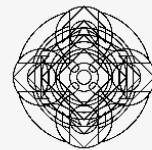


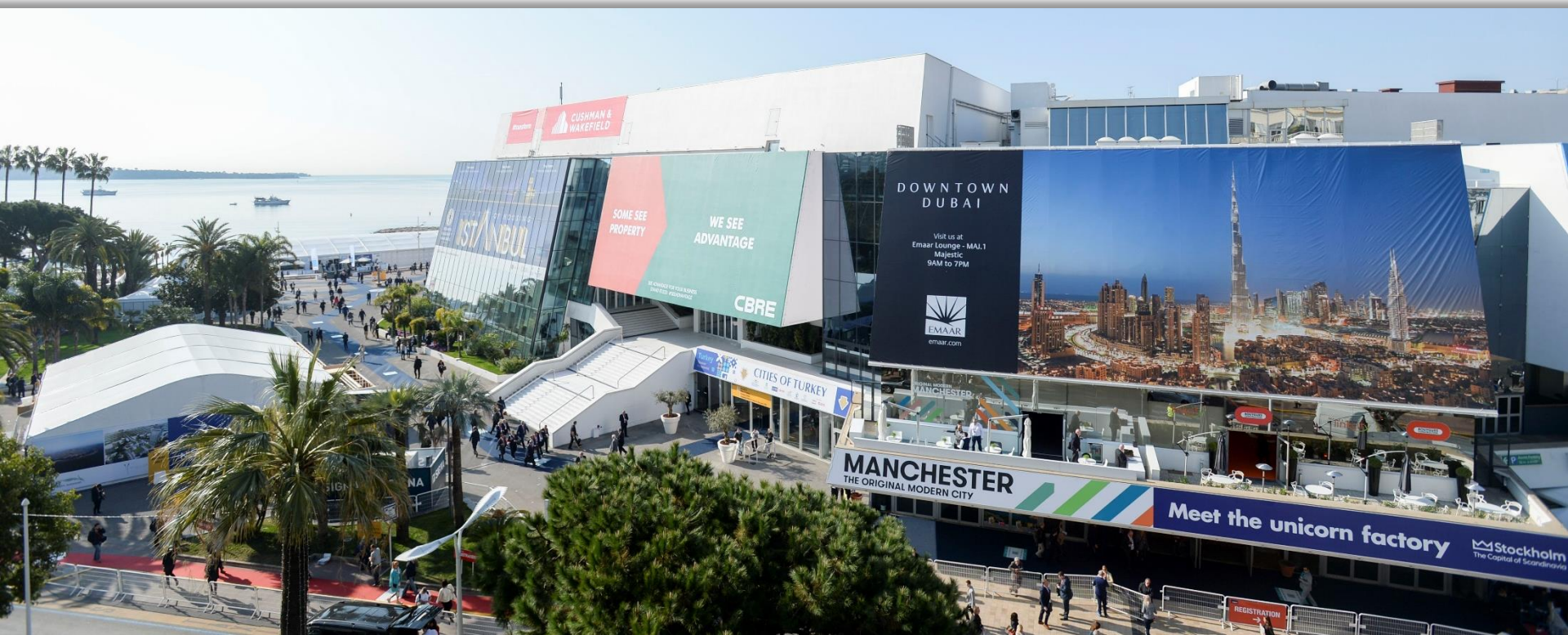
BOLOGNA METROPOLITANA A MIPIM

PALAIS DES FESTIVALS, CANNES 15-18 MARZO 2016

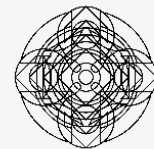
REPORT DELLA PARTECIPAZIONE



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I NUMERI DELLA 27° EDIZIONE DI MIPIM



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ESPOSITORI:

- 19.300 MQ DI SPAZIO ESPOSITIVO
- 2.450 AZIENDE ESPOSITRICI
- + 1.000 NUOVI PROGETTI PRESENTATI

PARTECIPANTI:

- 23.500 PARTECIPANTI
- 8.836 AZIENDE REGISTRATE
- 90 PAESI

AREE TEMATICHE:



**LOGISTIC
PAVILION**

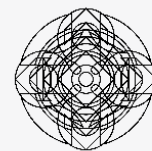


**HOTEL E
TURISMO**



HEALTHCARE

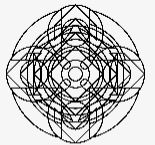
MIPIM: LA MAPPA DELL'EDIZIONE 2016



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BOLOGNA METROPOLITAN AREA



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Bologna Welcome e CAAB, con il patrocinio della Città di Bologna, hanno riunito le principali aziende pubbliche e private del territorio in un progetto internazionale di marketing territoriale, per presentare a Mipim 2016 i progetti di sviluppo urbano. Insieme a **FICO Eataly World** – candidato ai MIPIM Award 2016 - e agli assets promossi dall'Amministrazione Comunale e coordinati dall'**Urban Center di Bologna**, sono stati presentati i progetti di **Acer, Centergross, Con.Ami, Interporto** (supportato da **Prologis e Vailog**), **Tper, Unendo Energia Italiana** e con la partecipazione della **Paolo Castelli Spa**.

Lo stand di Bologna era strategicamente posizionato vicino al Padiglione Italiano, promosso da Ance ed ICE – Ufficio Attrazione Investimenti, e patrocinato dal Ministero Sviluppo Economico e dalle associazioni di categoria.

ENTI PROMOTORI:

CITTA' METROPOLITANA DI
BOLOGNA
COMUNE DI BOLOGNA
BOLOGNA WELCOME
CAAB

PARTNERS:

ACER
CENTERGROSS
CON.AMI
FICO EATALY WORLD
INTERPORTO
TPER
URBAN CENTER BOLOGNA
UNENDO ENERGIA ITALIANA

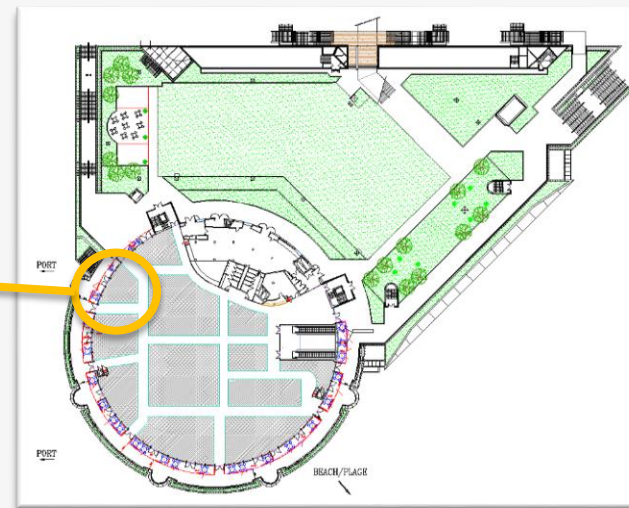
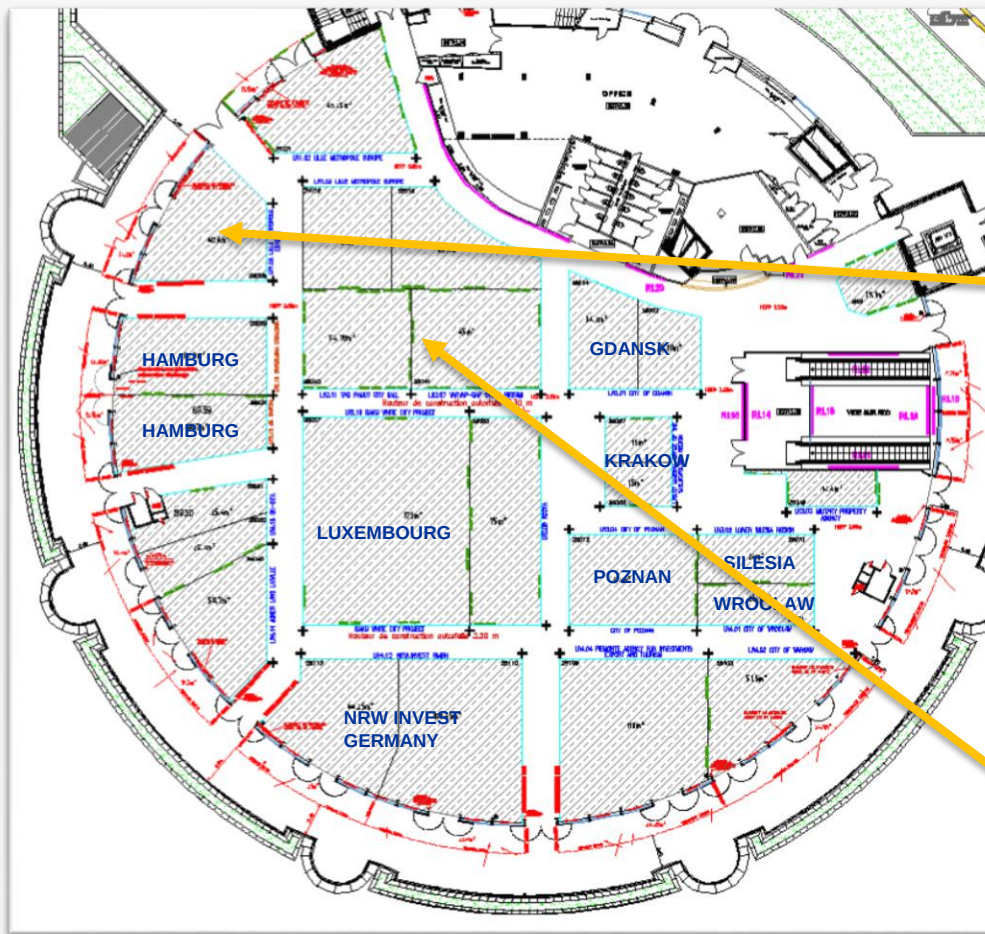
CON IL SUPPORTO DI:

PAOLO CASTELLI
PROLOGIS
VAILOG

BOLOGNA METROPOLITAN AREA STAND RIVIERA 8 A.19



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STAND 60,6 m²
TERRAZZA 18,2 m²

PADIGLIONE ITALIA
oltre 300 mq.

BOLOGNA METROPOLITAN AREA I PARTNERS DEL PROGETTO



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Con il supporto di:



MIPIM 2016: PROMOZIONE PADIGLIONE ITALIA



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ANCE | ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

Contacts
fdi@ice.it
mipim2016@ance.it

PROGRAMME MIPIM

Cannes, 15-18 March 2016

ITALY@MIPIM2016

Italian Pavilion
Stand R8-B10

Cover photo courtesy of Alberto Fanelli



Cannes, 15-18 March 2016



PADIGLIONE ITALIA: REGIONI, ISTITUZIONI, OPERATORI PRIVATI



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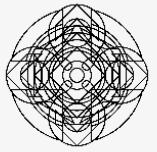
PADIGLIONE ITALIA: REGIONI, ISTITUZIONI, OPERATORI PRIVATI



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BOLOGNA METROPOLITAN AREA STAND RIVIERA 8 A.19



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**PLASTICO
INTERATTIVO
PRESTATO
DALL'URBAN
CENTER DI
BOLOGNA.**



BOLOGNA – IL PLASTICO DELLA CITTA'

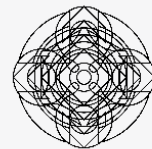


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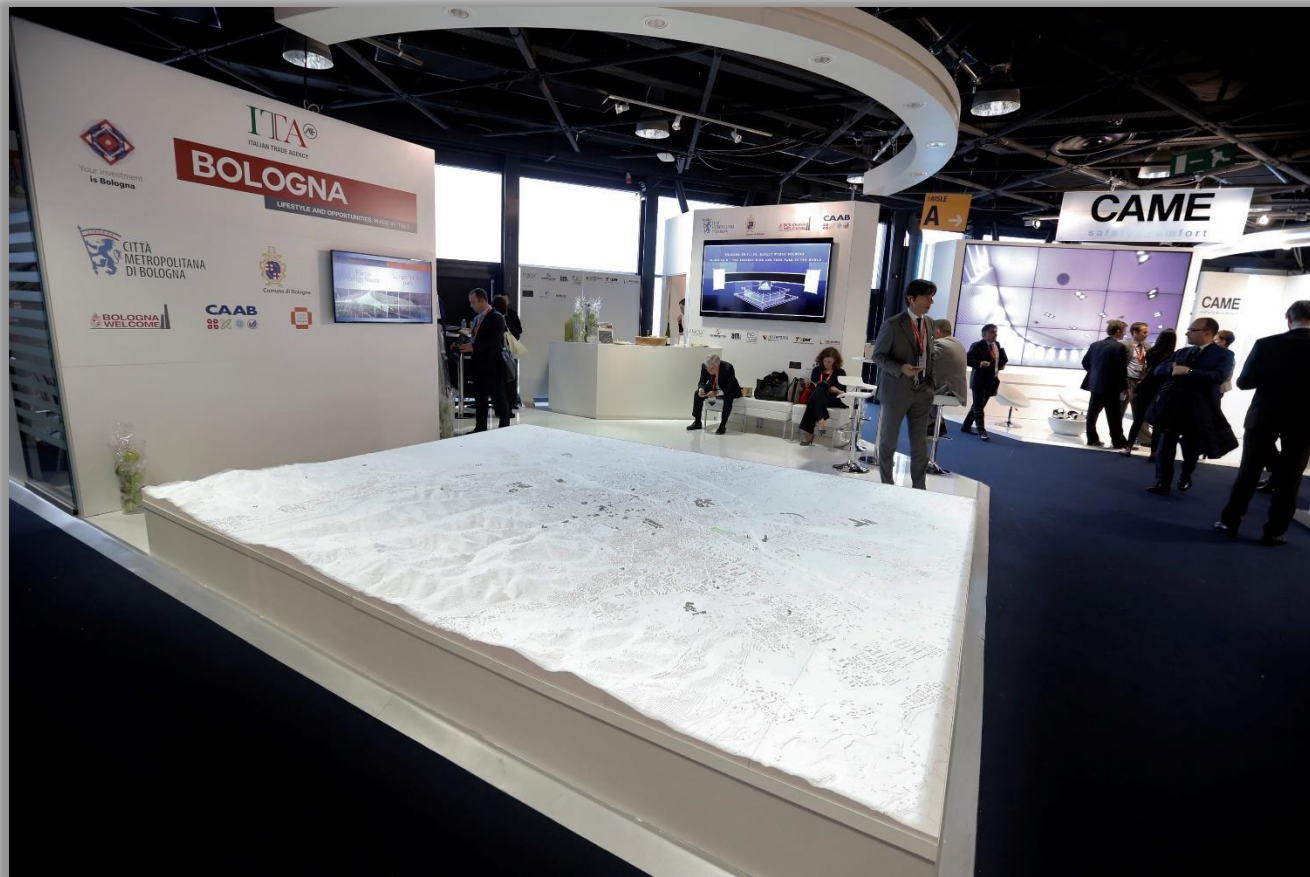
Modello interattivo della Città, restaurato ed esposto allo stand Bologna Metropolitan Area al Palais des Festival



BOLOGNA METROPOLITAN AREA STAND RIVIERA 8 A.19



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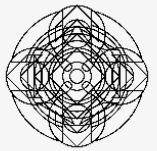


**PLASTICO
INTERATTIVO
PRESTATO
DALL'URBAN
CENTER DI
BOLOGNA.**

The photograph shows the interior of a modern exhibition space. On the left, a large window with horizontal blinds looks out onto a city street. In the foreground, a long, white, minimalist table is accompanied by several clear acrylic chairs. The walls are white and covered with numerous informational panels, each featuring a photograph and accompanying text. The ceiling is high and industrial, with exposed metal beams and a track lighting system. The floor is a light-colored, polished surface.



BOLOGNA METROPOLITAN AREA VISITE ISTITUZIONALI ALLO STAND

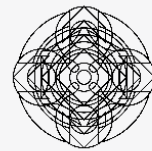


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Una delegazione istituzionale, formata dal Ministro della Difesa Roberta Pinotti e dal Vice Ministro allo Sviluppo Economico Ivan Scalfarotto, hanno visitato lo stand di Bologna per un saluto al Sindaco Merola, al Presidente di CAAB Segré e all'AD di FICO Eataly World.

BOLOGNA METROPOLITAN AREA VISITE ISTITUZIONALI ALLO STAND



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BOLOGNA METROPOLITAN AREA VISITE ISTITUZIONALI ALLO STAND



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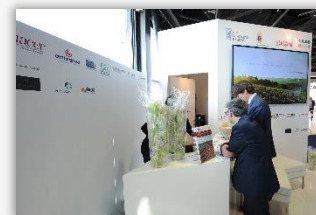
Tiziana Primori, AD
di FICO-Eataly
World, consegna le
mele di FICO al
Ministro Pinotti ed
al Vice Ministro
Scalfarotto.



BOLOGNA METROPOLITAN AREA VISITE ISTITUZIONALI ALLO STAND



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MIPIM 2016: CONFERENZE & EVENTI



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Wednesday, 16th March

11:30 - 12:15

BOLOGNA METROPOLITAN AREA // R8 A19

BEST FUTURA MEGA PROJECT AT MIPIM AWARDS

Selected finalist > FICO Eataly World: The largest Italian food project in the world_

Greetings: **IVAN SCALFAROTTO**, Undersecretary of State for constitutional reforms and Government liaison to Italian Parliament

Speaker: **OSCAR FARINETTI**, Eataly - Founder // **VIRGINIO MEROLA**, Mayor of Bologna // **TIZIANA PRIMORI**, FICO Eataly World - CEO // **ANDREA SEGRE'**, Caab - President

> A cocktail will follow_

17:30 - 18:30

BLUE ROOM // PALAIS DES FESTIVAL

ARE HOUSING NEEDS AND DEMANDS ALIGNED?

Conference between European Metropolitan cities > Bologna // Istanbul // Manchester_

Moderator: **MASBOUNGI ARIELLA**, Architect, Urban Planner, is Inspector General for Sustainable Development the French Ministry for Sustainability

Speaker: **VIRGINIO MEROLA**, Mayor of Bologna // **BERNSTEIN HOWARD**, Manchester City Council Chief Executive // **KALSIN GOKHAN MURAT**, Istanbul Chamber of Commerce Vice President

Thursday, 17th March

11:30 - 12:30 **ITALIAN PAVILION**

BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES

Institutional Conference > Municipality of Bologna & Territorial Partners_Moderator: CELSO DE SCRILLI, Bologna Welcome - President_Speaker: VIRGINIO MEROLA, Mayor of Bologna // FRANCESCO UBERTINI, University of Bologna Alma Mater Studiorum - Magnificent Rector // ANDREA SEGRE', Caab - President // CHIARA CASELGRANDI, Acer Bologna - Vice President // AUGUSTO MACHIRELLI, Con.Ami - General Director // MARCO SPINEDI, Interporto - President // MASSIMO GHINI, Iosa Ghini Associati - Architect // GIUSEPPINA GUALTIERI, Tper - President_

> **Typical lunch from Bologna served to the guests, after the conference_**

14:15 - 15:00 **ITALIAN PAVILION**

INTERPORTO OF BOLOGNA: A SUCCESSFUL LOGISTIC HUB AS NATIONAL BEST PRACTISE

Round Table by the City of Bologna, Interporto of Bologna, Prologis Italy and Vailog Italy__Moderator: FRANCESCO DE BLASIO, DLA Piper

Speaker: MARCO SPINEDI, Interporto - President // SANDRO INNOCENTI, Prologis - CEO Italy // ERIC VERON, Vailog - CEO Italy // CELSO DE SCRILLI, Bologna Welcome - President

> A cocktail will follow_

MIPIIM 2016 - CONFERENZA

“BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES”

Introduce: Virginio Merola, Sindaco di Bologna Metropolitana



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MIPIM 2016 - CONFERENZA

“BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES”



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MIPIM 2016 - CONFERENZA

“BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES”



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MIPIM 2016 - CONFERENZA

“BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES”



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MIPIM 2016 - CONFERENZA

“BOLOGNA METROPOLITAN AREA: AN ATTRACTIVE TERRITORY OF OPPORTUNITIES”

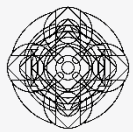


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MIPIM 2016 - CONFERENZA

“INTERPORTO OF BOLOGNA: A SUCCESSFUL LOGISTIC HUB AS NATIONAL BEST PRACTISE”

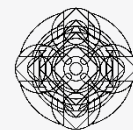


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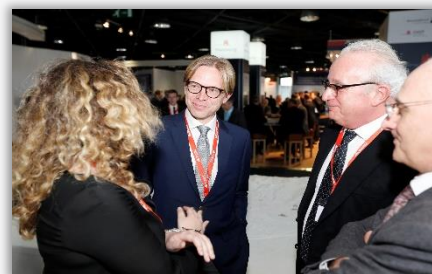


MIPIM 2016 - CONFERENZA

“INTERPORTO OF BOLOGNA: A SUCCESSFUL LOGISTIC HUB AS NATIONAL BEST PRACTISE”



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BOLOGNA METROPOLITAN AREA

I PARTNERS DEL TERRITORIO CHE HANNO PARTECIPATO A MIPIIM 2016



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ATTIVITA' DI PREPARAZIONE A MIPIM

SERVIZI DI AFFIANCAMENTO



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- > Registrazione di Bologna Metropolitana Area e dei relativi affiliati alla fiera di Mipim: Catalogo e Online Database
- > Coordinamento per la gestione e per l'allestimento dello spazio espositivo, in collaborazione con Ice Roma
- > Relazioni Istituzionali con Ice Roma e con le altre Istituzioni nazionali partecipanti al progetto del Padiglione Italia
- > Selezione e coordinamento dei partners del territorio, incontri di aggiornamento, raccolta dei materiali per preparazione digitale e stampa di presentazioni e catalogo di sistema
- > Gestione amministrativa delle quote di partecipazione, dei servizi e di tutti i fornitori coinvolti per la riuscita del progetto
- > Coordinamento preparazione, trasporto e montaggio plastico multimediale da Urban Center a Cannes, e viceversa
 - > Assistenza nelle attività di registrazione e logistica
 - > Organizzazione e affiancamento incontri B2B con visitatori potenzialmente interessati ai progetti della Città Metropolitana di Bologna
 - > Organizzazione e promozione di conferenze, presentazioni ed eventi legati al Territorio e ai Partner del progetto
 - > Affiancamento Ufficio stampa

TARGET PRIORITARI SELEZIONATI PER BOLOGNA METROPOLITANA



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INVESTITORI
BANCHE

FONDI DI INVESTIMENTO IMMOBILIARE

IMPRESE DI COSTRUZIONI

DEVELOPER

HOTEL GROUPS

END USERS

ASSET PROPERTY MANAGEMENT

FACILITY MANAGEMENT

FINANCIAL SERVICES

INVESTMENT ADVISORS

REAL ESTATE INVESTMENT TRUSTS

EVENTI PADIGLIONE ITALIA



ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

Main organisers:

Italian Pavilion Programme (Stand R8-B10)

Wednesday, 16th March

10.00 – 11.30

Official conference - Italian Real Estate: Striving for excellence
Organized by Mipim and Studio Chiomenti (Ruby Room)

11.30 – 12.30

FICO Eatly World – The largest project of Italian food in the world, organized by Bologna Metropolitan Area and Eatly. Celebrating the BEST FUTURA MEGA PROJECT candidate at Mipim Awards, by Oscar Farinetti, Eatly, Virginio Merola, Mayor of Bologna, Andrea Segrè, President of CAAS.
(Stand - R8.A19)

13.00 – 14.30

Italian Lunch - By invitation only

Sponsored by ITA - Italian Trade Agency and ANCE - Italian National Association of Construction Companies, in collaboration with Assoimmobiliare - Federimmobiliare (Salon Croisette, 3rd floor)

INVEST IN ITALY: THE EXTRAORDINARY REAL ESTATE

Co-organizer ITA - Italian Trade Agency and ANCE - Italian National Association of Construction Companies
Master of Ceremony:
Riccardo Maria Monti, President ITA - Italian Trade Agency (Italian Pavilion R8 B10)

15.00 – 15.30

Opening remarks and presentation of the Italian Government's Real Estate strategy
Ivan Scalfarotto, Undersecretary of State for constitutional reforms and Government liaison to Parliament
Presentation of the new public Real Estate disposal website
Marco Simoni, Italian Prime Minister Economic Adviser

15.30 – 15.40

The Agenzia del Demanio's leading role in the redevelopment of public Real Estate assets
Roberto Reggi, General Director of the Italian Public Real Estate Agency

15.40 – 15.50

CDP Real Estate activity: connecting public Real Estate to private investors
Aldo Mazzocco, Head of Group Real Estate Cassa Depositi e Prestiti

15.50 – 16.00

Urban renovation and investment opportunities in Torino and Piemonte.
Piero Fassino, Mayor of Torino
Sergio Chiamparino, President of Regione Piemonte

16.00 – 16.10

Lombardy: the Italian gateway for investments
Mauro Parolini, Regional Minister for Economic Development

16.10 – 16.20

Apulia: leading the way for enhancing tourism and cultural heritage assets
Loredana Capone, Regional Minister for Economic Development and Tourism

16.20 – 16.30

Investment opportunities in Marche Region
Manuela Bora, Deputy Minister of Marche Region Government for international trade and commerce and international investments attraction

16.30 – 16.40

Trentino: urban requalification and Real Estate investment opportunities in the heart of Dolomites
Mauro Gilmozzi, Autonomous Province of Trento Minister for Public works, environment, transport and energy
Raffaele Farella, internationalization and Foreign Relation Manager of the Autonomous Province of Trento

16.40 – 16.50

Enhancing Tuscany Region's historical buildings and prestigious assets
Vittorio Bugli, Regional Minister for the Presidency of the Region

16.50 – 17.00

COIMA: Investing, developing and managing Italian real estate
Manfredi Catella, Founder & CEO COIMA SGR

17.00 – 17.10

The High Speed Network modifies urban functions in Italian cities
Carlo De Vito, CEO FS Sistemi Urbani

17.10 – 17.20

How to leverage public property development through Real Estate Funds
Elisabetta Spitz, CEO INVIMIT Sgr

17.20 – 17.30

Closing remarks
Riccardo Maria Monti, ITA - Italian Trade Agency

17.30

Aperitivo Italiano



ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

Main organisers:

Italian Pavilion Programme (Stand R8-B10)

Thursday, 17th March

10.30 – 11.00

Expo Milan 2015, security solutions for over 21 million people
Andrea Menuzzo, CEO CAME

11.00 – 11.30

Presentation of the local wood and furniture sector
Autonomous Province of Trento

11.30 – 12.30

Bologna Metropolitan area: an attractive territory of opportunities
Virginio Merola, Mayor of Bologna
(Stand R8.A19)

12.00 – 12.45

The future of Real Estate and construction market: from dwellings to professionals, by ITA-ANCE-Assoimmobiliare, with the scientific partnership of Federimmobiliare

12.45 – 13.15

Bugatti's Factories: change of use from industrial to hospitality and retail
Stefano Pulsoni, Stefim Srl

14.15 – 15.00

Interporto di Bologna: a successful logistic hub as national best practice
By Interporto Bologna, Prologis Italy, Vailog Italy
(Stand R8.A19)

Project by ANCE - Italian National Association of Construction Companies

15.15 – 15.35

Invest in Italy – Real Estate Opportunities
ANCE, Italian Association of Construction Companies

15.35 – 15.55

Development and regeneration projects in Milan
Company Brio Mangiarotti

15.55 – 16.15

Como Lake Luxury
Company Nessi & Majocchi

16.15 – 16.35

Renovating and developing an old building on the Lake of Como for a modern tourist experience
Company Piazza Carlo & C.

16.35 – 16.55

Parma Urban District: an opportunity for the development and rehabilitation of the territory
Company Pizzarotti & C. SpA

16.55 – 17.15

Public assets valorisation in collaboration with the contractors.

Fendi's contribution to the City of Rome

- Valorisation projects of public property, CDP Investimenti SGR's role: how does it relate with the contractors
- A successful project, Fendi's Head Quarter in Palazzo della Civiltà, EUR, innovative management of a regeneration Company Constructors srl

17.15 – 17.35

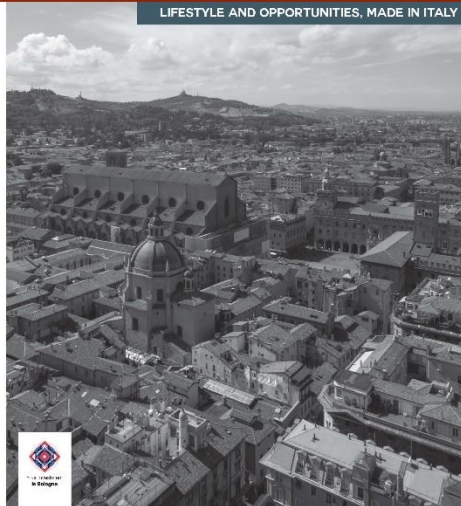
MILANO ALTA a new development in the center of Milan
Company Vitali Real Estate

500 copie - formato A4 - 8 ante

The area of Bologna has always been passionate about technology and engines and able to blend creativity, entrepreneurship and profitability. Examples of this are its famous industrial companies like Ducati and Lamborghini, its leading packaging and mechanical industries and the growing prominence in fashion with Bologna brands such as Furla, Les Copains, La Perla. The exhibition centre stands out with a number of fields in sectors such as children books, construction, farming technologies, leather and perfumery. The Industrial Heritage Museum (Museo del Patrimonio Industriale) displays the economic and productive history of the City.



FMSE = $\frac{1}{n} \sum_{i=1}^n \frac{1}{\sigma_i} \left(\frac{\sigma_i}{\sigma_{\text{max}}} \right)^2$
 MFMSE = $\frac{1}{n} \sum_{i=1}^n \frac{1}{\sigma_i} \left(\frac{\sigma_i}{\sigma_{\text{max}}} \right)^4$



BOLOGNA METROPOLITAN AREA

BOCHIRE

500 copie - formato A4 - 8 ante



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BOLOGNA HERITAGE: A PROGRAMME FOR THE CITY CENTRE

Bologna Heritage is a series of interventions aimed at the recovery of the city centre, with the aim of preserving the historical and cultural heritage of the city. The programme includes the restoration of the city's historic buildings, the creation of new public spaces, and the development of new cultural and leisure facilities. The programme is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

CAAB - NEW CITY MUSIC MALL BY IOSA GHIU ASSOCIATI

CAAB - New City Music Mall is a new cultural and entertainment complex located in the city centre. The complex includes a large concert hall, a cinema, and a variety of shops and restaurants. The complex is designed to be a hub for the city's cultural and entertainment life, and is expected to attract a large number of visitors. The complex is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

FICO EATALY WORLD

FICO Eataly World is a new food and entertainment complex located in the city centre. The complex includes a large food hall, a cinema, and a variety of shops and restaurants. The complex is designed to be a hub for the city's food and entertainment life, and is expected to attract a large number of visitors. The complex is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

PUBLIC PROPERTY REGENERATION PLAN

The Public Property Regeneration Plan is a key element of the city's urban regeneration strategy. The plan includes the restoration of the city's historic buildings, the creation of new public spaces, and the development of new cultural and leisure facilities. The plan is designed to create a more vibrant and sustainable city centre, and is expected to attract a large number of visitors.

TECNOPOLO, A CENTRE FOR RESEARCH AND TECHNOLOGICAL TRANSFER

Tecnopolo is a new research and technological transfer centre located in the city centre. The centre includes a large research facility, a cinema, and a variety of shops and restaurants. The centre is designed to be a hub for the city's research and technological transfer life, and is expected to attract a large number of visitors. The centre is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

URBAN RENEWAL PROJECTS: NAVILE AND LAZZARETTO

The Urban Renewal Projects in Navile and Lazzaretto are key elements of the city's urban regeneration strategy. The projects include the restoration of the city's historic buildings, the creation of new public spaces, and the development of new cultural and leisure facilities. The projects are designed to create a more vibrant and sustainable city centre, and are expected to attract a large number of visitors.



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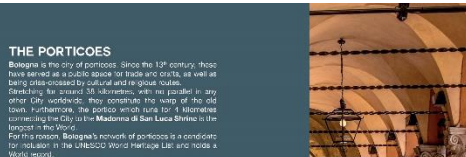
Bologna Metropolitan Area is one of the "Urban Metropolitan Centers" with a surface area of 5,170 square km, 50 municipalities and a population of 1,000,000. It is an urban area with a high density of population, and is one of the most important urban areas in Italy. The area is characterized by a high density of population, and is one of the most important urban areas in Italy.

Bologna Metropolitan Area is a network of public and private entities, which includes the city of Bologna, the municipalities, and the regional authorities. The area is characterized by a high density of population, and is one of the most important urban areas in Italy.



BOLOGNA WELCOME

Bologna is a city with a rich history and a vibrant culture. The city is characterized by a high density of population, and is one of the most important urban areas in Italy. The city is a hub for the region's economic and cultural life, and is expected to attract a large number of visitors.



THE PORTICOES

The Porticoes are a series of covered walkways that run along the city's main streets. They are designed to provide a place for people to walk and to enjoy the city's architecture. The porticoes are a key element of the city's urban regeneration strategy, and are expected to attract a large number of visitors.

THE CITY OF MUSIC

The City of Music is a new cultural and entertainment complex located in the city centre. The complex includes a large concert hall, a cinema, and a variety of shops and restaurants. The complex is designed to be a hub for the city's cultural and entertainment life, and is expected to attract a large number of visitors. The complex is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.



GREETINGS FROM THE MAYOR

The Mayor of Bologna is pleased to welcome visitors to the city. The city is a hub for the region's economic and cultural life, and is expected to attract a large number of visitors. The city is a key element of the region's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

Virginia Morola
Mayor of Bologna Metropolitan Area

ACER - RIGENERA: ENERGY EFFICIENCY FOR PUBLIC HOUSING

ACER - RIGENERA is a project aimed at improving the energy efficiency of public housing in Bologna. The project includes the installation of energy-efficient lighting, the use of energy-efficient appliances, and the implementation of energy-saving measures. The project is designed to reduce the energy consumption of public housing, and is expected to attract a large number of visitors.

BOLOGNA HUB: THE INTERNATIONAL AIRPORT

Bologna Hub is a new international airport located in the city centre. The airport includes a large terminal, a cinema, and a variety of shops and restaurants. The airport is designed to be a hub for the city's international air travel, and is expected to attract a large number of visitors. The airport is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

CONAMI - URBAN RENEWAL OF THE OSSERVAZZA COMPLEX - IMOLA

CONAMI - Urban Renewal of the Osservanza Complex in Imola is a key element of the city's urban regeneration strategy. The project includes the restoration of the city's historic buildings, the creation of new public spaces, and the development of new cultural and leisure facilities. The project is designed to create a more vibrant and sustainable city centre, and is expected to attract a large number of visitors.

INTERPORTO BOLOGNA - A LEADING LOGISTICS & INTERMODAL PLATFORM

Interporto Bologna is a new logistics and intermodal platform located in the city centre. The platform includes a large warehouse, a cinema, and a variety of shops and restaurants. The platform is designed to be a hub for the city's logistics and intermodal life, and is expected to attract a large number of visitors. The platform is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.

TIPER: METROPOLITAN INFRASTRUCTURES FOR PUBLIC TRANSPORTS

TIPER is a new metropolitan infrastructure project for public transport in Bologna. The project includes the construction of new bus lanes, the installation of new bus stops, and the implementation of new public transport measures. The project is designed to improve the public transport system in Bologna, and is expected to attract a large number of visitors.

UNENDO ENERGIA ITALIANA

Unendo Energia Italiana is a new energy company located in the city centre. The company includes a large energy production facility, a cinema, and a variety of shops and restaurants. The company is designed to be a hub for the city's energy life, and is expected to attract a large number of visitors. The company is a key element of the city's urban regeneration strategy, and is designed to create a more vibrant and sustainable city centre.



Biological history of the city, one of the biggest in Europe, is a main hub for the metropolitan area. It has preserved, in its buildings, squares and urban space, the history that the Pontifical city, formerly, currently and always is becoming World Heritage. They run through the city for about 40 km and connect the centre to the other parts of the city.

In some streets, squares and significant places, the historic area, some objects of requalification are going on and the aim is to improve livability and the historical and structural heritage.

These initiatives are part of *D. nuovo in Centro* (Again in the centre), Bologna programme for a pedestrian-friendly city centre, promoted by Council of Bologna since 2013. The programme "re-uses integrated policies of mobility through the stimulation of traffic requalification of public spaces and valuation of commercial and cultural activities."

Dox: Direct Municipality investment for the last five years: more than € 9,000,000 / Total investment: about € 5,000,000.



City Winery's Mail's subfunctions are additive, varying a large range from a flexible mail to a fixed mail, with the possibility of an additional video and music center, connect to FICO Eately Web with a short walk. On almost 13,460 sqm, it main areas and venues are the following:

1. Retail Stores with permanent stores arranged around a Cover gallery.
2. Communal Flexible Area with various temporary situations such as Pop-up and temporary stores, exhibit area and studios (video and audio) and two different conference rooms for 800 people each. Moreover, through an additional unique ad project, the construction of a new personal area.
3. Music Center, a strong cultural, artistic and social venue, as in 2006 LA-500 awarded Bologna as the City of Music Center Mail will produce with two professional studios.

The previously existing archives are, together with a new building called "music and an ever crossing structure, will become a unique concept, evergreen by an elevated open place, a sort of Green theater.



FCU Locally World Amite! tell the world about...the excellence of Italian food and wines as the legacy of the Italian agricultural and food industry, combining culture, tradition, nature "or heritage" and food culture and expertise of those who have been working for years in the agriculture and food chain. Encompassing under the same roof...Covering an area of about 60,000 square metres, FCU also displays a huge gastronomic world - will allow visitors to discover Italy and its biodiversity through the various products of its territory, from the most traditional delicacies to modern specialties and shops, 40 laboratories for the processing of raw materials, 20 restaurants, 10 classrooms, "an education and training, 6 multi-media pavilions are a 4,000 square metres dedicated to the exhibition space for events, cultural and educational initiatives related to food.

FCU will be according to sustainability criteria, it's integrating to be a building better conversation with non-extra land consumption. The facility will be achieved by the large green photo-voltaic panels.

Fattyl Food aims to attract 6 million visits per year; 1.5 million registrations, 4 million likes on Facebook and at least half a million children on school trips and visits.



The POC—the Council overseeing the program named Regeneration of Public Spaces—is now under “trial” use by the Municipality of Bologna in order to manage additional areas such as ex-military territories or railways, applying a regeneration process to create new high quality urban and environmental projects.

The POC is identified as a set of public urban areas that will acquire new urban destinations including residences, commercial locations and headquarters, leisure and recreation areas and sports facilities. These transformations will be completed by the creation of parks, equipment for public use, social residences as a reinforcement of public transportation. The project will be developed over the next two decades, starting from the Council of Bologna as the process of approving the institutional framework and the project, since the project is finalized, the council will introduce the POC into urban detail plans to actualize in the following five years.

Data: 100+ hectares are transformed; 100 are included in the program; 4,000,000 sq. ft. of building area; 25,000 new jobs; 2,100 new affordable apartments; 300 new shops; 50 new parks; 25 new schools.

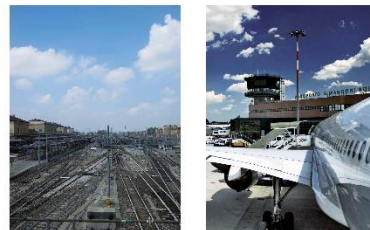
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Agia Ltd. An (Energy) Requalification (ACE Re3longo) programme aims to implement the energy localisation of social housing buildings through an efficient energy-saving strategy. The requalification works will be performed in partnership and co-financing by the Portuguese Authority on Energy (FSCo (Ficrergy Saving Company)), a private non-profit entity, by following through a contest.

By subscribing the EPC (Energy Performance Contract), FSCo will deal with energy analysis, design, implementation of interventions (substitution of air treatment, facility management and energy supply). This contest covers the implementation of efficient energy saving strategy and ensures the achievement of objectives of energy and cost savings.

ACEC Corporation wants to extend its huge project to its whole estate because the first experiment of energy retrofit: "Icadian began in 2014 on a first batch of eight buildings.

Data: Total cost: 60.963,35m.



Thanks to its central location, Bologna represents an important hub of passengers and freight trains in Italy but also in Europe. Guglielmo Marconi Airport in Bologna is one of the main airports for a number of international destinations: it connects Bologna with 10 national and 55 international and 13 intercontinental destinations and has increased its passengers' numbers to more than 3.6 million for '75's reason the airport is now working on a new development plan. "The airport is located about 6 km far from Bologna city center."

Situated in a 150.000 square meters area, Bologna railway station is the nerve centre of the entire continental transport network, involving daily movement of over 800 trains and about 180.000 passengers. "Trepiiese is a strategic point of the railway network, the point where the national and international lines converge. That is, the construction of the new high speed train station, Bologna is an hour far from Milan, two hours from Rome, half an hour from Florence, one hour and half from Venice. To connect the station to the Airport, a new automatic shuttle, the People Rover, has been planned, and it is now under construction."

BOLOGNA METROPOLITAN AREA PROGETTI



CON.AMI

CON.AMI Consortium includes 23 municipalities spread over three provinces (Bologna, Ravenna, Forlì-Cesena) and two Regions (Emilia Romagna and Tuscany) and owns the assets (equipment, networks and special companies) that allow it to act as an operational and strategic tool of local authorities, in order to create any kind of intervention of public interest, in support of the territory's economic and social development. Also through the management of certain affiliates, CON.AMI plans investments, uses the resources for member municipalities' growth and territory promotion, intervenes in large territorial development locations and allows to respond quickly to demands for innovation, modernization and creation of infrastructure, anticipating the creation of regional, national and community plans. The company (Osservanza 51) owned by Con.Ami and the Municipality of Imola, has as its objective the urban renewal of the great historical Osservanza Complex that, for over a century, housed the homonymous Psychiatric Hospital. The urban renewal project of the entire complex, already partly implemented, will allow enhancement of the complex's existing real estate and surroundings, including a valuable historical park.

Data: Surface area occupied by the Osservanza Complex: 123.000 acres / Surface area of the park: 31.000 sqm.



INTERPORTO

Interporto Bologna is the Company managing the Bologna Freight Village, one of the largest and most important intermodal platforms in Europe.

The Freight Village is located in Northern Italy, in a strategic location on the national rail network, with a dedicated logistic on Bologna Padova A13 highway and directly linked to the national rail network through the Bologna Padova Venezia main line. The freight village covers a total fenced area of more than 4 million sqm (3.5 million sqm of logistics and 665.000 sqm of rail area) and its development has been pursued through the years with two strategic partners: Bologna and Vallog. Prologis is the leading owner, operator and developer of logistics real estate in markets across the Americas, Asia and Europe. Prologis is present in Italy with almost 1 million sqm and 42 buildings. Prologis Park Bologna Interporto is its largest strategic location with approximately 200.000 sqm, 13 buildings and 100.000 sqm of additional buildable capacity.

Vallog is a Milan-based logistics real estate developer, leader in the Italian market. It is part of the SEGIO Group, a London-based real estate owner and operator of distribution space, listed in the London Stock Exchange and with assets exceeding €8 billion.



TIPER

METROPOLITAN INFRASTRUCTURES FOR PUBLIC TRANSPORTS

TIPER plans, manages and implements the integrated project of Bologna metropolitan mobility.

The company was founded in 2012 to create a management system able to integrate the railway network with the existing trolley bus network through actions for completion and expansion of both.

In October 2012, Cipe (Inter-ministerial Committee for Economic Planning) authorized the funds to create Bologna integrated public metropolitan transport system for a total of €736.700.000.

The actions plan to extend the trolley bus network (adding to about 125 km from existing 60 km) in the North and West directions in the city area to connect it with the railway stops in the territory.

Moreover 55 new trolley buses will be purchased to replace the older ones still using diesel.

The new trolley bus network will be developed by the renewal of the roads into two, to make them safer and more usable for pedestrian and public transport.

The SFM (Metropolitan Railway Service) is the public transport service for rail movement inside Bologna and between the city and the metropolitan territory.



UNENDO

Unendo Energia Italiana was founded in May 2012 with the aim to bring electricity to homes and Italian companies, granted by their solar photovoltaic systems. Unendo Energia Italiana manages acquisition for the production of electrical energy from solar energy, leading to greater energy efficiency and a lower environmental impact.

Unendo Energia Italiana is dedicated to cutting edge projects that focus on the deployment of renewable sources as well as a strategic meeting between public and private sectors.

An example is the project completed in the end of 2012: the construction of a photovoltaic system over the roof of CAAB (Centro Agro-Alimentare Bologna), the largest on-building in Italy and one of the largest in Europe.

The Gucina Energy for everyone: Unendo Energia Italiana also operates in the free electricity and gas market. Besides providing electricity from the grid through the promotion of better economic conditions, for private consumer and businesses, it offers an innovative solution to reduce consumption of energy and cost of electricity bills, an independent photovoltaic system combined with the CUGO, the most advanced energy storage system in the world.

Just as companies use sun's energy even at night in total independence from the grid.

Innovation, research, reliability and efficiency are the main objectives of Unendo Energia Italiana.

FICO EATALY WORLD FOR MIPIM AWARD 2016



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Bees Communication ha supportato la comunicazione di FICO Eataly World attraverso diversi strumenti di promozione



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