Federico Silvestri.** "This partnership is therefore based on a common aim, that of supporting the economic ecosystem of our country. We'll do this by providing companies with an extraordinary networking and visibility opportunity in a quality context like the one guaranteed by the 24 ORE*

Group's advertising agency. The agreement with Fiera Milano also allows us to have a strategical presence in exhibitions of absolute centrality for key export sectors".

For more information:

Press Office Gruppo 24 ORE:

Franca Piovani (348 8910904; e-mail: franca.piovani@ilsole24ore.com)

Press Office Fiera Milano:

Gabriele De Giorgi (3398431544; e-mail: gabriele.degiorgi@fieramilano.it)