

# Fiera Milano completes acquisition of local operation

Fiera Milano, one of Italy's conferences and exhibitions companies has completed the full acquisition of its South African branch, Fiera Milano Exhibitions Africa (FMEA). The move will see the multinational company expand its operations in South Africa and Africa under a new strategy, as directed by the newly appointed global CEO, Corrado Peraboni.



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Responsible for its local implementation will be Maria Chieppa, the newly appointed GM of FMEA, and former senior executive of the listed Italian company.

FMEA is a leading conference organiser in South Africa, with the fast-growing Cape Town Art Fair and the Good Food and Wine Show in Africa, in its portfolio.

Chieppa says, "FMEA sees good potential for growth in South Africa. As such, we are making a R10m investment in the 2016 Good Food and Wine show to cement its position as the leading event on the country's culinary calendar. A further R8m will be invested in the Cape Town Art Fair as we elevate it to world-class exhibition levels. "

## Improved shows

Each year, the Good Food & Wine Show takes place in three different cities (Cape Town, Johannesburg, and Durban) to showcase innovations, trends, products and the latest developments in food and beverages, lifestyle gadgets, and appliances. The 2016 show dates are 27-29 May in Cape Town, 29-31 July in Johannesburg and 28-30 October in Durban.

From 19-21 February, the fourth edition of the Cape Town Art Fair will be hosted at the Cape Town International Convention Centre, which can accommodate the event's rapidly expanding visitor numbers and international profile. A new VIP programme will include an exclusive preview on 18 February for special introductions and assistance in the navigation of the range of galleries and projects on show.

Fiera Milano is the only Italian trade fair company listed on the Italian stock exchange.

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