

**EXPLORATION NOTICE FOR THE COLLECTION OF CANDIDATURES FOR  
THE MANAGEMENT OF THE FUTURE HOTEL STRUCTURE CALLED  
'HOTEL SCARAMPO'  
OWNED BY FONDAZIONE FIERA MILANO**

## **1. INTRODUCTION**

Fondazione Ente Autonomo Fiera Internazionale di Milano (hereinafter "Fondazione Fiera Milano" or "FFM"), with registered office in Largo Domodossola 1 Milan, operates as a private law foundation with the aim of encouraging, promoting and increasing in Italy and the organization of trade fairs and any other initiative which, by promoting trade, contributes to the development of the economy.

Fondazione Fiera Milano has launched a development program for its real estate assets, aimed at improving the ability to respond to the changing and growing demand resulting from the expansion of the international exhibition market.

Fondazione Fiera Milano, owner of the area located in viale Scarampo, intends to promote, in accordance with its statutory purposes, the construction of an accommodation facility, in order to support the exhibition-congress activities that take place in the Portello pavilions, providing MiCo users an adequate hotel service and in order to give the customer experience of its customers a level of quality and uniqueness.

FFM intends to build an accommodation facility in the Scarampo area - adjacent to the Milan Convention Center ("MiCo"), home to the most important international congresses every year - in order to:

- support the exhibition-congress activities that take place in the Portello pavilions, with the construction of a hotel owned by the Fondazione Fiera Milano, directly connected to the MiCo and the exhibition spaces of fieramilanocity (the "Hotel");
- provide MiCo users with a hotel service characterized by uniqueness of character and high quality, to promote and innovate the customer experience of its exhibitors and visitors;
- to use the most up-to-date and innovative ICT technologies for the digitization of hotel services, providing front office solutions (based on digital signage and mobile devices), available and developable in the future;
- optimize hotel operations (back office) through the supply of integrated solutions for the hotel operating platform;
- characterize the hotel, in line with the best Italian design, to create an iconic structure that can represent the link between Fiera and Milan;
- promote the internationalization of the city of Milan with the creation of a hotel that meets the highest technological and environmental sustainability standards.

FFM will avail itself, during the procedure described below, of the support - as advisor - of C & W (U.K.) LLP ("Cushman & Wakefield", "C&W").

## **2. PURPOSE**

This notice is intended to collect applications for participation in the search and selection process of operators interested in the management of the Hotel with the general characteristics referred to in the Preliminary Project (as defined below).

## **3. CHARACTERISTICS OF THE HOTEL**

The area, which is part of the Urban Pole complex owned by Fondazione Fiera Milano, is located in front of pavilions 3 and 4 of fieramilanocity, adjacent to the "Portello" station of the M5 Lille metro line, and is currently used as a car park level for visitors and exhibitors of the fair-congress center.

From an urban planning point of view, the area is included within the "Urban Fair / Congress Center", as defined by the Supplementary Act to the Program Agreement of 8/4/1994, approved with DPGR no. 7359 of 31/7/2014 for the qualification and development of the Lombard trade fair system.

Urban planning legislation allows the creation of functions compatible with the prevailing one, in addition to spaces for trade fair-congress purposes, subject to the approval of a Unitary Project Coordination Study (SCPU), aimed at ensuring a coherent insertion in the urban context.

The SCPU presented by Fondazione Fiera Milano provides that in the Scarampo area a tower building for hospitality use and a second one for tertiary use will be built, integrated with each other and with the adjacent urban context.

The SCPU was approved by the Municipality of Milan with D.D. n. 10953 on 28 December 2020 and obtained the favorable opinion of the Municipal Landscape Commission.

Based on the preliminary design activity carried out by FFM to date, the following main general characteristics of the Hotel have been identified:

- a) gross area: 8,000 sq m;
- b) Hotel category: 4-star or 4-star superior;
- c) n. floors above ground: 21;
- d) no. indicative of rooms: 175.

Fondazione Fiera, in the subsequent selection process, reserves the right to update the project, also to take into account the needs of the selected operator.

#### **4. CONDITIONS FOR THE MANAGEMENT OF THE STRUCTURE**

As of the date of this notice, FFM solicits the receipt of applications that meet the following requirements, which will be further integrated and deepened during the subsequent selection phases of the hotel operator:

- a) willingness to conclude a hotel rental contract; it should be noted that, as an alternative and subordinate to the lease, FFM reserves the right to also consider any proposals that envisage hotel management contractual formulas according to international sector practice;
- b) Hotel management in line with market standards for a 4-star or 4-star superior hotel for the entire duration of the contract;
- c) governing law: all the documentation of the operator search and selection phase, as well as the binding contracts relating to the management of the Hotel are - and will be - governed and governed by Italian law.

#### **5. RULES FOR SUBMITTING CANDIDATURES**

##### a) Deadline for submitting nominations

Interested parties must submit their applications by **12 noon on 10 February 2022**.

##### b) Content of the applications

In addition to what is indicated in point 7, with the application, the proposer must produce:

- the company profile, with a description of the hotel company in terms of the number of managed structures, number of rooms, positioning of the structures, turnover, company management, shareholders, etc .;
- the description of their group organization and the indication of the legal entity or legal entities that intend to assume legally binding obligations;
- confirmation of possession of the admissibility requirements referred to in point 6;
- confirmation of the willingness to provide bank sureties for the payment of the fee;
- if and under what conditions or internal approvals the candidate intends to subordinate his interest.

##### c) Official language

Applications and the documents attached to them must be written in the Italian language, or in the language of the candidate's country of origin, with a translation into Italian.

##### d) Methods for submitting applications

Applications must be sent by certified e-mail to the address [Fondazionefieramilano@legalmail.it](mailto:Fondazionefieramilano@legalmail.it) and in copy to the address [dario.leone@cushwake.com](mailto:dario.leone@cushwake.com) .

Alternatively, if the candidate does not have a certified e-mail address, the relative application may be sent by registered letter with return receipt, by courier or by hand, in a sealed envelope, bearing the object and company name of the company on the outside, to the following address:

Foundation E.A. Fiera Internazionale di Milano  
Largo Domodossola, 1 - 20159 MILANO  
c.a. : Legal Office - Dr. Nicoletta Liguori

The application must be signed by a representative of the candidate legal entity with the necessary powers and must include the candidate's tax code and / or VAT number (or equivalent document) and the relevant contact details.

## **6. ELIGIBILITY REQUIREMENTS**

Candidates who intend to submit their candidacy in accordance with this notice must ideally possess the following requirements, which will be assessed at the sole discretion of FFM:

- 1) be the owners of one or more brands of proven standing, of a 4-star or higher category;
- 2) be operators of 4-star or higher category hotel structures, with characteristics and number of rooms similar to those of the FFM Hotel, located in Milan and in the Province, or in Italy, or in international urban contexts;
- 3) have adequate capital and financial resources to bear the hotel management risks for the entire duration of the related contract.

FFM reserves the broadest right to invite operators who, based on the requirements presented, it deems most suitable for the management of the Hotel to the subsequent stages of the tender.

## **7. ADDITIONAL DOCUMENTATION TO ATTACH WITH THE APPLICATION**

Interested parties must attach the following documents to the application:

1. declaration of the legal representative of the candidate illustrating the corporate organization chart of the relevant group, together with the indication of the subject and / or subjects who ultimately exercise control;
2. copy of the financial statements, approved and filed (or other equivalent documents) for the last three financial years, where available.

## **8. PRESELECTION**

Following receipt of the applications, FFM, with the support of C&W, will proceed, at its sole discretion, to select the candidates who will be admitted to the next phase of the selection process.

In this regard, FFM reserves the widest discretion of evaluation.

## **9. ADDITIONAL INFORMATION**

This document constitutes an invitation to submit an application, and not an invitation to offer, not an offer to the public pursuant to art. 1336 cod. civ., not a promise of sale, nor the basis of any commitment to contract or obligation of a pre-contractual nature.

The publication of this document and the receipt of applications do not imply any obligation for Fondazione Fiera Milano towards the interested parties, nor for the latter, any right to be invited to participate in any subsequent phases of the selection procedure, or to obtain any performance by the Fondazione Fiera Milano itself.

With this notice, Fondazione Fiera Milano makes no representations or warranties, not even implicit, regarding the performance of the selection procedure or the accuracy or completeness of any information, written or oral, provided to candidates within the scope of the same. No other person, natural or legal, is authorized to issue any declaration or guarantee on behalf of the Fondazione Fiera Milano.

By submitting the application, each candidate acknowledges and agrees to exclusively rely on the analysis that they will carry out - at their own expense - together with their advisors on the documents and information that will be made available by FFM, with the support of C&W, as part of the subsequent selection procedure, in accordance with the provisions of this notice.

Fondazione Fiera Milano expressly reserves the right to:

- i. interrupt, suspend or modify, at any time, the selection procedure whatever the degree of progress of the same and, in any case, not to select any person;
- ii. award the lease or management of the hotel even in the presence of a single offer, still evaluating the economic convenience, or not to select any person as the successful bidder;

- iii. differently evaluate and / or interrupt negotiations with each candidate, also by negotiating individually with one or more interested parties; And
- iv. freely reject any application for any reason, without being required to disclose the reasons for this decision.

FFM may freely and at its sole discretion exercise one or more of the rights listed above, without this resulting in any right or faculty of the candidates to request any compensation or damages for any reason whatsoever. All subjects participating in the selection procedure undertake to keep strictly confidential any information that may be received by Fondazione Fiera Milano after the application has been sent, and not to disclose it without the prior written consent of Fondazione Fiera Milano.

This notice is governed and governed by Italian law and will be interpreted in accordance with the same.

All participating subjects declare that they have read the Code of Ethics of Fondazione Fiera Milano at [www.fondazionefieramilano.it](http://www.fondazionefieramilano.it) and undertake to scrupulously observe its contents as part of this procedure.

Any dispute arising from this notice will be devolved to the exclusive jurisdiction of the Court of Milan.

## **10. INFORMATION AND CONTACTS**

This notice, attachments, materials and information relating thereto are published on the FFM website in the Download / Tenders and Tenders section.

Any question, clarification or further information about the content of this notice and its attachments may be addressed to Cushman & Wakefield ("C&W") as Advisor, for the attention of:

Dario Leone

MRICS, Partner

Head of Hospitality Italy

Direct: +39 02 63799310

Mobile: +39 335 5834151

[dario.leone@cushwake.com](mailto:dario.leone@cushwake.com)

The data controller is Fondazione E.A. Fiera Internazionale di Milano, with registered office in Milan, largo Domodossola, 1, in the person of its legal representative.

Milan, December 15, 2021