

The socio-economic impacts of Fiera Milano

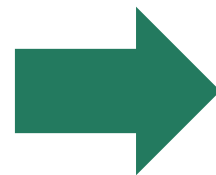
In an average pre-pandemic year, Fiera Milano contributes to the generation of direct, indirect and induced economic impacts, for a value of €8.1 billion

This figure considers the pull effect caused by purchases and investments, salaries of professionals, contribution to the public budget and the consumption of the exhibitors and visitors of Fiera Milano

The overall economic impact of Fiera Milano was estimated at

Euro

8.1 billion



including

Euro

4.3 billion
in Lombardy



Equal to 1.1% GDP of the Milan metropolitan area

Effect generated by Fiera Milano: € 6.6 billion

This is the effect associated to suppliers, investments, payments of salaries and the expenses of exhibitors and visitors associated with the exhibitions

Contribution to public budget (tax contribution): € 1.5 billion

This is direct, indirect and induced contribution to the public budget through different taxes: VAT, Income tax, tax on profits and other taxes

Through its activities Fiera Milano has contributed to generate 52,509 labour units