

## Press Release

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# INWIT – FIERA MILANO PARTNERSHIP FOR A “FIERA SMART CITY”

Telecommunications infrastructure as a service for the  
Rho and Milan exhibition hubs

Rome – Milan, 4 March 2024 – INWIT, Italy's leading tower operator, and Fiera Milano, leader in Italy and one of the world's main integrated operators in the trade fair and conference sector, have approved a strategic partnership that will make the Rho and Milan exhibition hubs a true “Smart City”.

The 15-year agreement will put INWIT in charge of the exclusive management and technological development of all passive infrastructure supporting mobile telecommunications at the exhibition centre in Rho and the Allianz MiCo in Milan, covering a total area of over 551,000 square metres. INWIT will enable both indoor and outdoor connectivity to serve all mobile telecommunications operators through the integrated management of existing facilities: mobile telecommunications towers, Distributed Antenna System (DAS), Small Cells and fibre optics. The agreement provides for further investment in dedicated indoor DAS coverage for the upgrade to 5G.

Exhibitors and visitors will thus be able to benefit from optimal levels of mobile coverage and increasingly innovative services for logistics, home automation, security and environmental monitoring.

The partnership, which allows high-tech services to be provided, would also allow the Fiera Milano Group to seize the important opportunities stemming from the upcoming Olympic Games.

The agreement is consistent with INWIT's business plan, which includes investments intended to enable the growing demand for digital infrastructure, even in 'large campuses', to support electronic communications operators, optimising financial resources, ensuring operational efficiency and simplifying management.

*“The strategic partnership with Fiera Milano confirms INWIT's commitment to supporting, with know-how and investments, the creation and management of digital infrastructures, shared and open to all operators, in order to efficiently enable 5G connectivity both outdoors and indoors – said INWIT General Manager **Diego Galli** –.*

*“Through this agreement – says **Francesco Conci**, CEO and General Manager of Fiera Milano – Fiera Milano and INWIT are looking to the future and the technological transformations taking place, aiming to guarantee and offer high quality and cutting-edge services to visitors, exhibitors and organisers alike: an approach that will ensure an increasingly better customer experience”.*

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