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THE REAL ESTATE EVENT
THE REAL COMMUNITY





THE REAL ESTATE EVENT - THE REAL COMMUNITY - 7TH EDITION

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**THE REAL ESTATE EVENT
THE REAL COMMUNITY**

An investment in knowledge

A network of relationships

An active network all year round

FIERAMILANO, 7TH - 9TH JUNE 2011

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A NEW CONCEPT OF THE REAL ESTATE TRADE FAIR

An investment in knowledge

Knowledge about protagonists, opportunities and market trends, is the deciding factor for the development of one's business.

A network of relationships

Three days of business, exchanges and new relationships: a *Community* at work.

An active network all year round

EIRE encourages an active network all year round between *Community* protagonists.

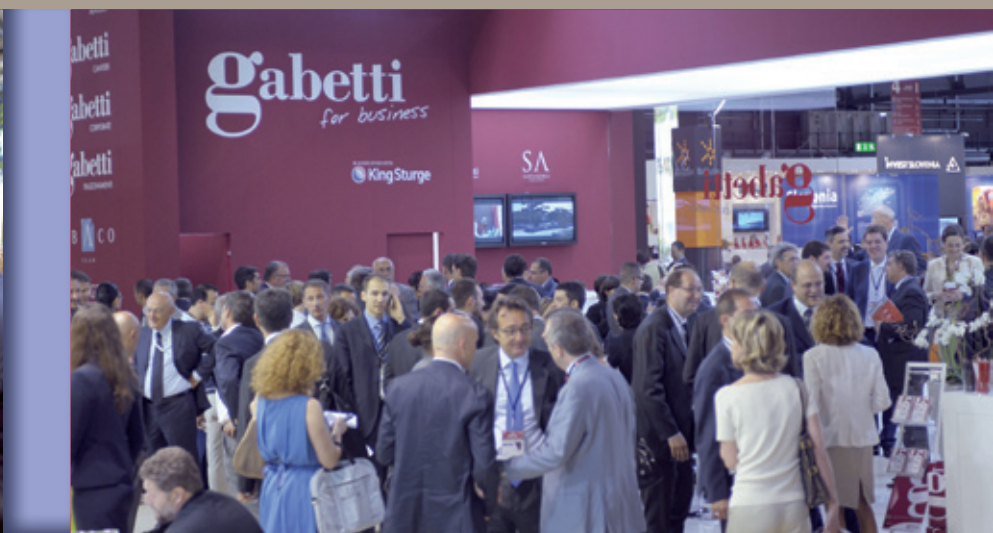


EIRE is encouraging and providing continuity to this network as it prepares for the following edition from 7th to 9th June 2011 in Milan.

The trade fair represents an apical moment in which the *Community* reunites after a year of work.

The EIRE network:

- Innovative communication tools and an updated version of the website
- Partnerships with the media, associations and industry information networks.
- Meetings and elaborations during the year in relation to selected divisions.
- Business missions in some strategic countries.



THE FIGURES



An investment in knowledge

- 15 newsletters and 1 in-depth magazine with EIRE previews.
- 65 conferences and project presentations, with a recorded attendance of approximately 3,300.
- Approximately 50 events and conferences organised amongst the stands.

PROFESSIONAL DIVISIONS REPRESENTED:

- ASSET MANAGEMENT
- ASSOCIATIONS/FOUNDATIONS
- HOTEL CHAINS
- DEVELOPERS
- FACILITY MANAGEMENT
- CONSTRUCTION COMPANIES
- INFRASTRUCTURE AND INFRASTRUCTURAL PROJECTS
- INVESTORS
- INSTITUTIONS
- PROPERTY MANAGEMENT
- RETAILERS
- FINANCIAL SERVICES
- INDUSTRY PRESS
- ENGINEERING AND ARCHITECTURAL STUDIOS
- UNIVERSITIES AND RESEARCH CENTRES



A network of relationships

COUNTRIES PRESENT:

AFGHANISTAN . ALBANIA . ALGERIA . ARGENTINA . AUSTRIA . BELGIUM . BRAZIL* . BULGARIA
CANADA . CHINA . CROATIA . DENMARK . EGYPT* . FRANCE* . GERMANY . GREAT BRITAIN . GREECE
IRELAND . LUXEMBURG . MALTA* . MOROCCO . MACEDONIA . MONTENEGRO* . NICARAGUA*
NETHERLANDS . POLAND . PORTUGAL . CZECH REPUBLIC* . ROMANIA* . RUSSIA* . SERBIA
SLOVAKIA . SLOVENIA* . SPAIN . UNITED STATES OF AMERICA . SWITZERLAND . TURKEY* . HUNGARY*

* also an exhibiting country

- 35,000 m² of exhibiting space and 473 companies and institutions present
- 13,000 professional operators from approximately 50 countries
- 326 accredited journalists
- *Social Housing Exhibition*: 3,000 m² of exhibiting space
72 exhibitors and 86 projects
- The website www.italiarealestate.it
(with approximately 60.000 unique visits from January to July)

An active network all year round

Business missions already undertaken in Montenegro and Turkey, and scheduled for Nicaragua and Brazil in the following months.

The EIRE Forum: an area in EIRE website for the analysis and discussion of various themes and sector news.

MyEIRE: a virtual and personalised tool for exhibitors and visitors for direct contact with *Community* protagonists.

EIRE: ONE MARKET,

VARIOUS "DIMENSIONS"

The international context

The best opportunities in the Mediterranean and in emerging countries.

Investors

Involvement by international investors.

Italy: Public Administration

The pivotal role of those responsible for governing the territory: the public sector as a protagonist for development.

New prospects following federalism reform.

Retail Real Estate

The European event with the highest participation of retailers present in Italy.

The best opportunities for expansion and new locations.



The "Social Housing Exhibition"

The point of reference for new housing policies.

A permanent Observatory of experience and social housing projects.

Tourism and Hospitality Real Estate

Tourism and Hospitality protagonists and real estate opportunities.

New spaces for wellbeing, spas and golf.

Free time: leisure and new stadiums

New spaces for sport and free time.

Stadiums: projects and opportunities facilitated by recent laws.

Real Estate Logistics

Development and investment opportunities in the logistics and large infrastructure sector.



LOCATION



EIRE will take place at Fieramilano, Europe's most innovative exhibition infrastructure.

The trade fair area is directly linked to the airports, train stations and centre of Milan via road networks, line I of the Metro, and the railway loop.

The Fieramilano complex promotes the creation of an ample and rational exhibition environment, facilitating layouts without specific size constraints.



PARTICIPATION COSTS

EXHIBITION AREA : €390.00 / m2 + VAT bare space

REGISTRATION FEE AND ONLINE CATALOGUE: €350.00 + VAT

REPRESENTATIVE COMPANIES / COLLECTIVE STANDS: €280.00 + VAT

Visits to the trade fair event, reserved to EIRE Community members only, incur a cost of €255.00 + VAT

Only exhibitors can register their guests at a special cost of € 85,00 + VAT.

DATES AND TIMES: from Tuesday 7th June to Thursday 9th June, from 9.00am to 6.30pm

EXHIBITION OFFICE



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