

Territorial marketing

Since its inception, Milano Metropoli has been working to improve opportunities in the area and to identify new manufacturing and functional vocations that can strengthen or re-define the various local identities.

The Agency is a point of reference for local operators, and for the Province of Milan itself, for the implementation of projects and schemes that communicate local centres of excellence. These include:

Devising ways of promoting the local area:

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<http://www.metropolitanmilan.it/>, Italian-English Portal of the Milanese Region.

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<http://www.promocomune.it/>, Portal of 189 town councils of the Provinces of Milan and Monza.

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Publications and multimedia presentations.

Organizing international events, like the travelling international exhibition MilanoMadeInDesign

Participating in strategic partnerships and networks

Testimonials at international conferences

Receiving foreign delegations

Participating in European projects

