



FONDAZIONE FIERA MILANO AND SALONE DEL MOBILE JOIN FORCES IN WELCOMING VISITORS TO DESIGN WEEK

Milan, April 2018 - **Fondazione Fiera Milano** partners with **Salone del Mobile 2018** to welcome and provide information to the tens of thousands of visitors who will arrive in Milan in the next few days to visit the Fieramilano pavilions and participate in the off-site events that will take place in many of the city's districts and most fashionable venues.

The partnership between Fondazione Fiera Milano and the Salone del Mobile falls within a variety of initiatives intended to add value to the events that take place each year in the Fiera Milano SpA exhibition and congress spaces. Initiatives that also aim to smooth the way for visitors intent on exploring the many events that occur in parallel (often as a joint effort with local authorities), in many public and private locations throughout the city.

Fondazione Fiera Milano is a private law foundation and is the majority shareholder of **Fiera Milano Spa**, Italy's leading operator of exhibitions and congresses and among the top internationally.

Working alongside and in concert with the main public and private institutions, Fondazione Fiera Milano engages in non-profit functions of general interest, supporting, promoting and improving attendance at trade exhibitions and events in Italy and abroad.

Fondazione Fiera Milano owns all the **exhibition and congress-related assets** of the **Fiera Milano Group**: the **fieramilano** exhibition district, the **hotels** and **offices** in Rho-Pero and **MiCo-Milano Congressi**, built in the repurposed pavilions in Milan's historic fairgrounds district.

Fondazione Fiera Milano makes its support available to Fiera Milano Group, to the companies that operate within the trade fair system and to the public through its **Research Service**, **Academy of Trade Fair Management** and **Historical Archives**.

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