

***FIERA MILANO AND HANOVER FAIRS  
STRENGTHEN THEIR ALLIANCE TO GROW IN THE INDIAN MARKET***

- ***Fiera Milano becomes partner of the Hanover Fairs in the organisation of major B2B exhibitions in India***
- ***The deal takes place via the HM Global company, which is the present operating arm of the joint venture with Deutsche Messe AG (DMAG)***
- ***HM Global acquires from DMAG the company Hannover Fairs India (HFI) and related assets***
- ***Fiera Milano contributes to the acquisition with € 1.5 million, of which € 950 thousand cash and the rest in five annual instalments of € 110 thousand, paid according to achievement of HFI results envisaged in the 2008-2012 business plan guaranteed by DMAG***

*Fiera Milano's CEO, Claudio Artusi, commented: "With this agreement Fiera's internationalisation – which is one of the strategic guidelines of our medium-term growth plan – makes further major progress. The Indian market is particularly dynamic and of great interest for Italian businesses. This is why we put this market among the targets of the alliance with Hanover right from the start, considering it second only to China, where we have already been working with our German partners since the beginning of 2008. Via HM Global we now acquire an excellent operational base in Mumbai and become organisers of B2B exhibitions in India. This is an investment we have decided to make also in view of the convincing HFI business plan presented by Deutsche Messe. We will contribute to HFI's success by supplementing existing exhibitions and those planned in forthcoming years with some of our flagship products. We are thinking, in particular, of our professional hospitality show Host, of Spositalia Collezioni (bridal and ceremonial apparel), and of our food segment (Tuttofood and Miwine), but also of important synergies with technological exhibitions like LivinLuce, Enermotive, BIAS, and Sicurezza. In effect, one of the strengths of the JV with Hanover is indeed the limited overlap of our respective operations and therefore the possibility of integrating our businesses to our reciprocal benefit".*

*Dr. Andreas Gruchow, the Deutsche Messe AG Board Member in charge of the company's overseas events and international business activities, remarked: "Our joint venture with Fiera Milano began taking shape nearly a year ago when we started consolidating our activities on the Chinese market. Ever since, together we have been achieving very positive results. Both partners are profiting from a cooperation which has culminated in a very firm standing on the Chinese market today. By teaming up in India, too, we aim to build on our positive experience and write a new chapter in our mutual success story. The new joint venture with Fiera Milano represents another building block in the global business strategy of Deutsche Messe as one of the world's foremost trade fair companies".*

**Hanover, 28 November 2008.** Fiera Milano lands in India, where it becomes an organiser of B2B exhibitions via its alliance with the Hanover Fairs organisation.

Today Fiera Milano SpA and Deutsche Messe AG (DMAG, owner of the Hanover exhibition site in Germany) signed an agreement for joint development of the exhibition business in the Indian market.



**FIERA MILANO**



**Deutsche Messe AG**  
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The agreement forms part of the strategic joint venture of the two companies, set up in January this year and leading to the establishment of HM Global Germany GmbH, 49% owned by Fiera Milano and 51% by Deutsche Messe. Hanover and Milan are respectively in the first and second positions in the ranking of the largest European exhibition sites.

Based on today's agreement, signed in Hanover by Fiera Milano's CEO, Claudio Artusi, and by DMAG's member of the Board, Andreas Gruchow, HM Global acquires from Hannover Messe International (HMI, controlled by DMAG) for € 150 thousand (of which € 73,500 pertaining to Fiera Milano) the entire share capital of Hannover Fairs India (HFI), except for one share held by HMI in order to comply with Indian regulations. At the same time, DMAG contributes to HFI the company branch consisting of directly owned Indian exhibition assets. Against this contribution, Fiera Milano accords a cash payment of € 876.5 thousand plus € 550 thousand in five equal annual instalments, dependent on achievement of the results guaranteed by DMAG in HFI's business plan for the financial years from 2008 to 2012. If actual guaranteed pre-tax profit is lower than projected, the amount owed by Fiera Milano for the period in question will be reduced proportionally.

HFI operates from a base in Mumbai and currently has five exhibitions in its portfolio, i.e. **MDA India** and **CeMat India** (motion, drive and automation, material handling and intralogistics), **Industrial Automation India** (process, production and building automation), **Energy India** (renewable and conventional power generation, transmission and distribution), and **BuildArch** (architecture, construction technology, materials). HFI's business plan – which projects an increase in revenues from € 2.1 million in 2008 to € 4.4 million in 2012 and an increase in pre-tax profit from about € 300 thousand to more than € 900 thousand – envisages the launch of further exhibitions in the woodworking, tourism, and automotive sectors.

Some 130 tradeshow a year take place in India, of which 70-80 international in scope. The exhibition sector is expanding fast and the segments with the greatest potential are agro-industry, machine tools, tourism/hospitality, and energy.

After China and India, the joint venture between Fiera Milano and DMAG contemplates the possibility of extending their co-operation to two other important extra-European markets, i.e. Brazil and Russia.

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## **Corporate profiles**

### **Deutsche Messe**

With average annual revenues of € 250 million, some 800 employees, 70 foreign representatives and an exhibition centre offering superb infrastructure and one million square meters of space, Deutsche Messe – based in Hannover, Germany – is the world's foremost trade fair company.

Deutsche Messe develops, plans and runs trade fairs and exhibitions in Germany and abroad. It has extensive expertise and experience in planning and staging around 100 trade fairs and exhibitions every year, involving 23,000 exhibitors, 1.8 million visitors and 15,000 journalists from over 100 different countries.

The company's core mission continues to be the staging of international flagship fairs for capital goods with the aim of promoting business on today's global markets while highlighting the very latest international market trends.

For more information, visit [www.messe.de](http://www.messe.de).

### **Fiera Milano**

Fiera Milano is the leading operator in Italy and one of the leading operators in Europe in the management and organisation of exhibitions and congresses. The Group activities are divided into three business areas: (i) Venues and related services (ii) Value-added services (iii) Exhibition and congress organisation.

The exhibition portfolio, consisting of about 70 trade fairs per year, most of which are international and business to business. These exhibitions attract 30,000 exhibitors and are well diversified in terms of economic and business categories. About 40% of them are directly organised by the Group.

Fiera Milano has consolidated revenues of more than € 300 million and around 770 employees.

Fiera Milano has been listed on the Italian Stock Exchange Market, STAR segment, since 2002.

For more information, visit [www.fieramilano.it](http://www.fieramilano.it)