



THE INTERNATIONAL REAL ESTATE FEDERATION

MR GIANCARLO BRACCO, FIABCI ITALIA'S PRESIDENT, AT MIPIM CANNES TO LAUNCH THE NEW WORLDWIDE MARKETING TOOL TO SUPPORT THE ITALIAN BUSINESS IN THE REAL ESTATE

Fiabci Italia is the Italian branch of FIABCI, the most important and widespread association of the Real Estate sector with sixty countries members represented, a history which has turned the age of sixty years, 3200 individual partners, 100 national associations of the category subscribed, access to over than one million and half potential contacts all over the world.

Fiabci Italia is active from 1977 and from 2010 has a new president: Mr **Giancarlo Bracco**, who comes abreast the world President Mr Enrico Campagnoli.

This year with the opportunity of MIPIM (Cannes 8-11 March 2011- the main international forum RE) Fiabci Italia wants to give a concrete sign of it's activity in the promoter role of global real estate business with marketing activities we want to call "Worldwide marketing tool". Here in succession the first steps: Fiabci will be represented with its own stand (**Stand Fiabci 09.27 Level 01**) that will be the reference point of all the world partners who are going to take part at Mipim and for all the companies and the Italian professionals that would take this chance to open their contact all around the world.

Every day during the morning are going to be organized **Business Focus**: video interviews to companies and personalities that would like to bring their projects or simply introduce their activities to a global public audience. The interview's videos will be published both on the international website and on the Fiabci Italia website, will be included in the newsletter sent to all the partners of Fiabci in the world. In the agenda also **Business Matching Meetings and moments dedicated to the 2011 news**, with particular evidence to the current initiatives for the young's improvement (Fiabci young), all the actions assumed with ONU, the training opportunities at all levels, the networking system and the Award Prix d' Excellence.

Mr Giancarlo Bracco the Italian president will take part in the conference, which will be held on March 10 from 2:00 to 5:00 p.m. at the Palais de Festival and will be titled: "**Unece policy framework for sustainable real estate markets: lessons from country pilot cases and the way ahead**".

This is just the first step, indeed a parallel format even more absorbing and structured is going to be introduced and implemented during the next **Fiabci World Congress (Cyprus 16-21 May 2011)**, the next **EIRE (Fiera Rho Milano 7-9 June 2011)** the international event dedicated to the Italian Real Estate and during the **Expo Real (4-5 October 2011 Munich- Germany)** the important fair of German Real Estate sector.

Stand FIABCI - Level 01 - 09.27

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