



On October 14, 2011, it was held at the **Auditorium of the Banca Popolare di Novara**, in **Turin** the Conference " **The real estate professions history, present and future: the centrality of Turin in Italian Real Estate** ", sponsored by **FIMAA Torino** together with **AICI** - Associazione Italiana Consulenti, Gestori e Valutatori Immobiliari, **FIABCI Italia** and in collaboration with FIMAA Italia, Federimmobiliare - Federazione dell'industria immobiliare italiana, and with the sponsorship of Eire- Expo Italia Real Estate.

The conference took place within "**EXPERIENCE ITALY 150**" to reaffirm the central role of Turin in the Italian panorama of Real Estate.

Among the audience were 200 participants from all over Italy: Milan, Rome, but also South Tyrol, Sardinia and Sicily.

The meeting started with the greetings of the "institutional" speakers: **Alessandro Berlincioni**, event organizer, **Paola Lunghini**, moderator, **Alessandro Barberis**, President of the Chamber of Commerce-Turin, **Maria Luisa Coppa**, President ASCOM-Turin, and **Ferruccio Dardanello**, National President of Unioncamere in addition to the **Mayor of Turin, Piero Fassino**.



The mayor's speech touched many aspects of Turin economic life, emphasizing the enormous change that has affected the city in the last twenty years since the crisis led to a drastic decrease in population and the disposal of more than 10 million square meters of industrial areas.

Turin had to reinvent his identity and its vocation has become plural. Now it is a reference point for culture (it boasts two universities of excellence), tourism, industry and service sectors.

After the intervention of the Mayor the meeting continued with a round table attended by **Valerio Angeletti**, FIMAA National President, **Giancarlo Bracco**, President of FIABCI

Italia, **Alberto M. Lunghini**, Co-founder and Honorary President of AICI, **Frederico Filippo Oriana**, Federimmobiliare President, **Mario Breglia**, President of Scenari Immobiliari and **Vittorio Moscatelli**, CEO of IPI.

The table has focused on all topics relevant to the real estate professions like the



economic situation, the possibilities of the real estate market in the medium term and the need to move towards the modernization of the RE. Only focusing on specialized training, creativity, technology and ethics the RE will be able to provide employment and offer property and infrastructure quality. The rebirth must go through a new vision of the real estate market which opens towards the emerging countries, points on **eco-sustainability, innovation, economic development,** and

corporate laws to ensure and encourage investment.

There followed a series of testimonies by **Arietto Paletti, Jacopo Grimaldi, Elio Gabetti** and **Enrico Campagnoli** focused on the role of RE in Turin after the war. In addition to Gabetti and IPI, in Turin was born the real estate franchising with the Grimaldi family, making Turin one of the most important cities for the birth and development of the Italian RE.

The meeting ended with a speech by **Luca Clavarino**, AICI Associate and Vice President of ULI-the Urban Land Institute and an official greeting of **Rosita Coscia** collaborator of Luciano Buson-Co-founder of IPI, who has not been able to intervene in the event. After, it was set up at the National Museum of the Italian Renaissance, Palazzo Carignano-a light lunch offered by the organization of the conference, with guided tour of the museum itself.