

## Fiabci Italia at Mipim 2010 Mipim Asia - Hong Kong, Convention and Exhibition Centre

November 10 - 12, 2010

MIPIIM Asia is an exclusive platform to keep in contact with a wide and skilled group of professionals and workers from the different international real estate fields: investors, hotel chains, retailers, final consumers, public authority, developers, architects, business services, service providers, associations, federations and universities

**Fiabci Italia** will participate for the first time in the 5th Edition of MIPIIM Asia with a corner dedicated to Fiabci International, together with sponsors' emphasized brands of the demonstration and the presence of several displays of the International Chapter, above all Asia, but also the United States and Europe.

The first step as **ambassadors in the Asiatic Countries** of the market and participation of institutional representation and of culture exchange, certainly due to the light of Fiabci Italia's objectives to increase their presence on the international real estate market by turning itself to **privileged interlocutors**, the big shots of the chain in the field, is to explore prospects of business evolution and evaluate new strategies and commercial operations.



The Asian exhibition acts as the ideal occasion for Fiabci Italia to develop new synergies, to underline new business opportunities, to be aware of the innovation derived from the world of real estate and of the most innovative projects on the market, to study trends of the global market and to stay in contact with local and international investors.

Aiming to gather the synergy of the event, FIABCI Italia intends to orient itself towards a more modern and integrated development of community in real estate, and strengthen its presence in the international scene thanks to this important moment in comparison with more voices, sharing of experiences, as well as motive of growth and improvement in terms of quality.

**Giancarlo Bracco** will attend the event as **new Fiabci Italia President** and in representation of the professionals of the real estate line belonging to the Italian Chapter. The Fiabci Italia President will be therefore a point of reference for all of the Italian real estate community.

**Web:** [Mipim Asia 2010](#)

### THE NUMBERS OF MIPIIM Asia 2009-key figures

- 1,927 Participants
- 1,021 Companies
- 384 Investors, final consumers, hotel chains and retailers
- 146 Company Exhibitors
- 190 Journalists
- 42 Countries

### FIABCI ITALIA

Italian Section of the Federation, it is a reality present for decades in our country and it includes entrepreneurs and professionals from the whole real estate market. In particular it includes:

- Promoters of Real Estate Building
- Construction Companies
- Sponsors
- Property Managers
- Real Estate Agents
- Assets Administrators
- Assessors and experts
- Professionals with particular focus on a real estate field (Architects, Engineers, Surveyors, Lawyers, Notaries and others)

**FIABCI ITALIA** includes the more important and established associations of the real estate field, among them ASPESI (National Association among Real Estate Promotion and Development Companies), FIMAA ITALIA (Italian Federation of Business Agent Moderators), ISIVI (Italian Institute of Real Estate Evaluation), ANACI (National Association of Condominiums and Real Estate Administrators) SDA Bocconi School of Management.