

Making Milano & Partners, a DMO for the city of Milano

To unlock our city's full potential and maintain relevance in global networks, a strategic and dedicated approach to destination management is essential. With this vision in mind, our founding partners, the Municipality of Milano and the Chamber of Commerce of Milano Monza Brianza Lodi, created the city's first Destination Management Organization (DMO), Milano & Partners, back in 2019. An anchor in sculpting the city's narrative, attracting visitors, large events, investments, and fostering an environment conducive to international talent.

Milano & Partners acts as the catalyst of the city's energies, in which public and private partnerships craft stories and experiences that captivate and leave an indelible mark on every visitor and company that chooses our city. The fundamental role of our Partners, the private companies that have supported our operations in the last 5 years, has been crucial in propelling the DMO's success. The existence of our agency underscores our city's distinctive capability to foster an environment where collaboration between the public and private sectors flourishes, contributing to a vibrant urban lifestyle that resonates with international visitors, talent, and companies.

A clear illustration of the remarkable success achieved through this collaborative effort is evident in the tourism industry's performance in 2023. In Milano, through collaborative efforts, tourism has returned

to pre-COVID levels, marking a notable increase of +14% in the number of arrivals compared to 2019, while the rest of Italy overnight stays remained at -5.7%. This success extends beyond the numbers of tourists, encompassing 100 millions of views by potential global visitors targeted by our campaigns, support for hundreds of event organizers and congress associations, assistance to 700 international companies in job creation in Milano and investments of about 250m in capex, the support of over 6000 international students and the provision of information to millions of locals and visitors, reaching a staggering 2.7 million on [yesmilano.it](https://www.yesmilano.it) in 2023.

With these remarkable results in mind, we aim to celebrate the initial 5 years of our agency. Through this booklet, we not only celebrate these impressive figures but also showcase key milestones and flagship projects through a collection of beautiful snapshots, highlighting the achievements we take pride in.

Milano and all its stakeholders must unite to maintain global relevance especially in the current complex global context. It is an effort and a partnership to work for the greatness of our city, and looking forward, our goal is to accelerate further in our mission of attracting quality tourism, prestigious international congresses and events, high-value investment and much needed human capital, while leveraging digitization and pushing for the broader goal of achieving positive environmental and social impact.

The next 5 years of Milano&Partners

Continuity is the keyword when envisaging the next five years of Milano & Partners, a kind of continuity that acknowledges the DNA of the city we all love: its capacity to harness change while remaining true to itself, to always welcome diversity and be open to discovery, while never losing sight or moving away from the objective of inclusive and sustainable growth.

We will keep telling the story of a city that has a unique lifestyle and is investing billions in cutting-edge research infrastructure and artistic landmarks placed at the heart of its diverse and growing maze of neighborhoods. A city that is growing around its magnificent cultural and scientific institutions, and that takes pride in being the gateway to the incredible surrounding territory and cities, filled with natural beauty and art heritage, backbone of our industrial tradition and current global competitiveness.

We won't rest until everybody around the globe naturally associates Milano not only with beauty and creativity, but also with the incredible success stories of innovation and entrepreneurship in biotech, fintech, and deep tech that are occurring here. We will be tireless in catalyzing, supporting and multiplying these success stories, by welcoming the people and organizations who make them happen.

We will continue to do so the Milanese way, by leveraging public-private partnerships, drawing in the ingenuity, courage and energies of our broad ecosystem of stakeholders. We will continue to work for greatness, as our motto goes, and therefore we'll never be satisfied with the amount of talent, investment or prestigious events we'll have been able to bring to the city, because Milano deserves ever more work, love, and ambition.

MILANO&PARTNERS

YESMILANO

YesMilano is the official promotional brand of the city of Milano. It was created by the Municipality of Milano to promote the themed weeks around which the program of cultural events revolves in Milano and it has been associated with the work of Milano & Partners from the agency's start, helping it evolve into a leading voice in the city and abroad. A dynamic portal of information, services and bouquet of OOH and social media, it is the official guide to the city, and is designed not only for visitors, but also for the Milanese, who discover every day what the city has to offer: everybody can be a local with YesMilano!

Through the years the YesMilano communications channels developed a distinctive voice and effective tools to tell the world about the neighborhoods, communities, companies, and creators that make Milano great. It encapsulates the pulse of the city and its inclusive and diverse urban community, open to innovation and change, with an iconic style and quality of life.



"One Step At The Time" campaign, 4th May 2020

MILANO&PARTNERS

Milano, one step at the time.

Monday 4th May 2020

After the pandemic had hit Milano, on May 4, 2020 Milano & Partners launched a memorable marketing campaign which was a first for Milano & Partners and a first for the city. Titled “Milano One Step at a Time”, it meant to encourage people to go out again and rediscover the city after months of confinement. Acclaimed rapper Ghali acted as the campaign’s main testimonial. His voice inspired residents to venture out back again, one step at a time, to reacquaint themselves with Milano’s cultural and culinary splendor.

“Milano One Step at a Time” came to symbolize a rallying call for unity, rekindling a sense of community pride among the

citizenry emerging from a period of unprecedented challenges, encouraging them to step back safely into the heart of Milano with a newfound appreciation for their surroundings. The video reached over 1,2 million people on YouTube in Milano, in Italy and globally.

Watch the
campaign’s video





"Milano is always the same because it's never the same" campaign, July 2020

MILANO&PARTNERS

Milano is always the same because it's never *the same*

In 2020, YesMilano embarked on a journey to show and tell its distinctive neighborhoods. The campaign “Milano is always the same because it is never the same”, one of many created in partnership with Wunderman Thompson (VML) and Movie Magic International, meant to celebrate the social and cultural diversity of the city, from artsy and chic Brera to multiethnic and queer Porta Venezia, from a night out at Chinatown (Europe’s second largest) to a great lunch at Porta Romana.

YesMilano invited residents and visitors to rediscover the city’s essence and explore the territories which make the new Milano.

YesMilano’s campaign encapsulated a spirit of exploration, encouraging individuals to venture beyond the city center, to unearth the urban narratives that make Milano perennially new and endlessly captivating, attracting travelers and young talents from all over the world.

**Watch the
campaign’s video**



YESMILANO

THE DRAGON OF MILANO

AND THE LITTLE GIRL

YESMILANO.IT

FREE PRESS

Comics zine 'Il drago e la bambina', A story by Wunderman Thompson, produced by Frankenstein Magazine for 'Based in Milano' campaign, July 2022



GARIBALDI STATION

Garibaldi FS
M2-M5

CENTRAL STATION

Centrale FS
M2-M3

Cadorna FS
M1-M2

WELCOME TO
ITALIA VENEZIA

NEIGHBORHOOD BY NEIGHBORHOOD
YES MILANO



odi T.I.B.B.



Life Sciences and MIND

Boasting 11 universities, over 200,000 students and being home to 347,000 Life Sciences employees, 130,000 skilled healthcare workers and around 30% of the whole national biotech industry, Milano is a global innovation hub, with a strong focus on the Life Sciences. Impressively, the major projects of urban transformation in the metropolitan area all develop from scientific and cultural institutions.

In 2023, Milano & Partners launched the first edition of the Life Sciences Soft Landing Program, a set of services dedicated to health companies seeking to expand their activities in the Milano metro area, in collaboration with Assolombarda, Arexpo, and Lendlease. Due to the effervescence of the local innovation ecosystem, CPHI, the world's leading international pharma fair, has selected Milano for its upcoming edition in 2024. Not less importantly, the city will host this year 11 international congresses boasting between 2000 and 10000 delegates exchanging knowledge and state-of-the-art technological approaches in the health sector.

MIND – Milano Innovation District is the embodiment of the vision of Milano as an innovation ecosystem. Born on the premises of the Milano World Expo 2015, the new city district and biotech hub is the result of a €4,5 billion public-private investment, which perfectly aligns with the city's new vocation. Covering 1 million square meters and hosting clinical hospitals and research centers, corporate headquarters and international incubators in the Life Sciences, and soon the new Science Campus of the University of Milan, MIND is also a sustainable residential district which will welcome over 60,000 people per day by 2032.

With the aim of promoting and stimulating its international growth, the FDI Team of Milano & Partners has worked closely with the main stakeholders of MIND to showcase Milano as a hub of innovation in the Life Sciences during our foreign missions at industry events like Bio Spring or Bio International, and organized on-site events, inviting foreign delegations to discover the local ecosystem.

MILANO RESTAURANT WEEK

Prenota su restaurants.yesmilano.it

2-8 MAGGIO



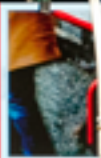
HERE, EVEN WHEN
IT'S "SAGLIATO",
IT'S STILL DESIGN.



GEEMILANO
**MILANO
HOME OF
DESIGN**

MILANO

YOU DON'T HAVE
TO SEARCH FOR IT
ON THE INTERNET
TO TELL IT'S DESIGN.



GEEMILANO
**MILANO
HOME OF
DESIGN**



"Milano Home of Design Campaign", April 2023

yesmilano.it

reached

2.7 million

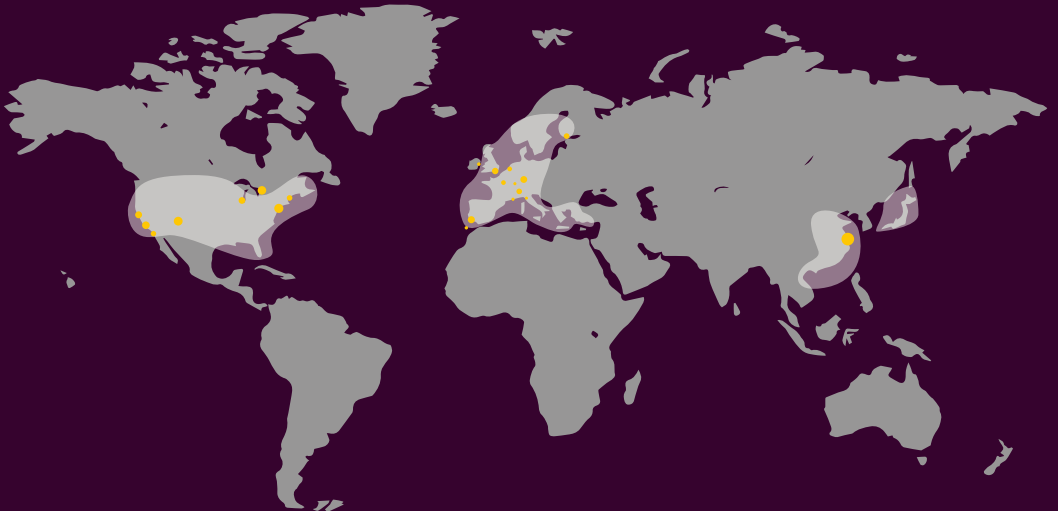
unique visitors in 2023

300k

social media followers
and newsletter
subscribers

100M

campaigns reach
2020-2023



- Cities where we promoted Milano with our missions
- Campaigns and PR geotargeting

Communication channels of YesMilano

In 2023, YesMilano.it attained 2.7 million visitors, consolidating its position as the #1 online resource in Italy dedicated to Milano and serving as the ultimate guide to the city for tourists and residents alike. We strengthened the city's reputation through PR & media relations activities, reaching organically media that account for over 1 billion users.

We have been nurturing communities of local creators and niche influencers to ensure our social media reflects the authentic essence of Milano. From 2020 to 2023, our national and international multichannel campaigns (Instagram, TikTok, Google, Tinder, programmatic, etc.), reached approximately 100 million views from users across Europe and USA, and many hundreds of thousands more thanks to our OOH campaigns both in Milano and abroad.

Currently, we have 155K followers on Instagram and 15K followers on TikTok. Our Official WeChat Account captivates the attention of 75K followers in Mainland China with content updates which deliver the heartbeat of Milano to a Mandarin-speaking audience.

We curate and deliver newsletters on a regular bases tailored for diverse audiences and their needs, reaching out to 40K city users and travelers, 10K students, and 1K investors.



"The Christmas of the Trees" (2020), "Milano. It changes more than just your look" (2021), "Turn on your Christmas Wonder" (2022) campaigns

Milano at Christmas

Christmas is a magical time to explore the city. December 7th is the day of St. Ambrose, the city's patron, when the Scala premiere is traditionally held. The Christmas magic is at its peak in Milano's shopping boulevards and in the streets and piazzas adorned with wonderful trees and illuminations. Since 2020, we have produced three films to promote Christmas in Milano.

In 2020, Milano lit up for the first time with 20 creative projects of "Christmas of the Trees", born out of an idea by Marco Balich. We produced a video, signed by Bruno Bozzetto, with animation that could embrace the entire city and tell the spirit of solidarity of Milano in a moment of difficulty after the Covid lockdowns.

In 2021, we supported the restart of tourism in collaboration with Wunderman Thompson

- VML with a campaign, "Milano. It changes more than just your look," that tells the story of Santa Claus himself, who comes to Milano for shopping and enjoys a collection of unique experiences across the city's gastronomy and nightlife.

In 2022, we launched "Milano. Turn on your Christmas Wonder", a film by Wunderman Thompson - VML that invites you to explore the city's enchanting wonders through the eyes and curiosity of children. Milano warms the heart and revives the long-lost magic of Christmas – the kind we hadn't felt since childhood.



**Watch all the
campaigns' videos**



**NOT IN
MILANO**



**NOT IN
MILANO**



**NOT IN
MILANO**

The first public-private convention bureau of the city

Milano has always been Italy's gateway to Europe and the world. Easily accessible with 3 international airports and nearly 3,700 weekly flights connecting it to major international destinations, 3 international railway stations with high-speed trains to Rome, Paris, and all European capitals, Milano is also strategically positioned at the center of the EU highway network, linking the North to the South of Europe. Accessible, smart, sophisticated, Milano stands out as the ideal destination for high-quality international business tourism.

In 2020, Fiera Milano Congressi made a pivotal decision to merge its events structure into Milano & Partners, aiming to create a convention bureau in strong synergy with all the city's economic stakeholders. The YesMilano Convention Bureau was established to attract major conferences and trade events to the city, providing free support to current and potential clients aiming for successful event organization. With a dedicated team, we offer insights into food, culture, accommodation, neighborhoods, and itineraries, along with information on major events in the city.

In 2023, we submitted 30 international applications to host major events until 2028. If only half of these turn into international congresses and fairs, they will bring an

additional 120,000 visitors to Milano over the next four years. Confirmed events in 2024 will bring to Milan over 50,000 delegates. As of today, with over 140 partners, Milano & Partners is well-equipped to match the right partner with any request, while guiding buyers to explore Milano as a premier business destination. A virtuous public-private partnership with a forward-looking vision of an international, open, collaborative, and hospitable city.

In 2023, through collaboration with Allianz MiCo, we welcomed over 200,000 delegates to Milan, proudly hosting significant congresses, including the EULAR European Alliance of Associations for Rheumatology and the World Fencing Championships. Our efforts also yielded success for various proposals, and looking ahead to 2024, we're excited to confirm the hosting of key congresses: International Astronautical Congress, Federation of European Biochemical Societies, ESPEN European Society for Clinical Nutrition and Metabolism, WCEE World Conference on Earthquake Engineering.

Watch the
2021 campaign's video



NOLO



MI MILANO

PORTA ROMANA



MI MILANO

GALLERIA - QUADRILATERO



MI MILANO

CITY LIFE



MI MILANO

PORTA VENEZIA



MI MILANO

BRERA



MI MILANO

ISOLA



MI MILANO

SARPI - CHINATOWN

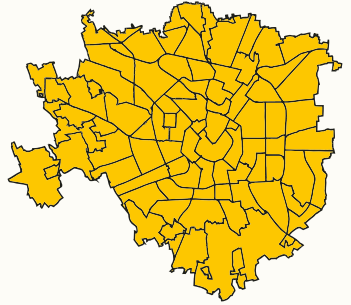


MI MILANO

NAVIGLI



MI MILANO



Milano means its

neighborhoods

Milano is made of its neighborhoods. Milano's drive is powered by the people that inhabit the city's diverse neighborhoods, each with its own distinctive style and identity, each with its own social and cultural history.

Since 2020, Milano's neighborhoods have formed the basis of our storytelling, becoming the lenses through which exploring and experiencing the city.

In 2021, we started 'A Name in Every Neighborhood,' a mural art project developed in synergy with the Public Art Office of the Municipality of Milano to visually strengthen the identity of each neighborhood. The murals are conceived with residents and visitors in mind, to acknowledge the distinctive identity of each neighborhood, from the most celebrated to the less famous, starting with its own name. Because naming something means bringing it into existence. From Bovisa to Porta Romana, Milano now boasts over 14 neighborhood murals, with more scheduled for completion in 2024.

To reinforce this vision, many of the initiatives were accompanied by illustrations of the city's most vibrant neighborhoods created by Sofia Romagnolo. The campaigns involved multiple social media channels such as Instagram, TikTok, YouTube, and Spotify (where we curated neighborhood playlists with locals). The goal was to encourage both tourists and residents to explore new neighborhoods beyond the city center.



Pic by Eric Scaggiante



"A Name in Every Neighborhood", Porta Romana - curated by Orticanoodles, 2022



Porta Romana: Diller Scofidio + Renfro, PLP Architecture, Carlo Ratti Associati, Gross - Magnifica fabbrica: FRPO, Walk e SD - Beic: Onsitestudio e Baukub

Milano, working for greatness

Milano is undergoing growth and regeneration centered around its scientific and cultural institutions. Of the nearly 5 million square meters of ongoing urban renewal projects in the city, more than 3 million are focused on developments around universities and research institutions. Over 3 billion euros are earmarked for investment in public and green spaces, poised to significantly transform the cityscape in the coming decade.

A city in constant transformation physiologically stimulates the creativity and imagination of its residents. Envisioning Milano as an organism in perpetual motion becomes almost instinctive for those who live and traverse it. To celebrate the idea of a city of change, capable of envisioning the future of urban transformation, including the Winter Olympics of 2026, Milano & Partners has created a video using AI technology, back in 2022. In the video, a voice synthesized by an AI interprets Milano and narrates its continuously evolving body. A flow of images, generated through generative neural

networks, visually represents the concepts expressed in the script in sync with the audio narration.

"I have tried to harness the potential of AI to represent a metaphor, one between the city and the Body. The Body and the voice help us represent the delicate balance between project and life, between renewal and identity, and ultimately between the physical and virtual that characterizes the contemporary city," said the creator of the video, Francesco d'Abbraccio.

To narrate the city's transformations, Milano & Partners has constructed a new approach, using experimental techniques to celebrate the soul of Milano that never ceases to renew itself.

Watch the
campaign's video



BASED IN MILANO



"Based in Milano" campaign, June 2022

Based in Milano

Being situated in Milano means immersing oneself in creativity and style every day of the year. The city pulsates with the energy of its people, particularly the youth who constantly reinvent their surroundings with their work, passion, and imagination. Every year Milano attracts students from all corners of the globe, drawn by the opportunity to bring their passions and aspirations to life in this dynamic environment.

The Human Capital Team is committed to actively engage with students from the moment they arrive, extending the city's official welcome through the Milanese universities and organizing cultural and social events designed for them. Since 2019, Milano & Partners has worked to make international students feel at home through welcome events from the city's institutions and digital and physical campaigns. It operates a One Stop Shop dedicated to international students where young people can chat informally about their practical problems with our experts. Every day, we assist individuals from around the world in navigating daily bureaucratic complexities. Through guides, workshops, and individual consultations, we make administrative

processes as accessible as possible, offering students guidance and useful tips for city living. From 2020 to 2023, we assisted over 6,200 students, achieving a net promoter score exceeding 90%.

Furthermore, we facilitate connections between international students and the city's most innovative stakeholders, providing workshops and networking opportunities. Through the Based in Milano program, we organize events to promote Milano as an international innovation hub attracting students, international talents, startups, and companies. The ultimate goal is to stimulate the retention of the best minds in Milano. In 2023 alone, we engaged more than 400 participants in 14 events done in collaboration with some of the city's most prominent business players, including Moncler, Fiera Milano, and some of the most innovative startups based in Milano.

Watch the
campaign's video



YES MILANO

City Pass

Milano's attractions
and public transport
all in one pass



A city pass for public transportation and attractions

With the aim of welcoming and guiding the increasing number of tourists visiting Milano, in October 2023 Milano & Partners launched the YesMilano City Pass as the result of a public-private partnership with the Vox Group. The City Pass is the digital key opening the gates of Milano to tourists for three whole days, with an integrated offer bundling public transport, museums, cultural attractions, and itineraries in 6 languages.

Developed in collaboration with the Municipality of Milano and the Monza Brianza Lodi Chamber of Commerce, it is the ideal travel companion designed to make the most of your visit to Milano. It has the aim of increasing the use of public transportation and visits to museums, and the platform is open to integrating new services from other stakeholders to further improve the tourist experience in Milano.

The pass covers three days of travel on ATM's public transit network of metro subways, trams, buses and trains, and enables bookings for various art attractions including the Duomo, the Civic Museums (Museo del Novecento, GAM – Galleria d'Arte Moderna, Castello Sforzesco Museums, Archeological Museum, Civic Aquarium, Museo di Storia Naturale) and a choice of one affiliated museum. The All-Inclusive version grants access to all seven affiliated museums: National Museum of Science and Technology, Villa Necchi Campiglio, Triennale Design Museum, Museo Teatro alla Scala, Pinacoteca Ambrosiana, Museo Bagatti Valsecchi, Museo Poldi Pezzoli.



Discover more



Milano, an international beacon for Fintech

Besides being the economic and financial capital of Italy, with more than 13.800 financial companies, Milano is a vibrant and international fintech ecosystem. For this reason, since 2017 the city hosts the Fintech District, a reference point for Italy's fintech ecosystem and Italy's biggest fintech community. With a thriving community of over 250 fintech players and 14 corporate partners, the Fintech District acts as the main gateway to the Italian fintech ecosystem.

To act as a business facilitator to ensure a smooth and successful landing, Milano&Partners, together with the Fintech District, realized the first Soft Landing Program to support foreign fintechs and offer top quality connections and services.

It is also to promote this ecosystem that the fintech summit was born in Milano. Milano & Partners has been supporting the Milano Fintech Summit as a City Partner since its first edition in 2020. This annual two-day event, dedicated to the future of finance and digital payment technologies, is organized by the Fintech District and Fiera Milano – Business International.

Every year, our FDI Team attends the Summit, contributing to the narrative and

promotion of the city and its opportunities. Whether through a stand for B2B meetings or direct participation in panels aimed at international companies, we actively engage in showcasing Milano's strength in financial innovation and banking.

For the 2023 edition, which saw +1400 participants, +120 speakers, and over 500 companies, in collaboration with the Chamber of Commerce of Milano Monza Brianza Lodi, Milano & Partners inaugurated a new initiative to support the city: the Milano Fintech Summit VIP Program. This program is dedicated to leading fintech companies interested in expanding into the Italian market. With the aim of stimulating interest in Milano from all angles, we welcomed the CEOs and top managers of 5 globally relevant companies. We built a direct and personal relationship with them, culminating in an amazing dinner at Palazzo Giureconsulti, attended by selected guests from the city's financial industry.

Over the years, in close synergy with Fabrick, Milano & Partners has evolved into a key and proactive partner in promoting a successful international event crucial to the city's economy.

YES MILANO



"I HAVE PLANTS FOR OUR FUTURE."

→ PARCO SEMPIONE ←

WELCOME STUDENTS. READY TO BE SEDUCED BY MILANO?

Discover more at students.yesmilano.it

YES MILANO



"I PROMISE I WON'T GHOST YOU AFTER THE FIRST DATE."

→ CIMITERO MONUMENTALE ←

WELCOME STUDENTS. READY TO BE SEDUCED BY MILANO?

Discover more at students.yesmilano.it

YES MILANO



"AS SOON AS YOU SEE ME, YOU'LL WANT TO TAKE YOUR CLOTHES OFF."

→ PISCINA COZZI ←

WELCOME STUDENTS. READY TO BE SEDUCED BY MILANO?

Discover more at students.yesmilano.it

"Milano, it's a Match" students campaign, September 2022

YES MILANO



"I'm poli-amorous, but I'm ready to invest in us."

→ POLIHUB ←

Find out why Milano is your company's perfect match on yesmilano.it/match

YES MILANO



"I'm in 250 open relationships, but I'm ready for one more."

→ FINTECH DISTRICT ←

Find out why Milano is your company's perfect match on yesmilano.it/match

YES MILANO



"I've just met you, but you're already on my MIND."

→ MIND MILANO INNOVATION DISTRICT ←

Find out why Milano is your company's perfect match on yesmilano.it/match

"Milano, it's a Match" FDI campaign, November 2022

Milano, It's a match!

With a student population of 220,000, Milano is a young and smart city where navigating neighborhoods is easy-peasy and there's no dearth of opportunities for shopping and spending the night out. But how do you make students, companies, and innovators truly fall in love with Milano?

In October 2022, in collaboration with Wunderman Thompson - VML, we provided our answer with the campaign "It's a Match", which echoes the positive response young people get on Tinder when they find a potential mate. We thus envisioned Milano wooing international students with its

unmistakable charm, and win their hearts by extolling the sheer beauty of its sights: museums, theaters, monuments, bars, and nightlife. We posted our shows of love to platforms such as Instagram, TikTok, Spotify, and Tinder.

A month later, with the FDI Team, we took the same concept to the capital of Finland. With the goal of seducing talents, companies, and innovators, Milano displayed the attractiveness of its three innovation hubs – MIND, Fintech District, and Polihub – on over 1000 screens across Helsinki, including airports, stations, trams, and subways.

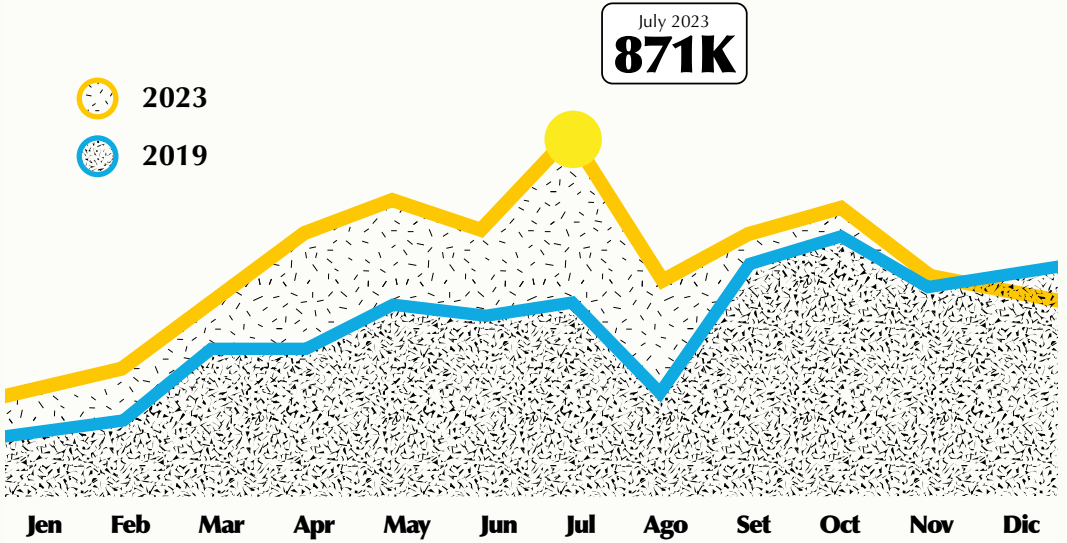


Moncler 70th anniversary celebration, september 2022

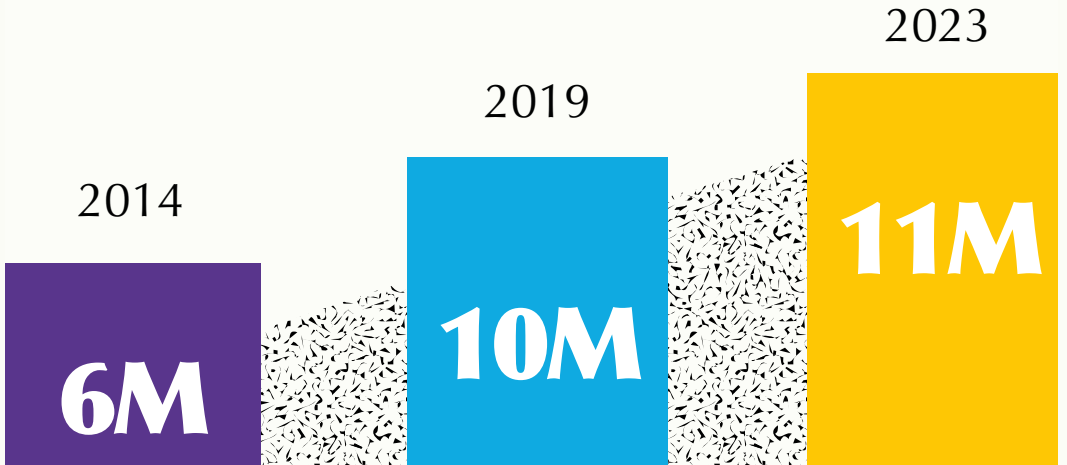


Pic by Dimitar Harizano

Seasonality - City of Milano



Arrivals - Metropolitan Area



The tourism industry in Milano

Milano's tourism industry has faced numerous challenges over the last five years. However, 2023 exceeded all expectations, surpassing the tourism records of 2019. The recovery beyond pre-Covid levels demonstrates that Milano has managed to increase its attractiveness, establishing itself as an unmissable tourist destination and cosmopolitan hotspot. 2023 has thus become the new benchmark year for tourism in Milano, with a percentage change of +14% compared to 2019 for the City of Milano and +8% for the whole Metropolitan Area, with 8.5M and 10.9M arrivals, respectively – and over 11.5 M including the surrounding urban area.

International market interest in the destination has never been higher, with the United States leading in arrivals. European

markets such as France, Germany, England, and Spain also played a major role. Other important markets are Saudi Arabia, the United Arab Emirates and other Gulf states, as well as major East Asian economies.

Although less influenced by seasonality compared to Rome, Venice and Florence, Milano has experienced a shift in the last 5 years towards the spring and summer months. For instance, September and October were peak months for tourism in 2019, but not in 2023, where the warmer months of May and July took the lead, with July 2023 breaking all records in terms of arrivals.



Bike tourism campaign created with AlVento and the Chamber of Commerce of Milano Monza Brianza Lodi, 2023 – pic by Federico Ravassard

Sustainability and GDS Ranking Performance of Milano

In 2023, Milano & Partners secured an advancement in the Global Destination Sustainability Index (GDS) for the second consecutive year, thanks to the work of its Convention Bureau. The Index measures and compares global cities in terms of DMO, Suppliers, Social, and Environmental sustainability. In the 2023 GDS Rankings, Milano ranks among the Top 40 sustainable global destinations. The city has made significant progress doubling DMO operations' sustainability index from 33% in 2022 to 66% in 2023. This positive development is closely tied to collaborative efforts with the Milano Monza Brianza Lodi Chamber of Commerce, which has urged members and industry operators towards a stronger commitment to ecological sustainability.

Over the past year, Milano & Partners has worked towards higher sustainability in the events industry by: establishing a Sustainability Charter—a document of principles guiding our journey to sustainable tourism; investing in sustainability training, empowering our entire destination team and fostering a network of knowledge; promoting Milano as a sustainable destination through high-quality content, offering eco-friendly experiences for both business and leisure visitors; actions across the supply chain of the business tourism industry, providing free advanced sustainability training and supporting certification efforts in the hotel and catering industry.



Start-up and innovation

Connecting the dots is Milano &Partners' specialty and narrating and promoting the best of Milano's innovation is our expertise. With the goal of positioning the city in the global landscape of technological innovation, scientific research and business entrepreneurship, we have decided to chart the major investments in R&D that the city has made in recent years.

In October 2023, with the support of the Chamber of Commerce of Milano Monza Brianza Lodi and in collaboration with the Municipality of Milano, we officially launched the YesMilano Innovation Map, a digital platform that maps, narrates, and enhances Milano's innovation ecosystem.

The tool, serves as a digital gateway for potential investors, companies, and foreign founders seeking detailed information about

the over 2,700 startups based in Milano and positions the city as a place to incubate and accelerate one's business venture.

YesMilano Innovation Map is a tool that tells the rich ecosystem of Milano, with real-time updates and valuable information, enabling all the actors who nurture and shape Milano's innovation ecosystem to tell their stories, enhance their value, integrate into a system, and network. Because growing also means connecting, promoting, narrating.

**Discover
the YesMilano
Innovation Map**





"Milano. Home of Design" campaign, April 2023 – pic by Eric Scaggiante

Milano Home of Design

Milano is the Home of Design, it's where industrial design was born in the postwar period. Thanks to the contribution of generations of designers, design has come to permeate the city diffusively, shaping over time the typically Milanese lifestyle which you can experience throughout the year, but especially during the spring when the Salone del Mobile and the Milano Design Week bring design enthusiasts and professionals from all over the world.

During the Milano Design Week of 2023, we launched the "Milano. Home of Design" campaign signed by Wunderman Thompson - VML, to tell the world about the unique bond linking Milano to design. We celebrated some of the city's most iconic designs, such as Galleria Vittorio Emanuele II by Giuseppe

Mengoni, the "Bicchierone del Bar Basso" for Negroni Sbagliato and the red subway handrail designed by Albini-Helg.

In July 2023, thanks to the partnership with Visa, we exported the campaign to the United States to promote Milano and its lifestyle during the summer months. This digital advertising campaign highlighted the unique experiences in the Milanese neighborhoods, securely paid with Visa. We promoted the various districts with a series of guides detailing the hot tips for the various neighborhoods of Milano. Furthermore, we pushed the campaign in our FDI efforts during Money 2020, in Amsterdam, and Bio International, in Boston, in partnership with SEA Milan Airports.

MILANO

Milano
matching
days

9th
March

Investor Day



Attracting Foreign Direct Investments to Milano

Since 2020, the Milano & Partners' Foreign Direct Investments (FDI) team has specialized in six strategic industry verticals to position the city on the international stage: Fintech, Life Sciences, ICT, Cleantech, Agrifood Tech, Fashion & Design. We have constructed the respective value propositions in collaboration with the local ecosystem, aiming to progressively develop industry know-how to enhance Milan's global positioning.

Over these years, we have encountered and supported over 620 foreign companies with international expansion plans, contributing to the finalization of investment projects for 19 enterprises. This had an estimated impact on the territory of approximately €60 million in capital expenditures, creating over 400 new jobs. Additionally, we have guided about 40 companies already present in the area in new

expansion projects or specific needs. When combined with the initial figures, this has generated an overall impact of approximately €250 million in capital expenditures and over 1500 new jobs.

In order to support innovative international companies interested in investing in the Milano metro area, we have established two Soft Landing Programs for firms operating in Fintech and the Life Sciences. These programs involve community stakeholders and key local actors, providing specialized services and comprehensive assistance for initial investment. In March 2023, we hosted the Milano Matching days, a week-long experience in which we invited 18 international startups interested in expanding into the Milano market within the subsequent 12-36 months.

YES MILANO

Design **is**
Milano
is *Design*



Salone
del Mobile.
Milano

MILANO
09 DESIGN
21 WEEK



Pic by Eric Scaggiante



Seven Themes to Design the Future Together

In October 2020, Milano & Partners created a debating format, Fare Milano, to discuss the future of the city in the post-covid era, working alongside Mayor Sala and the City of Milano, the Chamber of Commerce and several city stakeholders. The 37 tables of discussion organized, coordinated by Milano's Universities, Research Centers and City Foundations, saw the participation of over 850 professionals, city representatives and civic leaders. The results were shared in 7 public meetings open to the citizenry devoted to the following themes: A metropolis of neighborhoods; Environmental transition; A healthy city; Smart & working; Milano's needs; Living and growing up in Milano; A city that creates and educates.

Moreover, Fare Milano was an occasion to engage a conversation with internationally recognized leaders and urban planners, such as the then-Mayor of Barcelona Ada Colau,

the former New York City Commissioner Janette Sadik-khan and the architect Carlo Ratti, in partnership with 7 scientific partners: Politecnico di Milano, Fondazione Triulza, Centro Studi PIM, Bocconi GREEN Research Center, Istituto per la Ricerca Sociale, Fondazione Giangiacomo Feltrinelli, and Fondazione Umberto Veronesi.

With Fare Milano, Milano & Partners has managed to provide a participatory platform for public private partnership to construct a new vision for the city's future.

Fare 
Milano



The Olympic flag-raising from Palazzo Giureconsulti, February 2022

MILANO&PARTNERS



In collaboration with:

