



ISTITUTO D'ISTRUZIONE SUPERIORE
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GARA NAZIONALE IGEA 5-6 DICEMBRE 2007

PROVA N.2

MILAN'S FAIR

1 Milan, capital of the Italian economy, has the most important convention and trade exhibition centre in the country. The presence of the Fair (largo Domodossola 1, 02-49.971) has confirmed the city's role as a business and trade centre, as a "linkage market" between the economies of the East and West and, more recently, of the industrialized North and developing South.

2 THE APRIL TRADE FAIR, THE WAY IT WAS. Towards the end of the First World War the idea of organizing a vast trade fair in Milan became a reality. The first International Fair took place from April 12 to 27, 1920, on the bastioni di porta Venezia. In 1923 the Fair was transferred to its present site where, in a matter of a couple of years, an authentic "Trade City" was erected. At the start of the 1930s the vastness of the operations that took place there, the range of product sectors (from fashion to heavy industry, automobiles, agricultural tools etc.), along with the ever greater interest of foreign business operators, made Milan's Fair one of the top three European exhibition centres, together with those of Paris and Leipzig. The Fair kept its gates open even during World War Two: it was not until April 1943 that its activity was brought to a standstill. The bombings that heavily damaged Milan also hit the Fair location. In 1945 the exhibition area was just a mass of rubble. Reconstruction was swift and on April 12, 1946, one year after the end of the conflict, there was a symbolic reopening.

3 The first Fair took place in September of the same year. Development continued: from 1948 to 1954 exhibitors more than doubled (those from abroad rising from 1,452 to 3,585). Visitors to the April Trade Fair increased from three to four million and the covered area occupied from 125,000 to 195,000 square metres. Exhibitors came from fifty nations worldwide, thirty-six of which set up their own official exhibitions in the "Palazzo delle Nazioni" (which is now called CISI - International Business and Meeting Centre).

4 Since the fifties, there has been a strong drive to develop specialized exhibits, the blossoming of which is undoubtedly related to the ever more pressing need for a specialized market. These product-oriented fairs take place over the whole span of the year and have by now become so numerous and frequent as to make it necessary for the Fair quarter to remain open year-round. April Trade Fair has thus become but a synthesis of a much broader commercial and economic phenomenon. Through the year about 80 specialised trade fairs are held here: a total of 390 exhibition days and over 50,000 exhibitors.

5 Here are a few more statistics to illustrate the Fair's growth. As of today, the Fair quarter occupies a site of 400,000 square metres. Exhibition buildings – some on several floors – occupy 65% of this area and provide a stand area of 605,427 square metres. There are 43 pavilions, the largest of which is the "Palazzo della Meccanica" (mechanics industry building) occupying 24,000 square metres and 250,000 cubic metres. The Fair's Data Centre is one of the most advanced applications of information technology to trade fairs of this type.



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Answer the following questions

1 When did the first International Fair of Milan take place?

2 In what period of its history did the Fair see its visitors significantly increase in number?

3 Where in the Fair can you find computerized information?

Mark the following sentences T (true) or F (false)

- 1 The Fair is not only a site for exhibits but it is also a meeting point for seminars and conferences
- 2 The official opening of the Fair was celebrated at the beginning of World War Two
- 3 There is an average of one trade fair every week
- 4 After World War Two, the Fair resumed its activity in April 1946
- 5 The stand area covers a surface of 400.000 square metres



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Match the beginning of each sentence with its correct ending

- | | | |
|--|--------------------------|--|
| a. Thanks to its Fair, Milan offers... | <input type="checkbox"/> | 1...which took part in the exhibitions in the 50s, had their stands in the “Palazzo delle Nazioni” |
| b. The Fair grew in size and importance for over 20 years... | <input type="checkbox"/> | 2...to allow an increasing range of products to be put on display. |
| c. An impressive number of nations,... | <input type="checkbox"/> | 3...excellent business connections to the rest of Europe |
| d. The need for a specialized market was the reason ... | <input type="checkbox"/> | 4...why the Milan Trade Fair became a permanent place for exhibitions all year round. |
| e. The Fair gradually expanded its area so as... | <input type="checkbox"/> | 5...until the war and its bombings forced it to stop its activity. |

E' consentito esclusivamente l'uso del dizionario inglese monolingua.