

PALAZZO GIURECONSULTI

Milan  
B4B

## The Building for Business

**57<sup>th</sup> Salone del Mobile**  
**Our space**  
**for your business**  
**in Milan**







## About us



The Chamber of Commerce of Milan, MonzaBrianza, and Lodi is a public enterprise founded in 1786 to promote the general interests of the business community in the provinces of Milan, Monza Brianza, and Lodi. It monitors, mediates, and promotes markets with the aim of developing these local areas and their economies.

The Chamber of Commerce of Milan, MonzaBrianza, and Lodi is Italy's largest with half a million member companies, two million employees, and over 500 billion Euro in revenues. Serving a community of 250 municipalities totaling approximately 4.3 million inhabitants and a dense industrial fabric of 136 businesses and 803 employees per square kilometer, it is Europe's second largest after the *Chambre de Commerce et d'industrie Paris Ile-de-France*.



# Milan B4B The Building for Business

## The first date: il Salone del Mobile

### Furniture & Design: your location in the center of Milan

On the occasion of the **2018 Salone del Mobile of Milan**, the Chamber of Commerce of Milan, MonzaBrianza, and Lodi promotes the initiative **Milan B4B - The Building for Business**.

From **April 9<sup>th</sup> to May 4<sup>th</sup>, 2018** the **exclusive spaces of Palazzo Giureconsulti**, prestigious historical headquarters of the Chamber of Commerce of Milan, MonzaBrianza, and Lodi, directly adjacent to Piazza Duomo, are available to **foreign and Italian Furniture & Design Companies that do not have registered offices or business units in Lombardy**.

Businesses taking part in the project benefit from the unique opportunity of having an **exhibition space and workspace in the center of Milan** at Palazzo Giureconsulti during the **premier world event for the Furniture & Design industry**.

They will also enjoy **orientation services** tailored to companies interested in exploiting the significant opportunities offered by the city of Milan.





# Why choose Milan and the Salone del Mobile

- Strategic point of entry into the Italian market
- Italy's most international city: 3,599 foreign-invested enterprises providing jobs to 279 thousand employees and generating revenues of 168 billion euros, and 15% of innovative Italian start-ups generating 23% of national revenues for the sector
- The city and province of Milan host more than 374 thousand businesses, 5,100 multinationals with 472,300 employees, and revenues of 225.6 billion euros
- An excellent infrastructure network

## Il Salone del Mobile

- A showcase that has always united business and culture, presenting products of the highest quality to the world under the banner of innovation
- Over two thousand exhibitors in 2017, of whom 34% from abroad, filling an exhibition space covering more than two hundred thousand square meters
- Thousands of premiered products
- Over 340 thousand visitors from 165 countries

## Fuorisalone

- Fuorisalone: all the off-site events scattered around Milan occurring in conjunction with the Salone del Mobile at the Rho-Fiera fairgrounds

230M

*Design Week  
Revenues €*

370k

*Visitors in  
the city*

1.5k

*Exhibitors*



# Why choose Palazzo Giureconsulti

Directly adjacent to Piazza Duomo, Palazzo Giureconsulti is the historic seat of the Chamber of Commerce of Milan, MonzaBrianza, and Lodi and has always been a key venue for event organization and networking initiatives.

The privileged position and versatility of the spaces make Palazzo Giureconsulti the perfect setting for:

- conferences, workshops, and business meetings;
- expositions and temporary shops;
- fashion shows, showrooms, and publicity sets;
- gala dinners, receptions, concerts.

The interiors are characterized not only by their refined atmosphere, but also by their carefully preserved historical furnishings and frescoes.



A stone's throw from the Cathedral

## Services - what we offer

From April 9th to May 4th, 2018, businesses participating in "Milan B4B" will enjoy the following services:

- **20 square meters of customizable<sup>1</sup> exhibition space for products, services, and installations** in the spacious **Sala Esposizioni** for a period of three weeks during the Salone del Mobile and the Fuorisalone;

- **advertising and promotion of participating companies in generalist and specialized media, both online and offline, and to stakeholders:** inclusion of participating companies and their products in a catalogue (bilingual Italian/English) that will be distributed to the media and economic operators. Showcasing of participating companies, who will be the testimonials for "Milan B4B" for its entire duration, with a press release to launch the initiative, and interviews and media communications regarding the project. Project promotional campaign on social media featuring participating companies;

- **participation in a daylong group business tour** of centers of excellence, schools and institutes of design, universities, technology hubs, and industrial parks and districts;

- **exclusive participation in the "Milan B4B" opening event** with the Italian and foreign market leaders, stakeholders, media, architects, and designers;

- **inclusion and promotion of the "Milan B4B" opening event** in the Fuorisalone 2018 Guide;

- **personal workspaces** with desk, telephone, Wi-Fi, and PC. Shared use of photocopier and printer;

- **reception service** with dedicated personnel in the Sala Torre;

- **specialized account manager** dedicated to the company for a continuing service of information and assistance during the stay at Palazzo Giureconsulti;

- **option to use meeting and reception rooms** for tailored meetings, events,



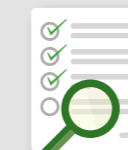
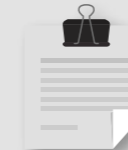
and seminars: Salone delle Mostre (40 people), Sala Donzelli (40 people), Sala Parlamentino (65 people), Suite Affari 3 (20 people). Spaces will be allotted on a first come, first served basis;

- support in the organization of networking activities and business meetings with **Italian counterparts**, chosen on the **basis of the company profile**. Such activities may take place either at Palazzo Giureconsulti or at the business offices of the selected counterparts;

- **participation in two 4 hour training courses** (conducted in English) for all participating companies with a focus on "Doing Business in Lombardy and in Italy" and "Design and New World Trends";

- **support in opening a local company**, facilitated contact with a network of qualified professionals in the local area, guidance in procedures assisted by the offices of the Chamber of Commerce of Milan, MonzaBrianza, and Lodi;

- **support in finding a location** for the possible opening of offices or a showroom in Lombardy.



### Participation fee

The participation fee for using the above services in the period April 9 - May 4, 2018 is €7,000 + VAT.

<sup>1</sup>If the company does not have its own architect or stand designer, the Chamber of Commerce guarantees the support of a qualified professional. The exhibition space may be customized within the limits imposed by the interior architecture of Palazzo Giureconsulti as will be communicated to the company

<sup>2</sup>Any accessory services (catering, translators, technical equipment) will be billed to the participating company per specific cost proposals. Only suppliers officially selected for the initiative may be used.





### Additional services<sup>3</sup>

**Rental of the Camera dei Notari:** a showcase on Via dei Mercanti, immediately adjacent to Piazza Duomo, which may be rented for events or expositions at the exclusive price of €500 + VAT (where applicable) per day<sup>4</sup>

**Support in the organization of personalized events or seminars:** promotion, advertising, engagement of prospective counterparts, interpretatio services, catering, hostesses, venue setup, photos, technical and multimedia equipment

**Follow-up activities addressing contacts** established during the initiative for six months after the company's presence in Milan, with monthly activity reports

**Personalized business tour** tailored to company goals

**Other activities tailored to specific requests**

<sup>3</sup>All additional services will be quoted in specific cost proposals.  
<sup>4</sup>Camera dei Notari may be rented as an exhibition space for a minimum of three days. It may be rented for one day for the organization of an event. The Camera dei Notari is available on a first come, first served basis.

The services are provided by **Promos**, the Special Agency of the Chamber of Commerce of Milan, MonzaBrianza, and Lodi, a strategic partner that has been offering tailor-made services to internationalized companies for over twenty-five years.

From orientation services to the search for international partners to commercial development and training for the international context, **Promos** provides companies with all the instruments they need to operate successfully in the international arena.

As Special Agency of the Chamber of Commerce of Milan, MonzaBrianza, and Lodi, Promos has worked with Italian chambers of commerce, the Region of Lombardy, Italian, European, and global agencies and authorities (governments, European Commission, trade associations, embassies and consulates), and with the major private national players who choose **Promos** for its reliability, proven ability to generate secure, profitable business opportunities, and knowledge of the markets and the right partners for businesses.



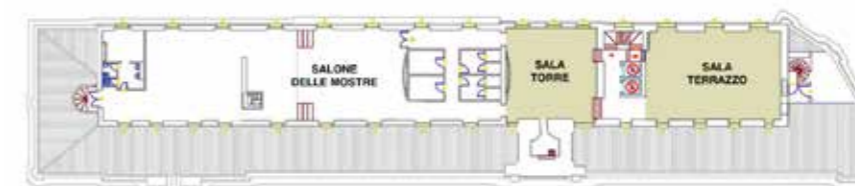




**Our splendid spaces  
are at your disposal**



## WORKSPACE AND RECEPTION FACILITIES



### Sala Terrazzo

Second floor  
Dimensions: 13 x 8m  
Area: 104 m<sup>2</sup>



### Sala Torre

Second floor  
Dimensions: 8.50 x 9m  
Area: 76.5 m<sup>2</sup>  
Capacity: 80 people



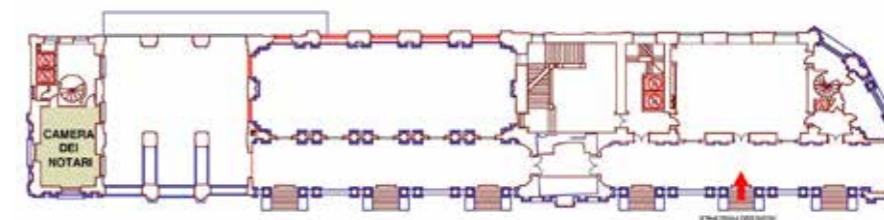


## Sala Esposizioni

Sublevel  
Dimensions: 25 x 10m  
Area: 250 m<sup>2</sup>



## EXHIBITION SPACES



## Camera dei Notari

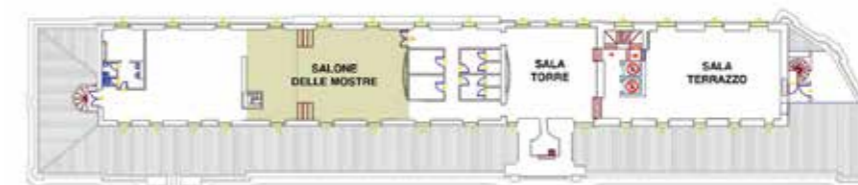
Ground floor  
Dimensions: 7 x 5m  
Area: 35 m<sup>2</sup>







## LOUNGE AREAS, BUSINESS MATCHING, AND BUSINESS MEETINGS



### Sala delle Mostre

Second floor  
Dimensions: 27 x 8m  
Area: 216 m<sup>2</sup>  
Capacity: 40 people





### Suite Affari

First floor  
Three - room suite  
for meetings  
of 10-20 people



### Sala Parlamentino

First floor  
Dimensions: 8.50x 14m  
Area: 119 m<sup>2</sup>  
Capacity: 65 people



**CONVENTIONS, CONFERENCES  
COMPANY PRESENTATIONS,  
BUSINESS MATCHING,  
BUSINESS MEETINGS**



### Sala Donzelli

First floor  
Dimensions: 8 x 13m  
Area: 104 m<sup>2</sup>  
Capacity: 40 people





## Become an official partner in the project!



Consulates and diplomatic representations, international chambers of commerce in Italy, international investor relations agencies, and export promoters are offered the chance to become partners in the "Milan B4B" project, drawing in target companies from their respective home countries.

### Advantages of becoming an official partner include:

- direct visibility as partner with logo on project communication materials;
- priority relations with Italian and international public bodies and private enterprises;
- inclusion in project networking events;
- organization of events to showcase participating businesses and their home country during the Fuorisalone.

Do not miss this unique opportunity to build your business!



## How to apply

### Applicants must provide:

- The complete "company profile" form in Italian or English, available at the above links <http://en.palazzogiureconsulti.it/services/the-building-for-business/offer/furniture-and-design-your-location-in-the-center-of-milan.kl>
- A company brochure in Italian and/or English;
- A complete catalogue of company products in Italian and/or English;
- A company projects portfolio in Italian and/or English;
- A copy of the identity document of the company's legal representative.

The above documentation must be emailed to:  
[parcam@legalmail.it](mailto:parcam@legalmail.it)

Candidates will be selected by an Evaluation Committee based on a review of the above documentation.





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