



FIERA MILANO BECOMES A PARTNER OF THE MILANO CORTINA 2026 WINTER OLYMPIC AND PARALYMPIC GAMES

The exhibition and congress operator will make its spaces available for the major sporting event.

Speed Skating competitions, all matches of the women's Ice Hockey tournament, and select matches of the men's tournament will be held at Fiera Milano.

Milan, January 21, 2025 – Fiera Milano and Fondazione Milano Cortina 2026 have signed a partnership agreement to establish a strategic collaboration that brings Italy's leading exhibition and congress operator into the team of partners for Milano Cortina 2026.

The partnership, signed by the CEO of Milano Cortina 2026 Andrea Varnier and Francesco Conci, Managing Director and General Manager of Fiera Milano, consolidates the beginning of a synergic relation that will enhance Italian excellence and the distinctive expertise that the country offers at an international level.

Fiera Milano, for the Milan Cortina 2026 Games, will play a major role in the organisational context of the event. This is made possible by the prestige of its exhibition and congress venues, known all over the world, and its ability to connect different economic sectors, fostering collaborations between companies, institutions and local communities.

Well-known for hosting major international exhibitions, the spaces of Fiera Milano will host some of the most important competitions of the winter event: two pavilions in the exhibition centre in Rho will host the Speed Skating competitions, certain matches of the Ice Hockey men's tournament and all those of the women's tournament. In addition, the Allianz MiCo Congress Centre will welcome all Italian and international media for the entire duration of the Olympic event.

The partnership will significantly promote Italy's image as a hub of innovation and dynamism, as well as strengthen the link between modernity and tradition that characterises the project and the soul of Milano Cortina 2026. Becoming a partner of the Winter Games, Fiera Milano strongly reinforces its identity and confirms its capacity to be an international reality able to host and realise not only trade fairs but also sporting, cultural and musical events. Through the collaboration between the Organising Committee and Fiera Milano, the capital of Lombardy once again confirms itself as an attractive and strategic pole of key importance for the Italian economic system.

Milano Cortina 2026 CEO Andrea Varnier: *"The partnership with Fiera Milano will allow us to reach an outstanding level of the organisational process. This relation is certainly enhanced by the prestige and long experience that Fiera Milano has in the international exhibition and congress sector, where Italy is a leader. The strategic location of the venues provided by this major operator, all easily accessible by local public transport, certainly contributes to this partnership. With the approach of the Milan Cortina 2026 Games, another great Italian company, a sector leader, has decided to expand its bounds by embracing the world of sport, which is a matter of pride for us".*



Francesco Conci, CEO and General Manager of Fiera Milano declared: *"We are proud to become partner of such an extraordinary event as the Milan Cortina 2026 Olympic and Paralympic Winter Games. With the Games we share core values such as excellence, respect, inclusion, commitment and passion. The Olympics represent a gateway that welcomes people, institutions and organisations from around the world, and being part of it allows Fiera Milano to expand its target audience to new communities. This partnership also allows us to strengthen our bond with the territory, in line with the goal of the Games, which focus on sustainability. Through this partnership we aim to amplify the role of the Olympics as a global platform for innovation and culture. We believe the integration of sport, culture and entertainment is a powerful driver of growth for the city and the entire country".*

FIERA MILANO

Fiera Milano is a leader in Italy and one of the world's leading integrated operators in the trade fair and congress sector. The Fiera Milano Group manages the leading exhibition center in Italy and Europe's largest congress center, presiding over numerous production sectors including: fashion, furniture, home system, instrumental mechanics, tourism, professional hospitality, food, plant engineering and energy, construction and art. In particular, the activity focuses on the management, organisation and hosting of exhibitions and other events, through the provision of equipped exhibition spaces, project support and related services. This is complemented by engineering and set-up services, technical set-up and logistics services, as well as a multi-channel platform that includes web services and conferences. Fiera Milano has been listed on Euronext Milan, STAR segment, since 2002.

FONDAZIONE MILANO CORTINA 2026

Fondazione Milano Cortina 2026, in agreement with the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the Italian National Olympic Committee (CONI), the Italian Paralympic Committee (CIP), the cities of Milan and Cortina d'Ampezzo, the Veneto and Lombardy regions, and the autonomous provinces of Trento and Bolzano, is tasked with planning, organizing, financing, and delivering the Milano Cortina 2026 Olympic and Paralympic Games. Established on December 9, 2019, the Foundation is led by President Giovanni Malagò and CEO Andrea Varnier. The Olympic and Paralympic Games are the world's largest sporting event, with unparalleled media impact.

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