



EXPRESSION OF INTEREST
FURNITURE & DESIGN EDITION



MILAN B4B
#THEBUILDINGFORBUSINESS

Foreword

The Milan territory is a strategic gate for access to the Italian market: with more than 374,000 companies, 5,100 multinationals with 472,300 employees and a turnover of 225.6 billion euros¹, an excellent network of material and immaterial infrastructures, it stands out as the most international city in Italy, with a high concentration of new innovative companies.

In this scenario, the Chamber of Commerce of Milan-Monza-Brianza-Lodi, through its subsidiary Parcam srl, will make available Palazzo Giureconsulti, a historical building in the very heart of the city overlooking the Duomo di Milano (Milan's cathedral), in order to promote an initiative for attracting investments named *Milan B4B – The Building for Business* (hereinafter referred to as “the Initiative”) at foreign or Italian companies that do not have facilities in the Lombardy region and are interested in evaluating the possibility of expanding their business in the Milan market, through expressions of interest.

The services offered, as described in more detail in point 2) and 3) are:

- co-working spaces;
- exhibition spaces for products and services;
- areas for representation and networking;
- tutoring services for business development.

The Initiative's main theme is Furniture & Design and will take place from April 9 through May 4 2018 (hereinafter referred to as “the Period”), concurrently with the Salone Internazionale del Mobile (International Furnishing Accessories Exhibition, April 17-22, 2018).

This expression of interest is aimed at the companies in the Furniture & Design sector interested in the Initiative, as manifested by their prior application, and defines objectives, conditions for participation, requirements and procedures for submitting an application.

¹ Data September 2017, territory of Milan-Monza-Brianza-Lodi
Source: Servizio Studi e Statistica, Camera di Commercio di (Studies and Statistics Office of the Chamber of Commerce of) Milan-Monza-Brianza-Lodi

1. Objectives

This Initiative is intended to facilitate the possibility to entry into the global market for foreign and Italian companies that do not have registered offices or operational headquarters in the Lombardy region and that work in the *Furniture & Design* sector, as better described in point 6), with the objective of consolidating their own business and developing new contacts. To this end, dedicated services and spaces, as detailed in points 2) and 3), will be made available to the selected companies, up to a maximum number of 10, for the duration of the Period, under the conditions specified in points 4) e 5).

2. Dedicated Spaces

The selected companies are granted use of the spaces described below.

Please note that, during the Period, Palazzo Giureconsulti will be open every day from 7.30 am to 7.30 pm (except for any possible extension of the opening hours during the Salone del Mobile upon request of the companies as per their interest) except on these dates: April 15, 25, 29, May 1 - 2018.

2.1 Exhibition Spaces

FLOOR –1 – [SALA ESPOSIZIONI \(EXHIBITION HALL\)](#)

280 sqm of exhibition space.

Each company will be provided with a 20 sq m space assigned on the basis of a predefined layout.

Products may be exhibited starting one week after the beginning of the Period (for a duration of 3 weeks).

FLOOR 0 – [CAMERA DEI NOTARI](#)

The exhibition space overlooks Piazza dei Mercanti.

The space, available at extra cost (see point 5), will be reserved for those companies that make a formal request. In case of several same day requests, the space will be assigned on a first come first served basis.

Exhibition hours will depend on the specific needs in terms of exhibition, setup and dismantling activities.

2.2 Receptive Spaces

FLOOR 1

- [SALA PARLAMENTINO](#)
- [SUITE 3 AFFARI](#)
- [SALA DONZELLI](#)

Spaces dedicated to convention activities, company presentations, matching activities and business meetings.

FLOOR 2 – [SALONE DELLE MOSTRE](#)

Area Lounge, perfectly suited for fostering professional relations and creating new business synergies.

Each company may request the use of each of the above mentioned spaces (Salone Parlamentino, Suite 3 Affari, Sala Donzelli, Salone delle Mostre) for a maximum of 4 half-days by advanced booking which will be available one month prior the start of the Initiative, through procedures that will be made known to the selected companies in due time.

2.3 Working Spaces

FLOOR 2 – [SALA DEL TERRAZZO](#) (*Co-working*)

Each company will have a workstation with its own name consisting in a desktop and Wi-Fi service.

3. Dedicated Services

The following services will be available to the selected companies:

- Reception;

- 2 training courses *doing business* and *market/sector analysis* (contract and fiscal laws; labour market; real estate market; taxation and incentives) for the duration of 2 half-days to be held indicatively in the first two weeks of the Period;
- 1 monthly sector networking event in the context of the *Fuorisalone*;
- support in setting up a company in Milan: assistance in choosing the most suitable business entity, help in getting in contact with a qualified network of professionals in the area (accountants, notary publics, lawyers) and support with the setup procedures in cooperation with the business registry office of the Metropolitan Chamber of Commerce of Milan–Monza Brianza-Lodi;
- support in finding the proper location for the operational headquarters;
- 1 business tour c/o outstanding businesses in the territory, to be carried out indicatively in the third week of the Period;
- promotion towards Lombardy and Italian counterparties; the search for a partner will be based on the detailed company profile submitted by each company.

Furthermore, the following extra services will be available (see point 5):

- support for the organization of seminars and tailor made events;
- advanced search for Lombardy and Italian counterparties;
- market analysis and competitor analysis;
- commercial office (for a minimum of 6 months);
- on demand activities as deemed possible.

4. Costs

The use of the above mentioned spaces and services during the Period has a total cost of € 7,000.00 + VAT (if applicable).

This does not include the extra spaces and services indicated in point 5) below.

Payment must be received prior to the final deadline of February 28, 2018.

5. Costs for Extra Spaces and Services

- “Camera dei Notari” (point 2.1): € 500 + VAT (if applicable) per day;
- Extra services (point 3): estimates provided on demand.

6. Who may participate

The following may participate in this expression of interest:

- Foreign companies operating in the Furniture & Design sector that are not located in the territory of Lombardy;
- Italian companies operating in the Furniture & Design sector that are not located in the territory of Lombardy.

7. Participation Procedures and Selection

Companies interested in the Initiative must fill out, either in Italian and English, the “Company Profile Form” (Att. 1).

Companies interested are requested to attach:

1. a company brochure in Italian and English
2. a complete catalogue of products
3. a company projects portfolio.

Furthermore, interested companies shall submit a copy of the identity document of their legal representative.

Incomplete applications in terms of required documentation will be dismissed.

The selection will be carried out by an Evaluation Committee that will examine the applications, at its discretion, on the basis of the documentation submitted.

Evaluation criteria are as follows:

- coherence with the objectives of the initiative;
- innovative value of products and services, also on the basis of any copyrights/acknowledgments;
- potential for creating business opportunities and positive repercussions on the local market.

The Evaluation Committee reserves the right to ask for any clarifications on the documentation submitted.

Applications may be submitted **from November 13, 2017 to February 9, 2018.**

Applications must be sent to the certified email address: parcam@legalmail.it writing in the subject line “Notification of expression of interest – Furniture & Design”.

Each company may submit only one application for participation in the Initiative. All applicants will be informed about the outcome of the selection before February 28, 2018.

Parcam reserves the right to extend the deadline for this expression of interest.

For any further information please visit <http://en.palazzogiureconsulti.it/>

8. Contacts

For information pertaining to this expression of interest:

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Website: <http://en.palazzogiureconsulti.it/>

9. Final Notes

Parcam reserves the right to replace any companies that withdraw based on the applications received.

Parcam furthermore reserves the right not to proceed with this Initiative in the event that a minimum number of applications is not reached. The companies will be informed of this circumstance before February 28, 2018.