

EUROPE'S LARGEST CONGRESS CENTER IN MILAN

Due to open in January 2011, the MIC - Milano Convention Center can accommodate 18,000 people.

Milan, 14 November 2008 - It has **18,000 seats**, **1 auditorium** for 1,500 people, **1 plenary theater** with 4,500 seats, **73 modular rooms** with **seating for 20 to 2,000 people**, **54,000 sq.m** of supporting exhibition space: these are some of the main figures for the new **Milano Convention Center**, presented this morning at Fieramilanocity, which will give Italy the largest congress center in Europe in 2011.

The project is signed by **architect Mario Bellini**. It incorporates new functions for Pavilions 5 and 6 at the "Portello" complex and merges these with the existing MIC, which is adjacent to the buildings and is currently the country's largest congress center.

The project was illustrated this morning by **Luigi Roth**, chairman and CEO of Fondazione Fiera Milano, **Leonardo Carioni**, president of Sviluppo Sistema Fiera, **Maurizio Lupi**, managing director of Fiera Milano Congressi, and architect **Mario Bellini** of course. Attending the presentation were **Carlo Masseroli**, Milan City Councilor for Territorial Development, **Letizia Moratti**, Mayor of Milan, **Filippo Penati**, President of the Milan Provincial Government and **Roberto Formigoni**, President of the Lombardy Regional Government.

*"Not only is the Congress Center the first new infrastructure that will be ready to host some of the Expo events well before 2015 - stated **Luigi Roth** - it integrates and complements the range of important facilities offered by the Fieramilano Group, and is an important step towards the full redevelopment of the Portello complex by incorporating functions that are compatible with our mission. The city of Milan, which is the capital of the exhibition-related trade, industry and economy, a fulcrum and cornerstone for small- and medium-sized companies in Italy, will now become a one-stop destination in Europe for congress and incentive tourism as well. This ambitious, important project will allow us to host more than 200 events a year".*

The Portello redevelopment project is contextual with the broader **transformation of north-west Milan** that melds with the adjoining districts and creates - by raising the level of the square and highlighting the side paths of the "rib" - **a new green strip between the City Life park and Monte Stella**. The new gateway to the MIC, featuring an eye-catching architectural landmark by Bellini, will make the **Portello**

the gateway to a new and extraordinary area of Milan opening towards the Expo site and the new Fieramilano exhibition complex at Rho-Pero. In fact, **Portello** would appear to derive from the name of a road that once connected Milan to Rho and called "the Portello city road".

Urban integration, green spaces, and high-caliber architecture are the expression of a project that is all about **being socially responsible, namely the very approach used by Fondazione Fiera Milano**. In the same way, the innovative and complex system of photovoltaic panels will make the new MIC a self-sustainable building in terms of energy, as well as a supplier of electric power to the surrounding area: **if the entire "Comet" was a photovoltaic-clad structure, it could generate 800 thousand Watt of power**.

The numbers for the existing and the new MIC:

	At present	Extension	New MIC
Timeline	2 0 0 1 (with a doubling of the spaces in 2005)		December 2010
Capacity	5,500 seats	12,500 seats	18,000 seats
Auditorium		1 auditorium with 1,500 seats	1 auditorium with 1,500 seats
Plenary Theater	1 plenary theater with 2,000 seats	1 plenary theater with 4,500 seats	1 plenary theater with 4,500 seats
Conference Rooms	35 rooms with 20 to 80 seats	37 room with 30 to 660 seats	73 rooms with 20 to 2,000 seats

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