



CIPA FIERA MILANO

Fiera Milano strengthens interest in the domestic market with a focus on security sector

Global Group CEO, Corrado Peraboni, was in the country to enhance strategic relations and local partnerships

Recognizing the strategic importance that Brazil represents on the global stage, Fiera Milano, one of the most important trade fairs promoters of the world, held, on Wednesday, November 11, a meeting with partners, business people and representatives of organizations. The event took place in Terraço Itália, in São Paulo.



The meeting was held during the visit of the newly appointed global CEO of Fiera Milano, Corrado Peraboni, who came to the country to intensify strategic alliances with associations and authorities, as well as presenting, along with the Brazil's CEO Graziano Messana, the Fiera Milano project in the world and showing the depth and breadth of the market to Brazilian businessmen.

Market leader in Italy, Fiera Milano annually attracts about five million visitors yearly. Last year, 113 events were held (51 in Italy and 62 abroad) which included the participation of nearly 33,000 exhibitors - 22 000 fairs on Italy and almost 11,000 events in other countries, including China, India, Brazil, South Africa, Russia and Thailand.

In this context, the Group reinforces Brazil as one of its priority markets. In addition to strategic actions for the development of business, the focus of Fiera Milano in the country through Cipa Fiera Milano subsidiary, is to continue the strengthening of the events already consolidated and market leaders like Exposec | International Security Fair, the main technological showcase in Latin America for the electronic security systems market and FISP | International Fair of Safety and Security, the biggest event of the sector in Latin America focused on occupational safety and health.

On the occasion, Peraboni pointed out that the direct presence in São Paulo, Cipa Fiera Milano company headquarters, was strategically chosen because the major international groups are present there. He also presented the various opportunities offered by Fiera Milano, through its global network to maximize exposure and business of exhibitors during the events.



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Another point discussed was the synergy between headquarters products in Milan and the Brazilian branch. An example of this partnership will be the concretized between *Sicurezza*, biennial event focused on the security sector, held in Italy, and *Exposec*, allowing an ample interchange of business, information and technologies. "In 2015 we received Brazilian businessmen in *Sicurezza* in Milan and in 2016 *Exposec* will feature extensive cooperation between Fiera Milano headquarters and the Italian Government represent by the Italian Trade Agency - ITA, for the participation of Italian exhibitors. It will be another stage of a concrete exchange," said the executive, and similar projects have already happened at Tubotech-Wire this year.



Reinforcing the focus strategy in the reference fairs in the sector, working with unique and leading products in the country, Graziano Messina presented some portfolio data of the Brazilian company that has a diverse schedule consisting of 10 exhibitions spanning segments of occupational health and safety, electronic security, construction (pipes, wires and cables, window frames and glass industries); energy, environment and sustainability; and technologies for rehabilitation, inclusion and accessibility, which occupies more than 160,000 m² and attracts annually about 3,000 exhibitors and over 200,000 visitors.

Among those present are: Michele Pala, Consul General of Italy in São Paulo, Erica Di Giovancarolo, director of the Italian Trade Agency - ITA in Brazil; Edoardo Pollastri and Nico Rossini, respectively president and vice-president of the Italian Chamber, and Rimantas Sipas, Commercial Director of Cipa Fiera Milano. Also at the event, directors and representatives of associations and partner trade unions like ABESE - Brazilian Association of Electronic Security Systems Companies; SESVESP - Union of Private Security Companies, Electronic Security; ABRASEG - Brazilian Association of Distributors and Importers of Safety and Protection Products and Equipment; ANIMASEG - National Association of Industrial Safety and Protection; SINDISEG - Industry Union of Safety Supplies; ABITAM - Brazilian Association of Metal Pipes and Accessories Industry; ANAVIDRO - National Association of Glassworks, and ABRIDEF - Brazilian Association of Industries and Products and Services Resellers for Persons with Disabilities.

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