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Informazione Regolamentata n. 0620-17-2022	Data/Ora Ricezione 20 Maggio 2022 13:01:19	Euronext Star Milan
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Societa' : FIERA MILANO

Identificativo : 162567

Informazione  
Regolamentata

Nome utilizzatore : FIERAMILANON05 - Cecere

Tipologia : REGEM

Data/Ora Ricezione : 20 Maggio 2022 13:01:19

Data/Ora Inizio : 20 Maggio 2022 13:01:20

Diffusione presunta

Oggetto : THE BoD APPROVES THE  
CONTINUATION OF NEGOTIATIONS  
WITH FIERE DI PARMA FOR THE  
CREATION OF A EUROPEAN  
EXHIBITION PLATFORM IN THE AGRI-  
FOOD SECTOR

*Testo del comunicato*

Vedi allegato.



**FIERA MILANO**

## **THE BOARD OF DIRECTORS APPROVES THE CONTINUATION OF NEGOTIATIONS WITH FIERE DI PARMA FOR THE CREATION OF A EUROPEAN EXHIBITION PLATFORM IN THE AGRI-FOOD SECTOR**

**Milano, 20 May 2022** - The Board of Directors of Fiera Milano S.p.A. ("**Fiera Milano**" and/ or the "**Company**"), leader in Italy and one of the main integrated operators in the world in the exhibition and congress industry, following the press release of January 25, 2022, announces that it has today approved the continuation of the negotiations with Fiere di Parma S.p.A. (hereinafter "**Fiere di Parma**") for the creation of a European exhibition platform in the agri-food sector (hereinafter the "**Transaction**").

The Transaction would be realized through a capital increase of Fiere di Parma reserved for Fiera Milano against the transfer of the Fiera Milano business unit "Tuttofood", a primary exhibition event in the agri-food sector organized in Milan, Rho district. The Transaction would also include agreements related to the governance of Fiere di Parma.

Through the aforementioned Transaction, the parties set themselves the goal of creating a new multipolar trade fair platform consisting of Cibus Parma, an iconic event for the development of Made in Italy food and its territories, and "**Tuttofood powered by Cibus**" in Milan where it will be able to welcome an international exhibition audience and thus become a global hub of Food & Beverage. Thanks to the synergies with Fiere di Parma and Federalimentare, the two events will be able to specialize their positioning by offering strategic and permanent support to Made in Italy agro-food and, in general, to the Italian system. The result of this industrial alliance will be, for our country, also to increase the share of the exhibition market at an international level in this moment of restart.

Further developments on the Transaction will be communicated to the market in the manner and within the terms provided for by the applicable provisions of the law.

**FIERA MILANO****Fiera Milano**

*Fiera Milano is the domestic market leader and one of the main integrated operators worldwide in the exhibition and congress sector. The Group manages the leading exhibition site in Italy and dominates events in numerous manufacturing sectors: fashion, publishing, furniture and furnishings, home and lifestyle, mechanical tooling industry, tourism, professional hospitality, food, plant engineering and energy, construction and art. Specifically, the business of the Group is focused on the management, organisation and hosting of exhibitions and other events through ensuring the availability of equipped exhibition space, project support and related services. Its offer is completed by engineering services, stand-fitting services as well as a multichannel platform that includes web content and congresses. Fiera Milano has been listed in the STAR segment of the Euronext Milan stock market since 2002.*

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Fine Comunicato n.0620-17

Numero di Pagine: 4