

WELCOME TO MILANO

Milano, January 2022 – Milano has always been Italy's **gateway** to Europe and the world.

At the center of waterways and trade routes since medieval times, Milano has traditionally been **Italy's economic engine**, with its trade fair organization, Fiera Milano, becoming a dominant player in the European business events industry. Milano is an affluent city with a GDP per capita of nearly €50,000. Its population of about 1.5 million swells to 3 million during daytime hours. Today the Milanese come from all continents: from China and the Philippines, Romania and Albania, Egypt and Tunisia, Peru and Ecuador, Eritrea and Senegal, and many other regions of the world.

In recent years, Milano has become a **major international tourist destination**, because it combines world-class art, fashion, shopping, design. Milano has three international airports (Linate, Malpensa, Orio al Serio), three major railway stations (Centrale, Garibaldi, Cadorna), and sits at the intersection of two major highway corridors crisscrossing the EU north-south and east-west, while Paris, Zurich, Frankfurt and Munich all in easy reach by car and fast train.

Over the last ten years Milano has undergone a profound transformation, building new urban districts, two new subway lines, and the two new skylines of Porta Nuova and Tre Torri. The two main projects underway are MIND in the northwest, the new city of biotech and medical research that is being built on the Expo Area, and above all Scalo Porta Romana in the southeast, where the Olympic Village is being built for athletes of **Milano Cortina 2026 Winter Olympics** along with a vast park and a residential neighborhood, next to the Prada Foundation, one of Europe's prime complexes for contemporary art.

International capital is investing in the urban regeneration of the city's formerly industrial neighborhoods of Bovisa, Lambrate, Corvetto, also with a view to the 2026 Winter Olympic Games. Another development driver is the city's knowledge economy, thanks to its four international universities (Bocconi, Bicocca, Cattolica, Politecnico) and 190,000 university students, of 12,000 come from abroad.

Today Milano is a city with style, where business and leisure, sports and culture can be reconciled as in no other city around the globe. From La Scala to Brera, from Duomo to San Siro, Milano has everything that art, food and entertainment can offer to stimulate the senses and the mind thanks to its special mix of innovation, tradition and quality of life.

Milano is a city with a cosmopolitan center and a plurality of multiethnic neighborhoods at its periphery, with the Navigli canals, the alternative district of Isola, under the shade of the Vertical Forest, and Porta Venezia, the liberty-era neighborhood that is half Rainbow and half African, vying for primacy as best nightlife destinations.

Milano's current development strategy is oriented towards **sustainability and inclusion**. Green mobility based on electric-powered public transportation and bike-sharing services is changing the face of the city. Within 15 years, Milan will have one of the most comprehensive networks of protected bicycle lanes in all of Europe.

About Milano&Partners and YesMilano

Milano&Partners is the official promotion agency of the City of Milano.

It is an association founded by the Municipality of Milano and the Chamber of Commerce of Milano, Monza, Brianza, Lodi. It was created to activate partnerships and collaborations with local businesses, global brands, universities, cultural institutions, and other public and private entities. We promote the YesMilano brand around the world to attract new visitors, new talents and new businesses to the city.

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REFERENCE CONTACT

Giacomo Chieffi

Mail: giacomo.chieffi@yesmilano.it