

# Emilia-Romagna region

**INVESTMENT OPPORTUNITIES AT MIPIM 2020**

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# Emilia-Romagna **region**

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**INVESTMENT OPPORTUNITIES AT MIPIM 2020**

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# About the project

“Invest in Emilia-Romagna at Mipim 2020” is a region-wide initiative promoted by the Regional Government. The project serves as an example of a successful collaboration between public and private partners, imagined and developed with the goal of bringing an interesting and varied presentation of the investment opportunities available in the region, on the occasion of Mipim 2020.

The region, endowed with advanced physical and digital infrastructures and a consolidated governance model, is an extremely attractive territory for investments, thanks to a rich and ever-growing economy, as well as a re-bounding construction industry and a dynamic real estate market, offering a variety of compelling prospects. Emilia-Romagna is focused on its future, one that is certainly promising, as is shown by the current projects in development in the region.

The twenty investment opportunities presented concern various sectors and functions (among which are: logistics, industrial, commercial, tourism, office, healthcare and student housing). Part of the projects are presented by the public administration of the Bologna Metropolitan Area and the Municipalities of Fidenza, Ravenna, Reggio Emilia and Rimini. Presented alongside these public projects are those of the private partners of the territory, that have also supported the regional initiative at Mipim 2020: Banca di Bologna Real Estate, Bologna Fiere, CAAB, Interporto, Paolo Castelli and Prologis.



**this is  
Emilia-Romagna**

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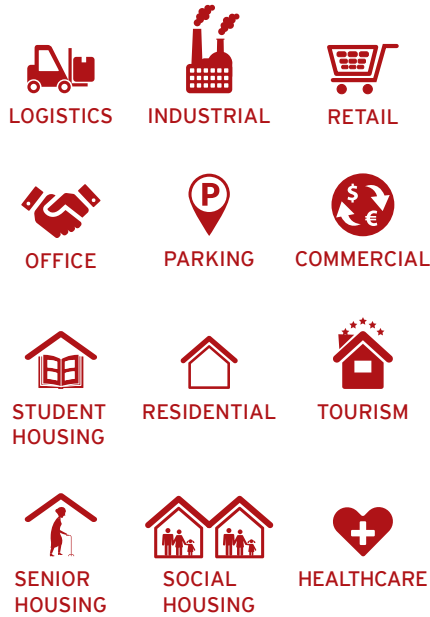




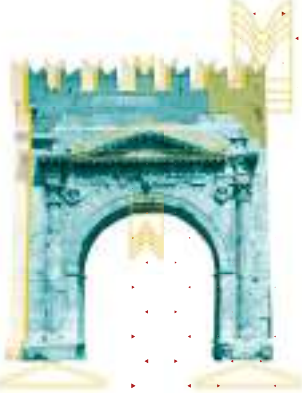
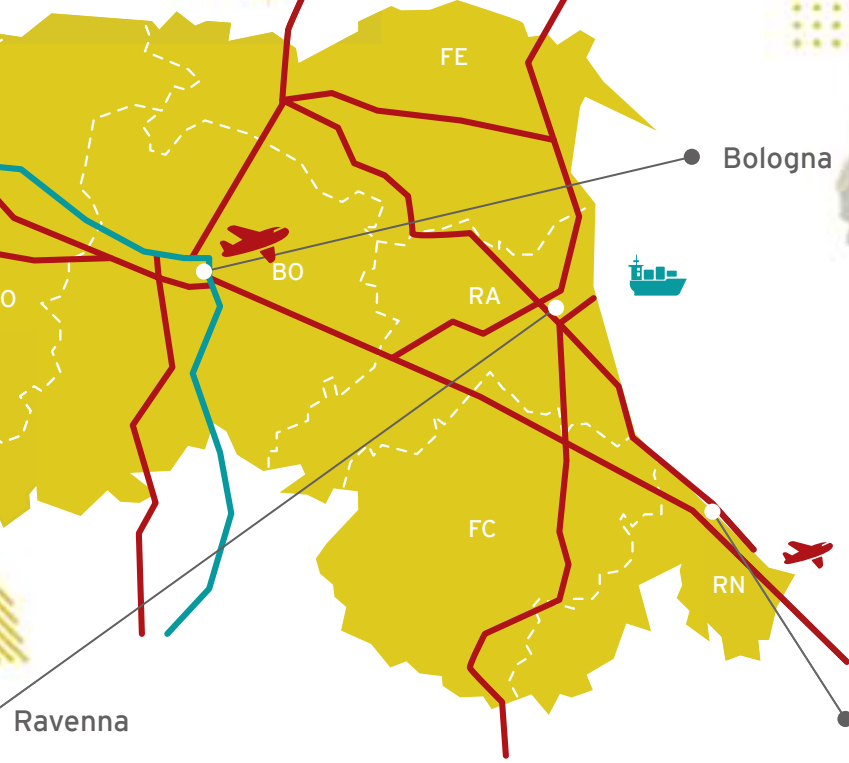
***Emilia-Romagna, with a population of over 4.4 million, is one of Italy's leading regions with a development model that has displayed its ability to generate high levels of richness (GDP per capita +19% higher than EU28 average), as well as elevated standards in welfare and public services.***

***Thanks to its dynamic and internationalized economy, the region is first in Italy and one of the top in Europe for per capita exports, with positive predicted GDP growth also for the next years and inflows of visitors continuously increasing (+14% from 2014 to 2018). The territory boasts a world-famous Motor Valley (with brands as Ferrari and Lamborghini), a widespread university and innovation ecosystem, and ranks first in Italy for number of food products with EU quality certification. The business environment is ideal for real estate and expansion investments also thanks to supportive and effective institutions.***

***But this region is not resting on its laurels and is strongly projected towards the future becoming the European Data Valley. Indeed, our Big Data Community represents 70% of the national computing and storage capacity. By 2020, the Bologna's Big Data Technopole is going to host top world super-computers and the Data Center of European Center for Medium-Range Weather Forecasts, while 13 hectares are still available for new investments.***



-  Railways
-  Railroads
-  International Airports
-  International Commercial Port of Ravenna



The image features a teal-colored statue of a muscular man, likely a representation of Neptune or a similar mythological figure, holding a golden trident. The statue is set against a red background. To the left of the statue, there is a vertical column of yellow dots. The text "Bologna Metropolitan Area" is overlaid in white, bold, sans-serif font across the center of the image.

# Bologna Metropolitan Area

***With an area of 3,700 square kilometers, 55 municipalities and over one million residents, the Bologna Metropolitan Area is a modern and sprawling urban center, entirely interconnected thanks to a multitude of various infrastructures - physical, technological and logistical - that create an internationally competitive system of services available to citizens and businesses, including the city's new initiative "Invest in Bologna".***

***The center of the Metropolitan Area, and capital of Emilia-Romagna, is the city of Bologna, home to the western world's oldest university and a fascinating historic city center with an artistic heritage well-known throughout Italy, where striking monuments, like Neptune's Fountain in the main square, can be enjoyed. These cultural assets have been part of the motor driving the ever-increasing tourism industry in Bologna, which has brought important positive effects for the economy and real estate sector of the city, as well as the surrounding territory.***

***Advanced planning tools coupled with investments in the conservation and redevelopment of urban areas, the development of new production areas, and the creation of welfare programs particularly aimed at university students, are shaping the future of the Bologna Metropolitan Area. This new future offers excellent investment opportunities, that are considered by international operators to be among the most interesting opportunities for investment at both the national and international level in the next decade.***



# Altedo

## Logistics and Production Hub

**Proprietary Organization:** Several private owners

**Category:** Industrial - Logistics

**Total Surface Area:** Over 10,000 m<sup>2</sup>

**Accessibility:**

Airport: 28 km

Train Station: 10 km

Highway: 2 km

Transport (bus/tram): 0.4 km

Freight Terminal (Interporto): 23 km

The Altedo area is one of four production sites presented by the Bologna Metropolitan Area ready for further development and fit to host not only the most common manufacturing needs, but logistics operations as well. The area is located across the three municipalities of Bentivoglio, Malalbergo and San Pietro in Casale. This location offers optimal accessibility to the region's various highways and impressive system of sustainable public transport, comprised of various bus and train lines. The area, that hosts about 110 companies ranging from small to medium in size, will also be the site of a new logistics center that will in-

volve 500 new workers when in full operation. This new enterprise aims to become an important logistics hub for Bologna and its surrounding territory. The remaining available lots are particularly well equipped for logistics needs, thanks to their strategic position and proximity to the A13 highway, as well as the intermodal logistics center, the Interporto of Bologna. The Altedo site is equipped to host the following operations: manufacturing, artisanal and industrial production and other related operations.

# Imola

## Logistics and Production Hub

**Proprietary Organization:** Several private owners

**Category:** Industrial - Logistics

**Total Surface Area:** Over 10,000 m<sup>2</sup>

**Accessibility:**

Airport: 44 km

Train Station: 2 km

Highway: 1 km

Transport (bus/tram): 0.4 km

Freight Terminal (Interporto): 51 km

Port: 48 km

Imola offers one of four production sites presented by the Bologna Metropolitan Area ready for further development and fit to host not only the most prevalent manufacturing needs, but logistics operations as well. The area is located in the municipality of Imola. This location offers optimal accessibility to the region's various highways and impressive system of sustainable public transport, comprised of various bus and train lines. Imola represents one of the major production centers of the Bologna Metropolitan Area. The site is equipped to host the following operations: manufacturing, artisanal and industrial

production and other related operations. There are already over 1,000 companies currently operating in the same area, many of which are specialized in woodworking and the production of wooden packing materials. Various other small companies specialized in mechanical parts for various uses and medium-sized companies focused on packaging and electric machinery work out of the Imola site as well. Leading logistics companies are located at the site, along with various other tertiary and commercial companies.

# Martignone

## Logistics and Production Hub

**Proprietary Organization:** Several private owners

**Category:** Industrial - Logistics

**Total Surface Area:** Over 10,000 m<sup>2</sup>

**Accessibility:**

Airport: 14 km

Train Station: 3 km

Highway: 7 Km

Transport (bus/tram): 0.4 km

Freight Terminal (Interporto): 33 km

Martignone is one of four production sites presented by the Bologna Metropolitan Area ready for further development and fit to host not only the most prevalent manufacturing needs, but logistics operations as well. This location offers optimal accessibility to the region's various highways and impressive system of sustainable public transport, comprised of various bus and train lines. The Martignone industrial zone, located across the two municipalities of Valsamoggia and Anzola dell'Emilia, is a strategic asset for the entire region. The area is characterized by its excellent location and well-developed manufacturing structure. The Martignone site is

equipped to host the following operations: manufacturing, artisanal and industrial production, and other related operations. Today, there are about 175 companies that operate at the site, half of which are part of the manufacturing industry. Currently, most activity at the site is connected to the fabrication of various machines and metal products, while a smaller number of companies are specialized in artisanal production, wholesale and retail trade, and various other services. Finally, an important leader nationally and worldwide in the production of fibers for brooms and brushes is located at the Martignone industrial zone.



# San Carlo

## Logistics and Production Hub

**Proprietary Organization:** Several private owners

**Category:** Industrial - Logistics

**Total Surface Area:** Over 10,000 m<sup>2</sup>

**Accessibility:**

Airport: 33 km

Train Station: 3 km

Highway: 2 km

Transport (bus/tram): 0.4 km

Freight Terminal (Interporto): 16 km

Port: 60 km

San Carlo is one of four production sites presented by the Bologna Metropolitan Area ready for further development and fit to host not only the most prevalent manufacturing needs, but logistics operations as well. The area is located across two municipalities of Castel San Pietro Terme and Castel Guelfo. This location offers optimal accessibility to the region's various highways and impressive system of sustainable public transport, comprised of various bus and train lines. The area currently hosts around 250 companies, most of which operate in the manufacturing and trade sectors. Along with the presence of some com-

panies specialized in the production of plastic and rubber products, there are several small metallurgy operations, an important company in the automotive supply chain, and a multinational company that manufactures electronic appliances. The San Carlo site is equipped to host the following operations: manufacturing, artisanal and industrial production and other related operations.



# Bentivoglio

## Senior Housing

**Proprietary Organization:** Municipality of Bentivoglio

**Category:** Senior Housing

**Total Surface Area:** 8,576 m<sup>2</sup>

**Accessibility:**

Airport: 21 km

Train Station: 5 km

Highway: 7 km

Transport (bus/tram): 0.4 km

With life expectancy on the rise around the world, the growing elderly housing sector is becoming an important strategic asset, both in terms of public services offered and investment profitability. Therefore, Bentivoglio has planned to offer its community a senior housing facility. The area offers a potential building space of 4,700 m<sup>2</sup>.

The facility is located in a lovely agricultural landscape, offering residents a reprise from the city, but the area is far from isolated. The location is well connected to the city center, a hospital and a general medical clinic, the train station, and a highway junction. Various pu-

blic transportation options can be found nearby. The “silver economy” has a high growth potential, not only because of the notable increase in the number of elderly citizens, but because this demographic has more buying power compared to other groups. In the Bologna Metropolitan Area, there were around 250,000 elderly individuals in 2018, and in 2033 this population is projected to reach 300,000.

# Ozzano

## Senior Housing

**Proprietary Organization:** Municipality of Ozzano (currently in the acquisition process)

**Category:** Senior Housing

**Total Surface Area:** 10,235 m<sup>2</sup>

**Accessibility:**

Airport: 24 km

Train Station: 2 km

Highway: 4 km

Transport (bus/tram): 0.2 km

With life expectancy on the rise around the world, the growing elderly housing sector is becoming an important strategic asset, both in terms of public services offered and investment profitability. Therefore, Ozzano has planned to offer its community a senior housing facility.

The area offers a potential building space of 3,700 m<sup>2</sup> and is located in the foothills of the Apennines, the mountain chain that makes up the town's southeast border. The existing urban plan of the city does not foresee any further expansion, thus protecting the area

and its scenic value for future residents of AUC4. The location is well connected to the city center, the train station, and a highway junction, with various public transportation options nearby as well.

The “silver economy” has a high growth potential, not only because of the notable increase in the number of elderly citizens, but because this demographic has more buying power compared to other groups. In the Bologna Metropolitan Area, there were around 250,000 elderly individuals in 2018, and in 2033 this population is projected to reach 300,000.



SENIOR HOUSING



HEALTHCARE

# San Benedetto Val di Sambro

## Senior Housing

**Proprietary Organization:** Invimit

**Category:** Senior Housing - Healthcare

**Total Surface Area:** 8,000 m<sup>2</sup>

**Accessibility:**

Airport: 45 km

Train Station: 11 km

Highway: 12 km

Transport (bus/tram): 0.3 km

With life expectancy on the rise around the world, the growing elderly housing sector is becoming an important strategic asset, both in terms of public services offered and investment profitability. Therefore, San Benedetto Val di Sambro has planned to offer its community a senior housing facility. The area, located in the Apennine landscape, is connected to the city center of San Benedetto Val di Sambro, and public transportation services can be found nearby. The existing structure, with an area of over 8,000 m<sup>2</sup>, was built in the 60s, but never used. The complex has already been the subject of studies in various fields, verifying its abi-

lity to provide the services that elderly individuals require. With over 160 beds, along with a day hospital area, the facility will satisfy not only residential needs, but social, recreational and educational needs as well, ensuring the wellbeing of its residents.

The “silver economy” has a high growth potential, not only because of the notable increase in the number of elderly citizens, but because this demographic has more buying power compared to other groups.

In the Bologna Metropolitan Area, there were around 250,000 elderly individuals in 2018, and in 2033 this population is projected to reach 300,000.



RESIDENTIAL



STUDENT HOUSING

# Bologna - Navile district

## Student Housing

**Proprietary Organization:** Various private partners and the Municipality of Bologna

**Category:** Residential - Student housing

**Total Surface Area:** 128,362 m<sup>2</sup>

**Accessibility:**

Airport: 7.5 km

Train Station: 1 km

Highway: 3.5 km

Transport (bus/tram): 0.4 km

Navile is an area with a strategic position, due to its proximity to the university area, the High Speed train station and the city center of Bologna. It's precisely this optimal location that makes it the ideal place for the development of new student houses. There are 6 lots available in the area, five of which are privately owned, and the remaining lot is owned by the Municipality of Bologna. The lots have a potential building area ranging from 3,000 to 17,000 m<sup>2</sup>. The area is part of the ambitious urban requalification project of Navile district and the municipal administration has given a fundamental role to this project due to the

growing demand for student housing that current resources cannot meet. During the 2018/2019 academic year the university had 24,349 students, of which 12,015 were from outside the region. Another 3,045 students came to Bologna from various European universities as participants of the Erasmus program. The area falls under the city's current masterplan, already approved, and so all the necessary infrastructures are already in place. Thus, construction can begin soon, upon receiving permission to build.



SENIOR HOUSING



HEALTHCARE

# Castel San Pietro Terme

## Senior housing

**Proprietary Organization:** Private owners

**Category:** Senior Housing - Healthcare

**Total Surface Area:** 60,000 m<sup>2</sup>

**Accessibility:**

Airport: 37 km

Train Station: 3 km

Highway: 6.5 km

Transport (bus/tram): 0.3 km

With life expectancy on the rise around the world, the growing elderly housing sector is becoming an important strategic asset, both in terms of public services offered and investment profitability. Therefore, Castel San Pietro Terme has planned to offer its community a senior housing facility.

The area consists of two lots, with respective building areas of 10,000 and 16,800 m<sup>2</sup>, that can host different functions: accommodation and temporary stays (senior housing, hotel, spa activities), as well as healthcare.

The area, located on the south-east edge of Castel San

Pietro Terme, is close to all public services, including public transport, a hospital, a park with a small lake and a thermal baths centre.

The “silver economy” has a high growth potential, not only because of the notable increase in the number of elderly citizens, but because this demographic has more buying power compared to other groups. In the Bologna Metropolitan Area, there were around 250,000 elderly individuals in 2018, and in 2033 this population is projected to reach 300,000.

# Imola

## Osservanza Regeneration Project

**Proprietary Organization:** CONAMI - Consorzio Azienda Multiservizi Intercomunale

**Category:** Student housing

**Total Surface Area:** 123,000 m<sup>2</sup>

**Accessibility:**

Airport: 49 km

Train Station: 1.5 km

Highway: 7 km

Transport (bus/tram): 0.3 km

Located in the centre of Imola, the area of Osservanza represents one of the most important redevelopment projects of the city. The complex was built in 1890 as a psychiatric hospital and consists of large pavilions surrounded by a beautiful park with large, tree-lined avenues. Due to its size and prime location it is ideal for student housing: it is within walking distance from the departments of the University of Bologna located in Imola (nursing, applied pharmacy, physiotherapy, landscape sciences and others) and near the train station, where more than 50 trains per day link Imola to Bologna, with a short ride of 30 minutes. The historic

centre of Imola is well preserved and filled with lively public spaces and green areas. Although on a human scale, the city is dynamic, thanks to the presence of the University, a developed economic fabric, and a vibrant cultural and social life.

The regeneration project has great potential due to the growing demand for student housing that current resources cannot meet. During the 2018/2019 academic year the university had 24,349 students, of which 12,015 were from outside the region. Another 3,045 students came to Bologna from various European universities as participants of the Erasmus program.

# Fidenza





***Fidenza is a city of around 27,000 inhabitants located along the main regional road (Via Emilia), about 23 km away from Parma. The zone is an important location for Agri-food production and distribution due to the presence of a logistics center operating primarily in the fresh and frozen foods sectors. Fidenza is home to other industries as well, including textile production, artisanal production, manufacturing, glassmaking, and a growing tertiary sector.***

***The city's architecture is deeply rooted in the Roman tradition, and the cathedral is a masterpiece of romanesque architecture found in the Po Valley, complete with an historically valuable sculpture display. Several fascinating castles can be found in the area as well, built during various historical periods.***

***Not far from the city center (around 7 km) lies the Fidenza Village Outlet Center and Fidenza Shopping Park, with many boutiques of various national and international brands, that offers luxury shopping at a discounted price, situated in a structure whose architecture was inspired by Giuseppe Verdi's works. Fidenza's train station is located on the Milan - Bologna rail line.***



TOURISM



COMMERCIAL



LOGISTICS



INDUSTRIAL

# Fidenza

## Activity Park

**Proprietary Organization:** Private partners in agreement with the Municipality of Fidenza

**Category:** Tourism – Commercial – Logistics – Industrial

**Total Surface Area:** 443,000 m<sup>2</sup>

**Accessibility:**

Airport: 21.3 km

Train Station: 1.5 km

Highway: 0.7 km

Transport (bus/tram): 0.3 km

Freight Terminal (Interporto): 16.7 km

Port: 118 km

Fidenza's Activity Park is an area equipped to host production activities and other services, in a strategic position between Milan and Bologna, projected to connect the existing Functional Hub of Fidenza with the city center. There are 88,600 m<sup>2</sup> available to host new companies and activities, and an additional 800 m<sup>2</sup> of facilities available for renovation.

The Municipality of Fidenza has given top priority to the implementation of the Activity Park, already approved by the municipal urban planning committee, with the goal of improving the area's environmental sustainability and infrastructure, as well as creating

new employment opportunities. The Activity Park will benefit from its proximity to the Functional Hub and its commercial activities (Fidenza Village and Fidenza Shopping Park). Over six million visitors visit the Functional Hub each year, taking advantage of the variety of services available. The area will also host a factory - Colla SpA - specialized in the production and trade of Parmigiano Reggiano. The facility is slated to be completed by the end of 2020, with a total area of 33,000 m<sup>2</sup>. Near the closest highway exit there is also a logistics center, now owned by the French multinational Stef, that is an important part of the cold food chain.

# Fidenza

## Ex-CIP and Ex-Carbochimica Area

**Proprietary Organization:** Municipality of Fidenza

**Category:** Industrial

**Total Surface Area:** 133,000 m<sup>2</sup>

**Accessibility:**

Airport: 21.3 km

Train Station: 0.2 km

Highway: 2.4 km

Transport (bus/tram): 0.2 km

Freight Terminal (Interporto): 16.7 km

Port: 118 km

The Ecologically Equipped Production Area, located in the city center, is a space currently occupied by the now closed chemical factories Carbochimica and CIP. Part of the area is a Site of National Interest for environmental remediation, and remediation actions are currently in an advanced phase of implementation. The productive reuse of the area, with a potential building space of 66,500 m<sup>2</sup>, is a relevant part of a larger regeneration project, focused on the Milan - Bologna railway (that passes through Fidenza) and the northern bypass of Via Emilia. The Municipality of Fidenza acquired the property with the goal of enacting

the necessary remediation actions and accomplishing a productive and ecologically sustainable reuse of the area. The municipality foresees the possibility of productive activities of different sizes establishing themselves, prioritizing energy services, that are under unified management. The infrastructural operations already completed, involving the reorganization of the entryway to the city center, as well as other ongoing works, make the area particularly interesting for a wide range of production activities.

# Ravenna



***An urban center with a long and varied history, Ravenna is famous around the world for the beauty of its Byzantine mosaics and the fascinating basilicas and churches that enrich the historic city center and make Ravenna the ideal destination for a holiday dedicated to art history.***

***The center is just 8 km from the sea and is connected directly to the coast via a system of functioning canals. With over 150,000 inhabitants, Ravenna is the second-largest municipal territory in Italy (after Rome) and is home to lively beaches. The quality of life is high with a natural and historic heritage including two Unesco World Heritage Sites:  
the historic centre of Ravenna and the Delta Po Park.***

***The town's port (the only one in the entire region) is the driving force of the area's economy, and thanks to its strategic position, it is the Italian trade leader in the Eastern Mediterranean and Black Sea markets (almost 40% of the national total, excluding coal and petroleum products), and plays an important role in the Middle and Far Eastern markets.***

***Another relevant economic factor, primarily for the tourism industry, is the presence of "Mirabilandia", a water park totaling over 850,000 m<sup>2</sup>, located in the Savio neighborhood.***

***The tomb of Dante Alighieri, celebrated poet and author of the Divine Comedy, is also found in Ravenna, kept in the Basilica of Saint Francis.***



RESIDENTIAL



RETAIL



STUDENT HOUSING



COMMERCIAL



OFFICE



TOURISM

# Ravenna

## Casa Ghigi

**Proprietary Organization:** Municipality of Ravenna

**Category:** Residential - Retail - Student housing - Commercial - Office - Tourism

**Total Surface Area:** 2,147 m<sup>2</sup>

**Accessibility:**

Airport: 84 km

Train Station: 1 km

Highway: 6 km

Transport (bus/tram): 0 km

Freight Terminal (Interporto): 2 km

Port: 4 km

This complex, dating back to the 16th century, housed the main office of the town's civil registry for decades, but has remained unused since the office was moved to a different location.

The structure is no longer fit for office use, thus the Municipal Administration, in order to guarantee the conservation of its historical integrity, is evaluating the possibility of selling the property in the future.

The site has been declared of cultural interest and therefore remains subject to all protective measures as outlined in the corresponding legislative decree.

The building is well conserved, but is in need of some maintenance works and technological upgrading.

The house is characterized by a portico with five arches. Towards the half of the 19th century the building passed to a rich family of bankers. Later it was the seat of the agrarian consortium and of the municipal tax office.



# Reggio Emilia





***Reggio Emilia, home to 170,000 inhabitants, is an urban center in the region, that has undergone an important development phase over the last several years.***

***Reggio Emilia has shaped its development on knowledge economy and innovation, aiming at smart and sustainable growth. Well-known throughout the world for its education system, Reggio Emilia is characterized by an economic system primarily rooted in the services and cooperative tertiary sector, with strong points in industrial and production sectors as well. The production activities present in the area are primarily small and medium-sized companies working in various areas: mechanical, ceramics, agricultural, fashion & design, textiles and mechatronic.***

***Several large industrial groups have chosen Reggio Emilia as a base, one of which is the Max Mara Fashion Group.***

***Another strong industry in the province is agri-food production, mainly the dairy industry, distinguished by the production of the area's typical gourmet cheese Parmigiano Reggiano, known and exported around the world.***

***Reggio Emilia is linked to Milan and Bologna via the Mediopadana Station on the High Speed rail line connecting northern and southern Italy. The Station itself is another point of interest of the city, an amazing structure designed by Spanish architect Santiago Calatrava.***



INDUSTRIAL



RESIDENTIAL



LOGISTICS



OFFICE

# Reggio Emilia

## Reggiane Innovation Park

**Proprietary Organization:** STU Reggiane SpA

**Category:** Industrial - Residential - Logistics - Office

**Total Surface Area:** 350,000 m<sup>2</sup>

**Accessibility:**

Airport: 30 km

Train Station: 0.2 km (4.5 to high speed train station)

Highway: 5 km

Transport (bus/tram): 0 km

The project focuses on the requalification of a large area, once the home of Reggiane Mechanic Workshops, through the creation of the “Reggiane Innovation Park”, a new European hub for business and research that is part of a larger development project, focused on the northern part of the city. As part of the aforementioned project, two sheds, that now host laboratories and innovative companies, have already been renovated, combining the conservative restoration of historic industrial buildings with new highly sustainable construction techniques and smart technologies. The Technopole of Reggio Emilia, part of the High Technology Network of the Emilia

Romagna region, is located in Shed #19. Various infrastructural interventions, as well as the requalification of three other sheds, are underway. Professional associations, research laboratories, innovative companies, and various cultural and creative activities will call these new sheds home. The remaining area is available for planning and development, both in existing sheds and open areas, in accordance with the ongoing project. The Park is connected to the city center in the south, is close to the High Speed station and the motorway, and to the east it is bordered by the future location of the Campovolo Arena, a new space for world-class performances.





**Rimini**

***The center of the Romagna Riviera and a destination for tourists from around the world, Rimini looks out over the Adriatic Sea, and is home to around 150,000 residents.***

***Founded by the ancient Romans, that made the spot one of the major points in their Mediterranean network, Rimini features a historical and artistic heritage of great importance, including the “Tempio Malatestiano” di L.B. Alberti, a symbol of the Renaissance, “Castel Sismondo” the castle and residence of Sigismondo Pandolfo Malatesta, other villas and noble palaces, archeological sites and squares of great interest.***

***Rimini is also the hometown of celebrated director Federico Fellini, who describes the city’s magic atmosphere in his films. The area’s economy is based on tertiary tourism services, but the development of this industry has simultaneously fostered the development of several others, including: advanced tertiary services, trade, construction, and industrial production. These last sectors feature primarily medium and small-sized companies working in the food, woodworking, construction, furniture, clothing and publishing industries.***

***Agriculture and fishing, that for centuries made up the city’s major economic resources, have become secondary industries, decentralized due to constantly increasing tourist activities. Today, Rimini is a dynamic city, constantly changing, with numerous cultural, environmental, and urban requalification projects underway.***



TOURISM



HEALTHCARE

# Rimini

## Italian Wellness Factory

**Proprietary Organization:** Rimini Terme Sviluppo Srl

**Category:** Tourism - Healthcare

**Total Surface Area:** 68,197 m<sup>2</sup>

**Accessibility:**

Airport: 0.5 km

Train Station: 2.9 km

Highway: 6 km

Transport (bus/tram): 0 km, Metro Mare 0.5 km

Port: 8.1 km

The project area is located in the south of Rimini in the zone “Miramare”, directly between Rimini and Riccione. Inside said area is the ex-Colonia Novarese (built in 1933-34), an important example of rationalist architecture as applied to a heliotherapy colony in the 30s. The structure consists of a single isolated body that extends horizontally, parallel to the beach. The elongated shape, with two rounded “mastheads” at the end of each side, recalls, both on paper and in person, the idea of a ship. The area can host an hospitality activity (in the existing building) and a new construction of 5,000 m<sup>2</sup> for other activities such as a

conference hall. The Municipality of Rimini, the Local Health Authority of Romagna, and Alma Mater Studiorum - the University of Bologna - signed a memorandum with the aim of pursuing a project that involves the construction of various spaces dedicated to prevention, health and sports, in a new vision of the city as a “Wellness Factory”. The execution of such a project is an example of the municipality’s dedication to the regeneration and functional recovery of public assets, like the Colonia Novarese, enhancing not only buildings and structures, but their surrounding areas as well.



TOURISM



RETAIL



OFFICE

# Rimini

## “Fiori e Tragitti”

**Proprietary Organization:** Municipality of Rimini

**Category:** Tourism - Retail - Office

**Total Surface Area:** 4,200 m<sup>2</sup>

**Accessibility:**

Airport: 5.7 km

Train Station: 2.7 km

Highway: 3.5 km

Transport (bus/tram): 0 km, Metro Mare 0.5 km

Port: 3 km

The project area, known as Rimini-Marina Station, is one of the several areas that are part of the municipality's Sea Park project. Three buildings were built on the location from 1926 to 1932: the passenger building (530 m<sup>2</sup> of total surface area), the warehouse (no longer present) and the train workshop (450 m<sup>2</sup>). The ex-Rimini-Marina Station is a testimony to the railway connecting Rimini and San Marino that was closed in 1944. The project “Fiori e Tragitti” (Flowers and Journeys) has the end goal of enhancing and promoting the cultural and environmental assets of the area, to improve its image and attractiveness to tourists. The

purpose of this requalification is to unite the past and the present, Rimini's historic nature with its increasing tourism, bringing together initiatives that encourage the use of the municipality's assets and an increase in yearly visitors and passengers. The major operations foreseen are: the cultivation of various flowers in the surrounding area; an office-space and a ticketing office in the passenger building; and a food court and a flower market, as well as a permanent museum chronicling the history of the railway, in the workshop. The ex-warehouse space will likely become an office that will serve a public purpose to be determined at a later date.



RESIDENTIAL



RETAIL



OFFICE



STUDENT HOUSING



SOCIAL HOUSING

# Rimini

## Train Station Area

**Proprietary Organization:** F.S. Comune di Rimini, Sistemi Urbani e Rete Ferroviaria Italiana

**Category:** Residential – Retail – Office – Student housing – Social Housing

**Accessibility:**

Airport: 6 km

Train Station: 0 km

Highway: 4 km

Transport (bus/tram): 0 km

Port: 1.5 km

The area surrounding Rimini Station consists of a partially functioning empty space of about 12 hectares, located directly in the urban fabric of one of the finest parts of the city. Rimini Station plays an important role in the city's renewal, in its international relaunch of tourism initiatives, and in its range of new and efficient services offered to the citizens of Rimini. The proposed renovations include a series of operations that are each focused on precise sub-projects, with the intent of assuring functional autonomy in the design phase and beyond.

**Operation A** - A public area, focused on increasing the

permeability of the station and the new urban center composed of the new Town Hall, various commercial and tertiary activities, and parking spaces. The operations here will also focus on the improvement of the services offered by the train station.

**Operation B** - Various reorganizing and restructuring works focusing on the sports centre, the new cultural and education center and expanding the existing park.

**Operation C** - Operations concentrated on the the city's housing, most of which are residential in nature, and involve private partners, either in the planning or execution phases.





A glowing lightbulb is the central focus, emitting rays of light. It is surrounded by several yellow icons: a house with a chimney, a circular icon with a dollar sign and an arrow, a circular icon with a Euro symbol and an arrow, a handshake, and a factory with smokestacks. The background is a solid red color.

# Supporting Partners

***The region's solid planning policies combined with its inclination for innovation and attention to the needs of the business community make Emilia-Romagna a great location for businesses and investment opportunities.***

***Important international brands, like Philip Morris, Siemens, Amazon and TetraPak, have chosen, throughout the years, to invest in the territory and start new production activities. Emilia-Romagna has proven itself to be a driving force in the European economy by supporting the development and valorisation of the various assets of the territory and the businesses that call it home.***

***Of the many businesses that operate in Emilia-Romagna, six have come to Mipim to present their ongoing real estate projects and investment opportunities, in support of the Region and its participation in this important international event. These six companies are: Banca di Bologna Real Estate, BolognaFiere SpA, CAAB SpA, Interporto di Bologna SpA, Paolo Castelli SpA, and Prologis.***



HEALTHCARE



TOURISM

# Banca di Bologna Real Estate

## Thermal Baths Facility of Porretta

**Proprietary Organization:** Banca di Bologna Real Estate

**Category:** Healthcare - Tourism

**Total Area:** 24,000 m<sup>2</sup>

[www.bancadibolognarealestate.it](http://www.bancadibolognarealestate.it)

The Thermal Baths Facility of Porretta refers to a series of properties projected for hotel use along with a working thermal bath facility that was recently renovated. The project consists of a large real estate patrimony that will become a touristic/wellness/medical complex, able to create an important hub of activity due to its strategic location between Tuscany and Emilia Romagna.

The Thermal Baths of Porretta are positioned within the naturalistic frame of the Tuscan-Emilian Apennines, where the boundaries between environment and man, nature and culture, are blurred, creating a unique

location. The area where the thermal baths complex is found was designed to create a real estate system in which functions and pathways communicate perfectly. The Thermal Baths Facility, created with rational and elegant lines, is reflected in the hotel, and both buildings face the lovely park, currently used for outdoor therapy sessions.

Located in the park are three structures, spherical in shape, known as Najadi, that represent the cultural, musical, recreational, and social heart of the Thermal Baths Center, as well as the world-class events hosted there.



RESIDENTIAL



RETAIL



INDUSTRIAL



STUDENT HOUSING



LOGISTICS

# BolognaFiere SpA

## Revamping BolognaFiere Exhibition Centre

**Proprietary Organization:** BolognaFiere SpA

**Category:** Residential - Retail - Industrial - Student housing - Logistics - Entertainment - Mixed Use

**Total Area:** 24,000 m<sup>2</sup>

[www.bolognafiere.it](http://www.bolognafiere.it)

Due to the increase in the importance of international trade fairs, as well as growing logistics and distribution needs, BolognaFiere has undertaken a new upgrading plan.

The new project consists of the construction of a multifunctional building that will be able to combine the important characteristics of an exhibition pavilion with those of a multifunctional centre for sports and entertainment.

The creation of a covered arena and a large open space for trade shows are two major operations the project calls for. The open space will be located in a large green

area, to retain the natural landscape and environment of the surrounding area.

BolognaFiere Group is a leading international exhibition organizer and boasts one of the most advanced exhibition centres in the world.

The Group manages three exhibition centres (in Bologna, Modena, and Ferrara) with an exhibition portfolio of over 90 events in Italy and abroad. BolognaFiere Group consists of several companies that offer an extensive range of event services and provide companies with all of the specialised services and promotional activities needed to successfully participate in its exhibitions.



# CAAB SpA

## Hotel FICO Eatalyworld

**Proprietary Organization:** Prelios SGR SpA via the PAI Fund

**Category:** Retail - Tourism

**Total Area:** 10,150 m<sup>2</sup>

[www.caab.it](http://www.caab.it)

Hotel FICO Eatalyworld, designed by Iosa Ghini Associati, will be a part of the FICO Park in Bologna. This 4-star hotel will offer 200 rooms and a myriad of facilities, like a pool, an outdoor garden, a spa and gym. The existing structure, a former flower and plant market, will be renovated in such a way as to promote sustainability, zero land consumption and green development. FICO Eatalyworld is a theme park dedicated to the agri-food industry and gastronomy, one of the largest in the world of its kind, located in the ex-Agri-food Center of Bologna. The park occupies 10 hectares, 8 of which are covered and home to stores,

restaurants and over 100 different companies, and the other 2 hectares are dedicated to an educational farm, where visitors can observe various agricultural activities, mostly cultivating and animal rearing. Other educational and multimedia attractions are present as well. CAAB is home to the Fruit and Vegetable Market - one of the major distribution facilities in Italy - as well as warehouses for refrigerated and frozen products, covered logistic platforms, offices and other support facilities. CAAB presents itself not only as a modern logistics-commercial platform, but also as a center for advanced food industry services.

# Interporto Bologna SpA

## Expansion of the Bologna Freight Village

**Proprietary Organization:** Interporto Bologna SpA

**Category:** Logistics

**Total Area:** 2,000,000 m<sup>2</sup>

[www.interporto.it](http://www.interporto.it)

Interporto Bologna SpA is developing a new expansion project of 2,000,000 m<sup>2</sup> dedicated to green logistics, in addition to their already existing space totaling 4,100,000 m<sup>2</sup>.

Interporto Bologna handles logistics and intermodal services, as well as services related to the planning and maintenance of buildings with high qualitative standards that are certified green.

Interporto Bologna SpA manages one of the largest logistics platforms in Europe, and was born with 3 main objectives: to increase the competitive advantage of local logistics and transport operators; to pro-

mote rail and intermodal transport; and to free the urban area from heavy traffic.

Covering a fenced area of 4.1 million m<sup>2</sup> and equipped with 3 railway terminals, Interporto di Bologna is located in a central position with respect to the national road network and is directly connected to the railway network along the Bologna - Padua - Venice line, and is at the intersection of 3 TEN-T corridors: Corridor 1 Baltic - Adriatic, Corridor 3 Mediterranean and Corridor 5 Helsinki - Valletta.

# Paolo Castelli SpA

## Hôtel Lutetia 5\* - La Samaritaine Mall

**Proprietary Organization:** Paolo Castelli SpA

**Category:** Fine Furniture and Lighting, Global Contractor

[www.paolocastelli.com](http://www.paolocastelli.com)

From operating as a local woodworking shop to custom furnishings for noteworthy international projects: 140 years of history 'Made in Italy', between design and global contracting. Paolo Castelli SpA is able to strip out and renovate a building, and then provide custom Castelli-brand furniture, with a turnkey approach. The company works in a variety of settings, primarily hospitality, high-end residential, offices & headquarters, cultural and iconic spaces, and even the naval sector. The company manages the entire production process, reaching a top-level finalization for every project scale, overcoming any possible challenges that may present themselves. In the heart of Paris, the presti-

gious Hôtel Lutetia rises up, reopened after a 4-year renovation based on Jean Michel Wilmotte's project. Paolo Castelli SpA accomplished a multitude of interior works including flooring and wall finishing of the wellness & spa area and the Signature suites, as well as the prototyping and production of FF&E and decorative lighting for the entire building. La Samaritaine is an ongoing retail project, stretching from the Rue de Rivoli to the Pont-Neuf. The company is working on the project designed by Hubert de Malherbe and Yabu Pushelberg Architects, respecting precise regulations of eco-management standards to preserve the environment and the people that will visit the building.



# Prologis

## Piacenza DC5 - DC8

**Proprietary Organization:** Prologis

**Category:** Logistics

**Total Area:** 360,000 m<sup>2</sup>

[www.prologis.it](http://www.prologis.it)

Prologis recently acquired 360,000 m<sup>2</sup> of land, only 1.3 km away from our existing buildings (DC1 to DC4) in the Piacenza area, one of Northern Italy's premier logistics areas, located 65 km southeast of Milan.

The team plans to develop this large plot of land through 4 phases, with an end result of 167,850 m<sup>2</sup> of usable prime logistics space, through a mix of both BTS and speculative development.

Prologis is the global leader in logistics real estate with a focus on high-barrier, high-growth markets.

Our grade-A facilities, in the world's most vibrant centers of commerce, ensure the efficient distribu-

tion of goods for the world's best brands and businesses. As of December 31, 2019, the company owned or had investments in properties and development projects expected to total approximately 76 million m<sup>2</sup> in 19 countries. We own and lease modern distribution facilities to a diverse base of approximately 5,000 customers across two major categories: business-to-business and retail/online fulfillment. We focus on a single dynamic industry, possess an unmatched global dataset and have experts on the ground in the markets that matter most.

Invest in Emilia-Romagna 



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[www.investinemiliaromagna.eu](http://www.investinemiliaromagna.eu)

