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EXPO ITALIA REAL ESTATE: HUGE SUCCESS FOR THE 4th EDITION

Today was the closing day of EIRE – Expo Italia Real Estate, the real estate trade show for Italy and the entire Mediterranean region.

THE DATA

It was a record-setting edition: 394 exhibitors on 37,000 m² of fair grounds, with over 20,000 foreign and Italian visitors. **Attendance surpassed last year's edition by nearly 30%, peaking at 41% on the show's second day.**

The sector's most pressing contemporary issues were addressed by almost **100 institutional conventions, seminars, press conferences and events in the stands**, where guidelines were traced for the future of the real estate industry. Numerous previews of relevant studies and surveys were presented by OSMI, Nomisma, Bocconi University and Gabetti, and many new deals, developments and alliances with international operators were announced.

INTERNATIONAL PRESENCE

There was a significant number of exhibitors from foreign countries, such as Turkey, India, Madrid, the Ajman Emirate, Dubai, Hungary and the Russian Federation. Widespread international press coverage came from Germany, Holland, Turkey, France, Romania and Poland.

The many participants included some widely-recognized names in the community: **Philip W. Charls**, CEO of EPRA, **Mauro Moretti**, Managing Director of the State Railway Group, **Mario Mauro**, Vice President of the European Parliament, **Richard Fedrizzi**, President of the U.S. Green Building Council, **Christopher Hedley**, Director of IPD and the architect **William McDonough**, **Giulio Bellan**, Managing Director of IMMIT. In addition, **all of the major players in the Italian market** took part in EIRE, highlighting the positivity of the event and its importance for the market.

PUBLIC ADMINISTRATION

Italian public entities were also present to demonstrate their availability as reliable partners for private enterprises. More than 200 Mayors and territorial Assessors (Regions, Provinces and Cities) visited the fair this year, not counting the public systems who participated as exhibitors. Speakers this year included Mayor of Rome **Gianni Alemanno** and European Commissioner for Transportation **Antonio Tajani**, who opened the expo with addresses on the topic of infrastructure, as well as Lombardy Governor **Roberto Formigoni** and Major of Milan **Letizia Moratti** on eco-sustainability, and numerous parliamentary delegates and local authorities.

Overall, this extraordinary group of participants punctuated the international character of the EIRE event as an integral part of the developing real estate market in Italy and other countries of the Mediterranean and Eastern Europe.

"We are very satisfied with this year's results. EIRE proved itself to be a crucial appointment for the real estate community. The most important feature this year, without a doubt, was the involvement of foreign enterprises, whose presence grew most noticeably among the visitors", stated **Antonio Intiglietta**, **President of Ge.Fi.**, the organizer of EIRE. "This trade show fulfilled all of the objectives it set for itself. Real estate forms an important value chain in the economic development of every Country, it is a full-fledged industry. The professionals and entrepreneurs at EIRE this year set their sights on quality - this is the path to follow. In 2007, the top 5 countries in Europe registered real estate sales of 705 billion Euros (+4.3% compared to 2006). Italy accounted for 104 billion (+5% compared to 2006), or about 18% of the UE 5 total. Sales for 2008 are being predicted at about 730 billion, of which Italy should account for approximately 130 billion. Next year we will keep working to increase the international presence. A warm thanks to all of the participants and the Italian community that contributed to this success."

The 5th edition of EIRE – Expo Italia Real Estate is scheduled for June 9th to 12th, 2009, at Fieramilano. Information about EIRE is available on the web-site www.italiarealestate.it

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