



Media Advisory
Photo Opportunity

ICCT to Promote Fiera Milano International in Canada

Toronto's Italian Chamber to Assist Trade Fair Organizer in Promoting Italian Trade Shows and Conferences in Canada

TORONTO – November 24, 2008 – An agreement to promoting the services and activities of trade fair operator **Fiera Milano International** in Canada will be signed by Italian Chamber of Commerce of Toronto (ICCT) President George Visintin and Fiera Milano International Board Member Giorgio Basaglia, during an official signing ceremony in Toronto on Friday, November 28, 2008, under the auspices of the City of Toronto, represented by Deputy-Mayor Joe Pantalone.

“This agreement embodies the spirit of twinning between Toronto and Milan,” notes ICCT Executive Director Corrado Paina, *“and is an important first step towards future cooperation between our two cities.”*

While in Toronto, Mr. Basaglia will also meet with officials from Exhibition Place and the City of Toronto's Economic Development Office.

WHAT: Fiera Milano International – ICCT Signing Ceremony

WHEN: Friday, November 28th, 2008 at 1:30 p.m.

WHERE: Direct Energy Centre, Salon 102
Exhibition Place, Toronto

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Media Contact:

If you would like to set up an interview with any of the visiting officials or require more information about this Mission, contact ICCT Press Officer Martin Holley at: holley@italchambers.ca or 416-789-7169 x 21

ABOUT FIERA MILANO INTERNATIONAL

Fiera Milano International is one of the largest exhibitions organizers in Italy, hosting events which attract more than 480,000 visitors and 9,800 exhibitors from around the world, selling more than 500,000 sq. meters of exhibition space every year. Fiera Milano International is totally controlled by Fiera Milano Spa.

ABOUT ICCT

The Italian Chamber of Commerce of Toronto's mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.