FIERA MILANO AND ALLESTIMENTI BENFENATI SIGN A BUSINESS PARTNERSHIP TO MAXIMISE SYNERGIES

**Milan, 25 November 2019.** Fiera Milano signs a business partnership agreement with Allestimenti Benfenati, a company with many years of experience in the world of customised fittings and installations. The operation, in line with Fiera Milano's 2018-2022 Strategic Plan, is part of the Group's growth project aimed at increasing the business of services, in particular customised fittings and fittings outside the district.

Fiera Milano, through its subsidiary Nolostand, is a leader in pre-fitted and unified fittings with a capacity of 10,000 square metres set up per day. Allestimenti Benfenati is a recognized *player* in the sector since the ‘50s; its achievements range from fitting to temporary architecture.

Fiera Milano and Allestimenti Benfenati therefore have complementary characteristics. This will allow both parties to benefit from each other's cooperation and exchange of *know-how,* increasing their respective commercial expansion capacities in the trade fair sector, including events taking place outside the exhibition perimeter.

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