



M I L A N A M B A S S A D O R P R O G R A M M E

MAP (Milan Ambassador Programme), 20 September 2017: final press release

The congress tourism hosted in the metropolitan area of Milan in 2016 generated a direct turnover, between participants and organizers, of **886.44 million euros**, an amount that corresponds to approximately **0.5 per cent of the area's GDP**. These are truly impressive figures which, if read along with the number of overnight hotel stays (19.8 per cent of the total, second only to Paris and Berlin with 25 per cent, but well ahead of Vienna, 12 per cent, Barcelona, 11.3 per cent and Amsterdam, 6.1 per cent)* place Milan among the meeting industry's most popular destinations. These are some of the results that emerged during the MAP (Milan Ambassador Programme), designed by Eventing Milan, the convention network created by MiCo (Fiera Milano Congressi) that brings together the main players in the conference segment. The MAP was held on 20 September 2017 at Palazzo Marino and aimed to boost conference business in the Milanese area. Prominent figures at the meeting, in addition to the speakers, included Roberta Guaineri, councillor for Tourism, Sport and Quality of Life at Milan City Hall, Diana Bianchedi, Olympic fencing champion and member of the IOC, Stefano Centanni, professor of respiratory diseases at Milan University, and MiCo's CEO Francesco Conci, plus **50 "Ambassadors"**, qualified representatives of research institutes, doctors, scientists, professionals, university lecturers and key corporate managers, all working together to **promote Milan**, and its surrounding area, **around the world**, as an excellent destination for major congresses and conventions. A further 28 representatives of Milanese scientific and academic communities were rewarded with a plaque recognizing their recent and forthcoming contribution to bringing internationally important congresses to Milan (the most recent was ERS, the annual gathering of the European Respiratory Medicine Society, which had been absent from Italy since the year 2000, with the participation of over 22 thousand delegates in the halls at MiCo). The morning was also an opportunity to present Milan's recent "victory" as the seat of the IOC (International Olympic Committee) General Assembly in 2019.

Milan has proved its worth as a popular destination for **international tourism**, both leisure and business, thanks to a vocation carefully nurtured over time, but also to numerous centres of artistic excellence and cultural interest, its great accessibility, efficient public transport as well as a large number of top quality hotels and restaurants, constantly on the rise. All in all, the current congress centres - of widely varying capacities, from hotel conference rooms to MiCo's over 22 thousand seats, with highly specialized services, state-of-the-art technologies, expertise and flexibility in responding to all types of requests - constitute a veritable credit card without limits.

*Source: ASERI – Alta Scuola di Economia e Relazioni Internazionali (Università Cattolica del Sacro Cuore di Milano)

- MiCo Press Office, Franco Berton Giachetti: francobertongiachetti@gmail.com 3471513552

-MiCo Marketing and Communication Officer, Fabrizio Conte: fabrizio.conte@fieramilanocongressi.it

