

DISCOVER MILANO: THE CITY'S 5 BEST QUALITIES

1. Milano, a beautiful place to live

Milano is a world capital of fashion and design. The city has managed to effectively combine an efficient business and innovation environment with a strong historical and culture heritage, to create a uniquely sophisticated lifestyle.

Quality of life in Milano is among the highest in the world, with excellent housing, health care, great public education and a range of public and private international universities. Milano has a thriving artistic and intellectual scene, and great selection of restaurant and bar venues.

Milano has undergone a dramatic urban transformation over the last decade. Many formerly industrial neighborhoods have benefited from urban regeneration, including Isola, Portello, NoLo, Bovisa, Lambrate, Porta Romana. The new skyscrapers, like Boeri's Vertical Forest at Porta Nuova and Libeskind Tower at Tre Torri, are marvels of contemporary architecture rising from vast green spaces.

Milano is becoming a bike-friendly city and the City is investing in urban reforestation and green energy. Air quality has dramatically improved and car use sharply decreased.

2. Milano, an economic powerhouse

Milano is a Northern Italian city with a population of 1.4 million (3.2 million with the metro area). It has always been Italy's financial and industrial powerhouse. In 2019, Milano generated €144 billion in total value added, more than 10% of Italy's GDP. Milano is also capital of the Lombardy Region, with a GDP of €397 billion (roughly a fifth of the country's total, bigger than 18 national economies of the EU).

Nearly 4,700 multinational companies have chosen Milano to headquarter their EMEA operations, with a strong concentration of chemical and pharmaceutical corporations (30% of firms in the pharma sector and 15.6% in the chemical industry). Compared to other European business centers, the region displays the highest share of manufacturing companies carrying out R&D activities (58.6% in 2015-2017, vis-a-vis a 38% average in the benchmark regions).¹

International trade is particularly active in Milano, with €39.7 billion of exports (€21.9 billion to Europe) and €63.3 billion of imports.²

In the Q1 2021, despite the long lockdown, Milano-based firms have posted robust growth, contradicting the negative forecasts made at the end of 2020.³

Fiera Milano is one of the largest players in the world for international trade events for all key industries. Listed on the Milano Stock Exchange, the company is crucial in

¹ UPC Candidate City 2021 "Milano a new home for the Europe of tomorrow"

² Data from ESTER 2021 "L'area metropolitana in cifre" ([Link](#))

³ Report from ESTER 2021 "I numeri delle imprese – I trimestre 2021" ([Link](#))

creating business connections and opportunities for global players, thanks to its with 399.000 sqm of fair grounds, including 65 conference halls, 20 pavilions and 60.000 sqm external exhibition area. Before Covid, Fiera Milano was organizing 80 trade exhibits and 160 congresses a year, accounting for 36,000 exhibitors and 4.5 million visitors.⁴ The positive economic effect of Fiera Milano is evaluated at €8.1 billion of euros (equal to 1.1% of regional GDP)⁵, while 17.5 billion of euros is the estimated effect on export revenues of Italian companies which have stands at Fiera Milano⁶.

3. Milano, key transportation hub

The City of Milano is served by three major airports: Malpensa (MXP), Linate (LIN) and Orio al Serio (BGY), with nearly 1,300 weekly flights connecting Milano to the 27 EU capitals. Before the pandemic, there were 613 flights a week from Milano to non-EU destinations. In 2018, Milano Linate and Milano Malpensa recorded more than 35 million of passengers and SEA (Milan Airport Authority) is among the top 10 airport operators in Europe.

High-speed trains connect Milano to all the major Italian and European cities. Milano Central Station is the city's main hub for railway travel. The Italian Riviera and French Riviera are a couple hundred kilometers away. By fast train, it just takes 2 hours to reach either Venice or Florence, and 3 hours to get to Rome. It takes 6 hours to reach Paris. Other close EU destinations include Zurich, Geneva, Nice, Marseille, Munich, Frankfurt, and Vienna. Other major railway stations are Garibaldi FS and Cadorna FN, the latter for suburban trains. Milano and its hinterland are at the junction of three essential EU highway corridors, with road networks linking the city to the rest of Europe and the Italian Peninsula, e.g. the A1 tollway that descends from Milano to Bologna, Florence, Rome, and Naples.

A compact and flat city of 1.5 million (3.5 million with the whole metro area), Milano is easy to get around thanks to its fast, affordable and intermodal system of public transportation. The 2018 Sustainable Urban Mobility Plan reshaped Milano's overall mobility, extending the public transportation system with two additional subway lines and dozens of new tram and bus lines that are part of an integrated fare system (€2 is the cost of a single ticket, which takes you from Centrale to Rho-Fiera, for instance). Walking and biking are encouraged by green urbanism and bicycle lanes. Milano has 4 metro lines of the subway (soon five, with the opening of the Linate-San Babila underground link), 12 suburban S lines (from Cadorna FN and Garibaldi FS stations), 17 tram routes and countless public buses, mostly electric or with natural gas engines. It's very easy to get a bicycle, a scooter, a moped or a car through a sharing app. The city is leading the transition to sustainable mobility and carbon neutrality, with

⁴ Data from Fiera Milano Website ([Link](#))

⁵ Data from "Study of the socio-economic impact" elaborated by KPMG, March 2019, data of 2017 but this impact can be attributable to a standard year, this estimate is not applicable to 2020

⁶ Data from "Report di Sostenibilità 2020", Fiera Milano

800,000 daily users of public transportation, and an additional 250,000 daily passengers during international fairs and large-scale fashion and sports events.⁷

4. Milano's reputation for knowledge and innovation

The city's economy has long attracted workers and professionals from other regions and countries, while the city's international universities (8 in total)⁸ continue to churn out doctors, scientists, managers, engineers, architects, designers, stylists, editors, advertisers for the global economy, with 205,000 students enrolled in the 2019-2020 academic year.⁹

Thanks to 168% growth over the past decade, Italy leads the EU in terms of value of pharma exports. 52% of the medicines validated in the EU are manufactured in Lombardy (2019 data). The Life Sciences value chain has a turnover of €71 billion (2018 data). After hosting the World Expo in 2015 named “Feeding the Planet, Energy for Life”, the fairgrounds have been converted in one among the most ambitious research hubs in the world: Milano Innovation District – MIND and the Human Technopole which are striving to produce world-class medical and biotech research. The new research district is born out of €800-million public grant and focuses on biomedical research, big data, medical/nutritional innovation, and preventive medicine. Milano is the process of becoming a European hub for the development and protection of biomedical patents.¹⁰

5. A multicultural city that will host the Olympics

Milano is a cosmopolitan and multiethnic city, sitting at the intersection of many cultures: Germany, Spain, Austria, France until modern times; today it's America, China, Russia, Japan, and the Gulf that are coming to Milano.

In 2019, Milano attracted the record number of almost 7.5 million business and leisure tourists spending at least one night in the city, a +9.4 percent increase with respect to 2018. For its part, the Milano metropolitan area received 11 million visitors in 2019.

In 2026, Milano will host the Winter Olympic Games, with all the medal ceremonies and the hockey games taking place in the Lombard capital. The Olympic Village will be built as part of the Scalo Romana urban renewal project, one of several that are completely redesigning the surface and function of the old railway yards placed in key areas around the city.

⁷ UPC Candidate City 2021 “Milano a new home for the Europe of tomorrow”

⁸ Data from Regione Lombardia Website ([Link](#))

⁹ Data from ESTER 2021 “Studenti universitari” ([Link](#))

¹⁰ UPC Candidate City 2021 “Milano a new home for the Europe of tomorrow”