



EXPO ITALIA REAL ESTATE

Milan - June 12th, 2009 – Final Press Release

EIRE – THE 5TH EDITION OF EXPO ITALIA REAL ESTATE CLOSES TODAY: OPERATORS WANT A RECOVERY

Today is the final day of the fifth edition of EIRE – Expo Italia Real Estate, the real estate trade show for the Italian and Mediterranean market.

THE NUMBERS

The turnout for this edition was comparable to last year, and the organizers consider this an excellent outcome given how worldwide difficulties have been dampening the sector: a 36,000 m² area with 350 exhibitors from Italy and abroad, with a visitor count approaching last year's total of 20,000.

Nearly 100 **different institutional conferences, seminars, press conferences and stand-based events** addressed the most critical contemporary issues in the sector, sketching out future guidelines for the real estate industry and zeroing in on the most promising sub-sectors for recovery: retail real estate and tourism. Several market studies were also unveiled, including tourist sector studies by Progetto Turismo and Mercury, logistical studies by World Capital, and Assiimpredil ANCE's studies on the development of Lombardy's real estate market.

INTERNATIONAL PARTICIPATION

There was a substantial number of foreign exhibitors, including Turkey, Greece, Montenegro, Brazil, Panama, Romania, Hungary and Slovenia. The foreign press was well represented, and many important leaders and international operators addressed the fair, including **Philip W. Charls** (CEO of EPRA), **Ikvai Szabó** (Deputy Major of Budapest), **Erdogan Bayraktar** (President of TOKI, a Turkish group) and **Haluk Sur** (President of ULI Turkey), **Branimir Gvozdenovic** (Minister for Economic Development for Montenegro), Romanian Economic Minister **Adriean Videanu**, **Kostas Fotoeolous** (President of KED – Greek Public Property Agency) and **Guilherme F. Mattar** (Cabinet Chief for the City of San Paolo).

THE OPERATORS

All of the fair's top players emphasized the positivity of this event and its importance for the market, and the small- and medium-sized enterprises working for positive growth in this market showed a tenacious resolve to get the sector moving again.

PUBLIC ADMINISTRATION

In addition to public administration exhibitors, the fair was visited by numerous Mayors and Assessors (Regional, Provincial, Municipal) with competence in the sector. This edition of EIRE was inaugurated by the Governor of Lombardy, **Roberto Formigoni**, and other speakers at the convention included **Davide Boni** (Territory and Urban Planning Assessor for the Region of Lombardy), **Michele Cimino** (Budget and Financing Assessor for the Region of Sicily), **Carlo Masseroli** and **Gianni Verga** from the Municipality of Milan and **Marco Corsini** (Assessor for the Municipality of Rome).

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EIRE

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The convention came to a close with the Social Housing conference, which presented a comparison of various international experiences. Italy's own contributors included **Mario Mantovani** (Undersecretary of State for Infrastructure) and **Giuseppe Guzzetti** (President of the Association of Savings Banks and Foundations). The final address was delivered by **Antonio Intiglietta**, President of Ge.Fi. and organizer of EIRE.

To bring the show to a conclusion, Intiglietta himself expressed how: *"This edition proved that professionals, businessmen, institutions and important groups are ready to become the main characters in the next developmental phase of the real estate market in Italy and abroad. While waiting for investments to start flowing again, we can say that EIRE has once again confirmed itself as an essential point of reference for the sector's entire supply chain."*

The 6th edition of EIRE – Expo Italia Real Estate is scheduled for June 8th – 11th, 2010, at Fieramilano. Information about the development of EIRE is available on the web-site www.italiarealestate.it

For more information: [Ge.Fi. Spa](http://www.gefi.it) Press Office

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