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INDUSTRIAL EXHIBITIONS
AUG., SEPT. 1946

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Declassified E.O. 12356 Section 3.3/NND No. 785017

Minor Sheet

Note: See also enclosure 200 on 09-10-1960

NUMERICAL LIST OF EXHIBITIONS

1. ADMINISTRATIVE OFFICES
2. WINES & LIQUORS - HOTEL FURNITURE - HOUSEHOLD GOODS
3. ICE-BOXES - WINE PRODUCING PLANTS
4. TOBACCO MONOPOLY
5. STAMPS
6. SWEETS
7. GROCERIES - SHOP FURNITURE
8. VARIOUS DISPLAYS BY ARTISANS & SMALL EXHIBITORS
9. AGRICULTURE - VETERINARY - AGRICULTURAL PLANTS
10. SWEET PRODUCING PLANTS, ORNAMENTAL PLANTS
11. AGRICULTURAL MACHINES
12. ZOOLOGICAL - SCIENTIFIC BREEDING & CARE OF ANIMALS
13. TEXTILE PLANTS
14. SPACE FOR DISPLAY OF HOMERS
15. OPTICS - PHOTOGRAPHIC & GUNS-PROJECTORS - RADIO - MUSIC
16. BUILDING MATERIALS
17. MACHINERY
18. BREAD & MACARONI MAKING PLANTS
19. MACHINERY
20. PRINTING MACHINES - PLASTIC MATERIAL
21. OFFICE FURNITURE - TOYS
22. PALACE OF NATIONS & DISPLAY OF RADIO'S 50 YEARS OF LIFE
23. ELECTROCHEMISTRY
24. LEATHER - FOOTWEAR - LEATHER ARTICLES - HIDES & SKINS -
LEATHER PRODUCING PLANTS
25. TEXTILES - CLOTHING - CERAMICS - CRYSTAL-WARE - PAPER -
MANUFACTURING CLOTHING MACHINES
26. HOUSEHOLD ARTICLES
27. MECHANICAL CONSTRUCTIONS - RAILWAYS DISPLAY
28. RAYON & RAW MATERIALS
29. MEDICAL SANITARY - PHARMACEUTICAL CHEMISTRY - INDUSTRIAL
CHEMISTRY - COLORS - VARNISH - ARTISANSHIP - GAMES SHOPS
30. PERFUMES
31. LOCOMOTION & TRANSPORTS - CARS - CYCLES - MOTORCYCLES - SINGLE
ENGINE MOTOR LAUNCHERS OUTBOARD MOTORS & STOWERS
32. AUDITORIUM
33. ELECTROTECHNIC - HOUSEHOLD ELECTRICITY - ILLUMINATIONS
34. WINES & LIQUORS OF FRANCE
35. FURNITURE - GOLDSMITHS ART
36. GOLDSMITHS DISPLAY

D. CUSTOM OFFICES AND RAILWAY STATION

12. ZOOTECHNY - SCIENTIFIC BREEDING & CARE OF ANIMALS
13. TEXTILE PLANTS
14. SPACE FOR DISPLAY OF HORSES
15. OPTICS - PHOTOGRAPHIC & GLASS-PROJECTORS - RADIO - MUSIC
16. BUILDING MATERIALS
17. MACHINERY
18. BEAD & MACARONI MAKING PLANTS
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MANUFACTURING CLOTHING MACHINES
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27. MECHANICAL CONSTRUCTIONS - RAILWAYS DISPLAY
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CHEMISTRY - COLORS - VARNISH - ARTISANSHIP - SALES SHOPS
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34. WINES & LIQUORS OF FRANCE
35. FURNITURE - GOLDSMITHS ART
36. GOLDSMITHS DISPLAY
- D. CUSTOM OFFICES AND RAILWAY STATION
- F. AUTHORIZED CONTRACTORS
- G. PUBLIC TOILETS
- P. POSTS & TELEGRAPHS
- R. RESTAURANTS
- S. SERVICES
- T. TELEPHONES
- Cl. NEWSPAPERS

INDUSTRIAL EXHIBITIONS.

FROM :- Air Forces Sub-Commission, A.C., Milan.

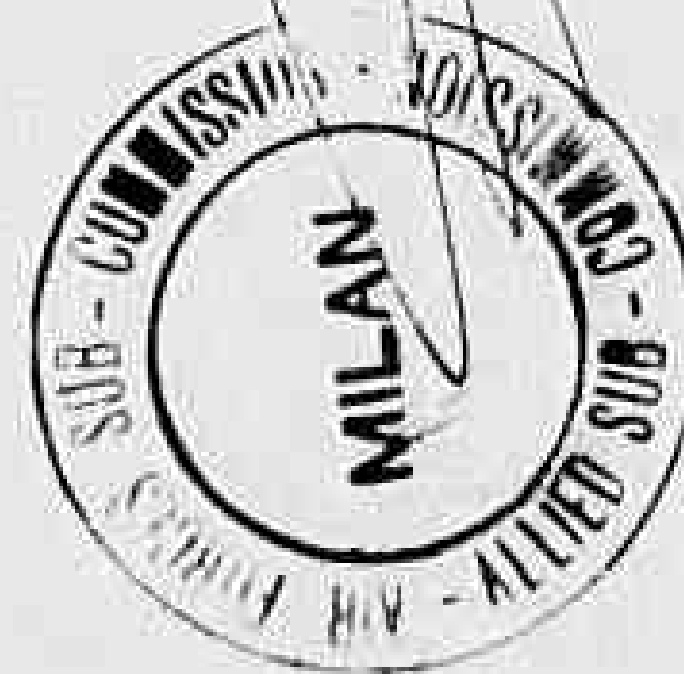
TO :- Air Forces Sub-Commission, H.Q., A.C., Rome.

DATE :- 5th September 1946.

REF :- AFSC/M/303/1/ORG

INTERNATIONAL SAMPLES FAIR OF MILAN

Enclosed herewith for your information is a report on the International Samples Fair to be held at Milan from 12th to 27th September 1946, together with a ground plan of the lay-out, a copy of the regulations in force and an Italian commercial magazine on the same subject.



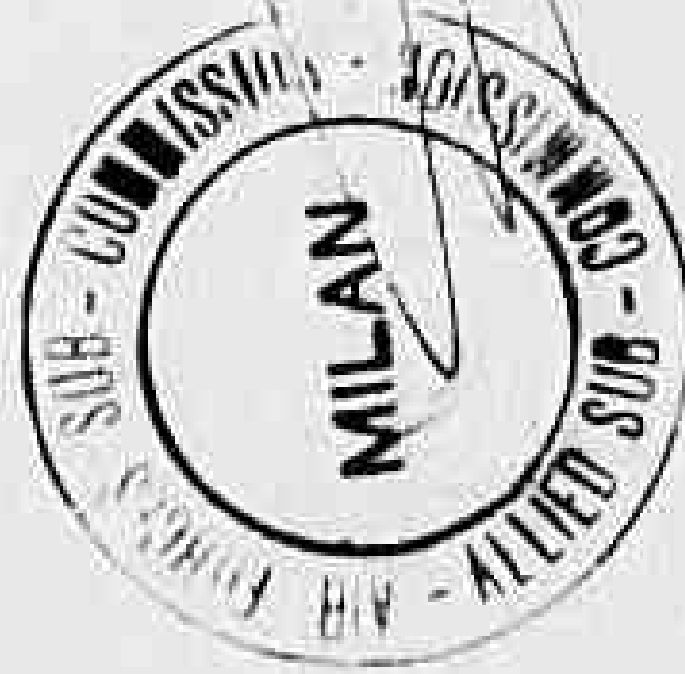
D.O. REID P/O
Commanding
A.F.S.C. MILAN.

811

Enclosures (4) Publicity matter re Milan Fair.

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D. G. REID R/O
Commanding
A. F. S. C. MILAN.

811

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- M I L A N ' S F A I R -

The Milan's fair has been organized on the same lines as the one at Lirasia.

It is the intention of the organizers to keep the characteristics and principles which were used in the past.

This fact is also facilitated by the presence amongst the managers of Comm. MAINONI who was the founder and organizer of the firm of which he was in charge up to the first years of fascism.

The scope of the Sample fair of Milan is to offer the possibilities of a free market, of an International character, same as done in the past.

Owing to the exhibition of various samples and prototypes of different firms and with the help of the Institution's Organization, producers and merchants are able to meet, settle outstanding business dealings and start new business connections to the satisfaction of both, interested parties.

No percentage is passed to the Institution's Administration, on contracts signed during the exhibition, as the Society has the character of a public Institution with a particular which defines it as an "Independent Institution".

The revenue of the Independent Institution of the Sample Fair is derived, as in the past, by hiring the area for the stands (2000 Lire per sq. m.), selling of entrance tickets, publicity rates and by selling pamphlets, newspaper and catalogues edited by the Fair.

The expenses at present incurred for the reconstruction of the buildings and the reorganization of the services are about 400 million lire, 41 of which are for construction, reinforcement of roads and drains.- 51 for the illuminations, electric installations, for the electric power installations. 2 million for fire precautions installations.- 1 million for the distribution of drinkable water installations.

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The expenses at present incurred for the reconstruction of the buildings and the reorganization of the services are about 400 million lire, 4/5 of which are for construction and reinstatement of roads and drains. - 5/6 for the illuminations electric installations, 1/6 for the electric power installations. 2 million for fire precautions installations - 1/2 million for the distribution of drinkable water installations.

The remaining figure was employed for the reconstruction of the stands and their reinstatement.

In these constructions, steel tubing, steel plates and aluminium were used in great quantities, and precisely more than 25.000 sq. m. of aluminium was used only for coverings and 25.000 sq. m. of fibrocement was used for the same purpose, 20.000 sq. m. of glass and more than 28.000 sq. m. for flat or brick roofs.

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The amount used was covered with a mortgage concession on the value of the 340,000 sq.m. of land, the property of the fair which was valued at a milliard and a half.

This liability could be met during a period of 4 years introducing a minimum revenue sufficient to meet this payment. The net profit on the sale of the tickets is estimated at about 1 million.

Therefore, owing to the financing and administrative organization of the Institution, it is out of the question for capitalist groups or private financiers to try to speculate.

Of the 340,000 sq.m. available in the past 224,000 sq.m. have been left free by the Allies.

The other 120,000 sq.m., which includes the best preserved buildings, are up to now occupied by the Allies and are separated from the rest by a 1,200 sq.m. railing 5m. high very light and has scarcely any resistance against the wind.

~~New~~ 52,000 sq.m. reserved for the Italian have been consequently for pavillons and 44,000 sq.m. have been covered with renewed stands. The area left over for the services, streets, squares, etc. amounts to 50,000 sq.m.

In all the stands are 4194 with 475 parking places.

We preferred to bear the above mentioned expenses provided we remained in the old area, not only for sentimental reasons, but above all for technical and economical reasons.

In fact, as the Exhibition would be carried out annually, it would be convenient to construct it on a permanent basis with all the technical installations and the necessary maintenance for a smooth running Institution and in a known locality not too far out of town.

All these elements found their realization economically better and technically simplified by using the old area, property of the institution and, therefore, does not involve rent or new expenses, and at the same time make use of the technical transport and lifting installations employed for transporting exhibition materials which together with the stands were not damaged by bombs or taken away.

The reasons why the organizers decided to carry out the Exhibition within the 12th/9/46 without waiting for the already traditional opening period, are purely commercially economical.

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The reasons why the organizers decided to carry out the Exhibition within the 12th/9/46 without waiting for the already traditional opening period, are purely commercially economical.

It is noted in fact, that in Italy, as in other countries, industrial and commercial leaders. Show a desire to resume normal economical relations not only between individual industries and Commercial Firms within each countries boundaries but between the different countries themselves so as to try and organize international fairs, which facilitates the realization of this desire which is more alive and impellent in countries which have been devastated and have suffered through war.

In fact, that is how we had the Paris, Bordeaux, Marseilles exhibitions and as done in the past we would have the Bruxelles, London and Birmingham exhibitions.

The latter two will hold for the first time in the English Economical History. an exhibition of an international character, thus revealing the new British exigency to increase her exports exigency which points on her present economical policy.

Included in these exhibition is the Milan Fair which was started on the same practical and spiritual motives which touched other countries to organize their exhibitions.

It is pointed out that the Industrial and Commercial circles feel the urgent necessity for the opening of this international market, which not only permits to establish business relations, but above all, allows businessmen to have a panoramic view of the postwar Italian industrial situation, taking into account which type of industry is developed owing to the coming of peace and the present crisis and what new articles have been produced by them.

We hope besides to re-establish and give new life to the furniture building firms whose activity is paralyzed and the market is dead.

The firms who will be carrying out the exhibitions are about 3,500. amongst these are the biggest industrial groups, including those which interests the Air Force, the latter will exhibit some new type of civil aircraft.

Amongst these aircraft will be the 28 M. Wing Span, 3 engine aircraft exhibited by F.I.A.I. as a civilian transatlantic airline aircraft.

Meocchi will exhibit the twin seater tourist aircraft MB 300 after having an Allied authorization.

MILAN, 2nd SEPTEMBER 1946

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MILAN'S FAIR

General regulations

MILAN 12th - 27th SEPTEMBER 1946
805

GENERAL REGULATIONS :

Scope the fair and exhibitors

1) The Autonomous Institution of the International Sample Fair of Milan, briefly named in the following Regulations as « Fair » or « Institution », will organize its exhibition in the year 1946 from the 12th to the 27th September next.

2) On application admission is granted to Manufacturers, Sole Representatives, Institutions, Consortiums, and to those other categories of Production and Commerce which the Fair will register.

3) Application for admission must reach the « Institution » by the 30th June 1946, and a decision will be taken as to their acceptance after consultation with the Section Commissaries. With the release of the Admission Certificate, the only document which entitles the admitted to call himself « Exhibitor » to the Fair, he is considered regularly inscribed.

4) The « Exhibitor », or his proxy, must choose his own domicile in Milan, care of the Head-Office of the « Fair » and recognize for all purposes the legal power of the Milan Forum.

5) In the case the Exhibitor withdraws his participation in the Fair he must send formal notice to the Institution and he is bound to pay the four fifth of the amount agreed upon with reservation of any other right on the part of the Institution.

The stands

4) The stands are assigned to specified merchandise section, which can be changed by the Institution.

With the exception of special cases, stands are placed at the disposal of the Exhibitor five days before the opening of the Fair and must be ready at the date of the opening of the exhibition. From this moment arrangement of stand and adjustments of samples, if authorized by the Managing body, have to be effected after the evening closing and before the morning opening of the exhibition days.

Unoccupied stands 24 hours after the opening of the exhibition will be considered as surrendered and the Institution can assign same to other Firms, without any obligation or reimbursement of fees.

Stands are given for the area and position shown on the map delivered with the Admission Certificate by the Institution.

Subsequent changes have to be authorized by the Institution and made at the expense of the Exhibitor, who, at the request of the Institution is obliged to put the stand in his previous state. Alterations to the floor and to the framework of the stand are at the expense and responsibility of the Exhibitor.

Fitting out and use of loud-speakers in the stand can be sanctioned only by agreement of the Institution and must be in such a way that no trouble or damage is caused to others.

7) Unless due to circumstances beyond its control, for stands delivered by the Institution after the second day from the opening of the Fair, this last engages itself to reimburse the amount paid for the stand reduced by 1/15th for every delayed day and will not consider any other request for payment of expenses and damages.

8) Every stand sign has to be approved, as it is written or drawn, by the Fair Management.

All advertisement placards placed outside the normal fixed lines of the stand are liable to an advertisement charge and must receive authorisation of the Institution who judges without appeal. All shop sign or advertisements including the so called mural placards, if made with paper, are forbidden.

9) After the closing of the Exhibition, the stands, also if formed by kiosks or private pavilions have to be cleared within five days. Failing to do so the Fair will take no responsibility for materials, goods or anything deposited therein and will hold the right to take care of said materials.

etc. etc. and to dispose of same for repayment of expense etc.

10) Obligation is due by the Exhibitor to re-consign the stand in the previous state as it was delivered to him and to have it so accepted by the Institution. Omission to do this will give the Institution the right to recover any expense or loss due to the ownership of the Exhibitor, forbidding also the removal of his belongings, with reserve of any other right.

11) In case of technical or merchandise-grouping requirements the Fair reserves itself the right to change or restrict the stands, if need be.

Rates and payments

12) The registration and concession of the stands involve a rate of Lit. 2000, the square meter if situated in closed pavilions or buildings; Lit. 1500 the sq. meter if under sheltered area and Lit. 1000 the sq. meter if in open area.

13) The amount of the rate is to be sent with the request for admission and will be repaid without interest if certificate of admission is not granted. This also applies for subsequent special concessions granted and for the warrant's deposit as per contract.

Entries, permanent entry-cards and hours

14) The Fair is open to the public every day from 9 a.m. to 9 p.m.

The Institution reserves itself to determine entry fees for visitors and furthermore to suspend admission of public for short periods and for special emergencies. Admission however will always be granted to the bearers of the permanent entry-cards and to those visitors bearing the special entry ticket (at half price) delivered to the Exhibitor for his customers.

15) Single Exhibitors are entitled to two permanent entry-cards, one for the Exhibitor himself and one for a member of his staff. Other similar entry-cards can be delivered at half normal price. All these cards will be nominative and signed by the bearer, who could be invited by the Fair-controllers to repeat the signature in their presence.

Technical services

16) The Institution supplies the electric power in the limit of the plant at its disposal, fixing the relative tariffs shown on a list delivered by the Fair. The use of more electric power than that requested will make the Exhibitor liable to the payment of what is due and to the immediate suspension of supply and to other eventual responsibilities and penalties incurred.

For all supplies of electric power, water, gas, telephone and other, the Institution only transmits the guarantees assured her by the producing sources.

Transports

17) The Fair transport office is the only one authorized to sue the proceedings with the railways, custom duties, excises etc. applying the respective tariffs.

The Exhibitor can provide transport with his own means, complying with the special rules fixed by the Institution.

Machinery in action

18) Previous formal authority having been given by the Fair, the admitted machinery can be put in action, provided that this does not involve danger or nuisance. Machinery has to be provided with safe-guards in order to prevent accidents, noises, and emission of gas or liquids. The Firms must obtain beforehand the inspection of the machinery and comply with all other regulations determined by the laws and rules in force.

Vigilance and insurances

19) The Institution, without any responsibility on its part, provides a normal day and night vigilance service, but declines any responsibility for natural risks and unavoidable accidents and the Exhibitor must undertake to insure himself with Insurance Companies or Societies chosen by him within those recognised by the Institution, against all risks, theft included.

Industrial property

20) The Exhibitor may protect himself against those, who, without his or the

Fair's authority. They may reproduce the displayed material by taking photos, drawings and measures, etc.

Even photographic reproductions of the assembling stands and of what is exposed therein have to be authorized by the Fair.

21) Inventions, models, workshop-drawings, trade marks unprotected by patent-licences or by legally deposited application enjoy the temporary protection allowed by the competent Authorities, provided that regulations therefore determined have been observed.

Advertising and catalogue

22) The Institution provides, without responsibility, the printing and diffusion of an Official Catalogue, which will be published during the exhibition. Such a publication will contain indications relative to the exhibits attained and accepted before the 15th July 1946 and will be compiled with two alphabetical indexes: one regarding Exhibitors and one with the products exposed in accordance to what has been clearly stated by the Exhibitor. Thus for a space corresponding to six printed lines body 8. Above indications are free of charge.

On payment the Exhibitor may add other technical particulars and also request that his commercial name be printed in capital letters, or issue his own illustrated pages.

23) Single Exhibitors may display advertising action within their stands, but excluding all those forms that for its exterior and for its proper substances may constitute resemblance of direct comparison with other Exhibitors.

Any other form of advertising, even if broadcasted, is subject to payment in advance based on rates fixed by the preventive authority given by the Institution or its representative. For special technical emergencies, service exigencies or other, advertising installations can be displaced and even eliminated by the Fair, without any right of claim for damage by the Exhibitor, excepted proportional repayment of the rate paid.

24) The Exhibitor may fix several copies of the catalogue, at the price marked on the cover, with a discount of 20 %, and not after the date of the 1st August 1946.

Prohibitions

25) a) Transfer of stand to others, even partial and gratis, and the sub-location of same are forbidden, unless previous authority by the Fair is granted. It is also forbidden to exhibit products not mentioned in the application form. The non observance of said conditions brings the contract to an end with relative closing of the stand owing to the Exhibitor's fault and without any reimbursement of the quotas paid.

b) It is forbidden to Exhibitor to sell with immediate delivery, excepts for those who possess special authority clearly specified by the Fair for doing so.

c) The commercial name shown on the front of the stand or other written sign is allowed only in places and shapes fixed by the Fair.

d) It is forbidden to persons, even if dependent to the Exhibitor to remain in the stands or in the enclosed Fair's premises between 10 p.m. to 5 a.m. without a special written authority from the Institution.

e) It is forbidden to publish titles or writings antagonistic to the rights of the Institution, which claims as its exclusive priority the name of - International Sample Fair of Milan - or the simplified one - Milan's Fair -.

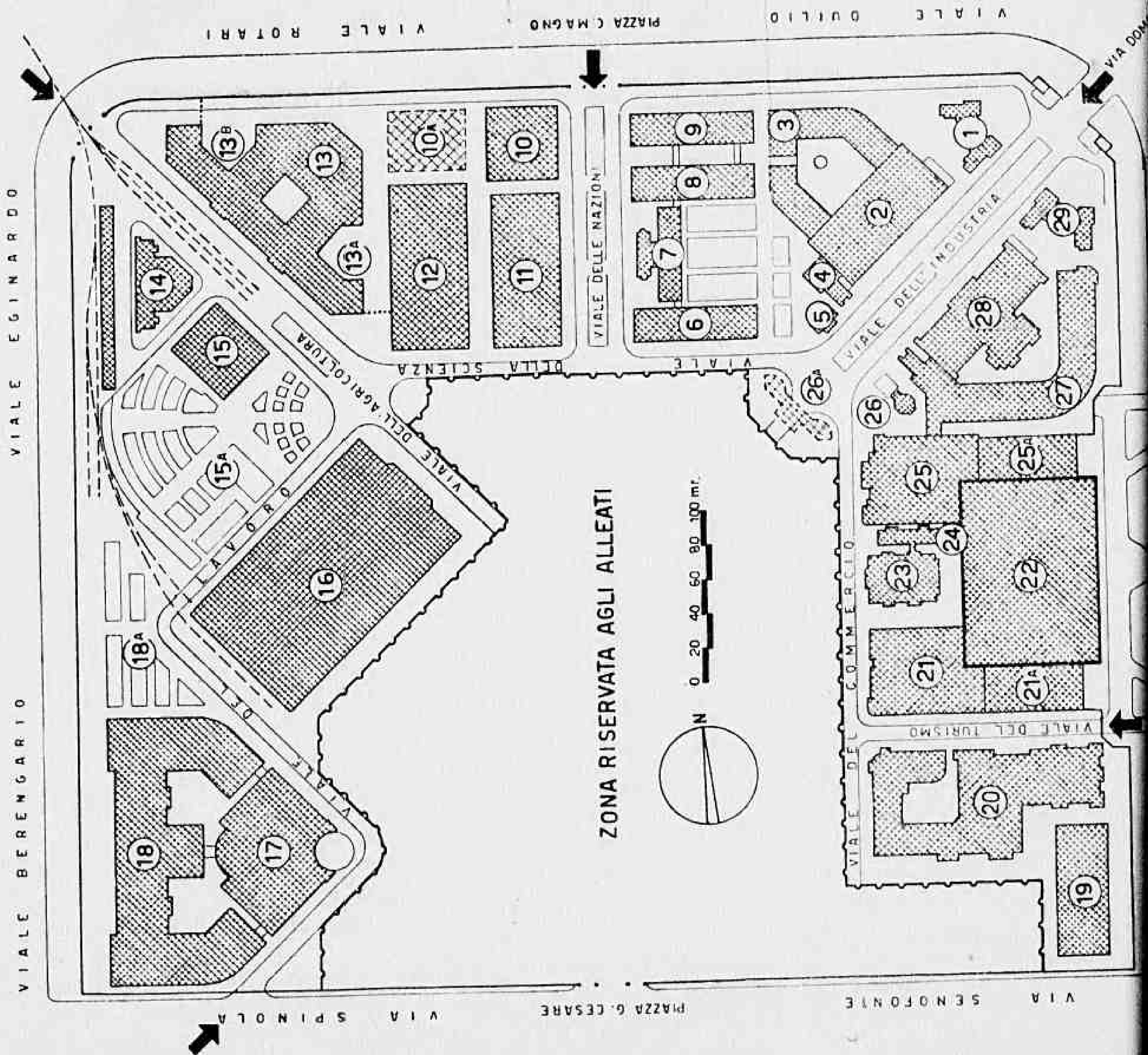
Other dispositions and regulations

26) The Institution reserves itself to issue regulations or dispositions which may be judged convenient for a better order of the Fair and its inherent services.

Such regulations or dispositions have the same validity of the present. Regulations and are obligatory. These have to be complied with and the general dispositions regarding the places exposed to the public, in every point and time.

BEST COPY POSSIBLE

PIANTA GENERALE DELLA FIERA DI MILANO 1946



ZONA RISERVATA AGLI ALLEATI



PIAZZA G. CESAIRE

VIA SENOFONTE

VIA

VIALE CASSIODORO

PIAZZA SEI FEBBRAIO

VIALE BOEZIO

VIA DOMODOSSOLA

VIALE

VIALE

PIAZZA C MAGNO

VIALE DELLE NAZIONI

VIALE DELL'INDUSTRIA

Gruppo 1° - ABBIGLIAMENTI E TESSILI: Pad. 2, 23, 28.

Sezioni: Tessili - Filati - Moda e confortoni - Pellicceria - Maglieria - Macchine per l'industria dell'abbigliamento - Pellami conciat - Valigierie - Scarpe - Soprascarpe - Macchine ed accessori per l'industria del cuoio.

Gruppo 2° - AGRICOLTURA ED ALIMENTAZIONE: Pad. 3, 4, 6, 7, 8.

Sezioni: Zootecnica - Bassa corte - Orticoltura e Frutticoltura - Floricoltura - Elettroagricoltura - Meccanica agricola e fertilizzanti - Lotta contro la malattia delle piante - Agraria - Caseria - Liquori - Drogho - Essenze - Oli - Industria conserviera - Vini - Macchine per l'industria alimentare, enologica e del freddo.

Gruppo 3° - AMMOBILIAMENTO ED ARREDI DELLA CASA: Pad. 17, 18.

Sezioni: Mobili - Arredamenti - Arti decorative - Legnami - Guarnizioni - Colle - Bagni - Ceramiche - Cristallerie e Vetriere - Macchine per cucine e riscaldamento - Articoli casalinghi, per bar, caffè - Soprammobili - Giocattoli - Macchine e mobili per ufficio - Cartoleria - Carte - Arti grafiche - Edizioni - Giornali - Accessori musicali, strumenti ed accessori musicali.

- ARTIGIANATO E ARTE SACRA: Pad. 27.**- EDILIZIA, COSTRUZIONE E RICOSTRUZIONE:** Pad. 15, 16-A.

Costruzioni edili - Case prefabbricate - Carpenteria - Materiali da costruzione - Macchine edilizie.

Gruppo 6° - LOCOMOZIONE E TRASPORTI: Pad. 22.

Sezioni: Ferrovia - Auto e accessori - Avio - Moto e accessori - Ciclo e accessori - Gomme - Marina - Ippotratino - Navigazione - Turismo - Mostra dell'Albergo - Filatelia - Articoli sportivi - Camping.

Gruppo 7° - MECCANICA ED ELETTRICITA': Pad. 11, 12, 13, 16.

Sezioni: Metallurgia - Siderurgia - Macchine utensili per la lavorazione del legno e del metallo - Utensili e articoli tecnici - Pompe e motopompe - Macchine e accessori per l'industria - Macchine cartiere e macchine per arti grafiche - Applicazioni elettriche - Elettrotecnica - Illuminazione - Radio - Ottica - Foto - Cine - Strumenti scientifici e di precisione.

Gruppo 8° - CHIMICA, SVILUPPO FISICO, ARTE SANITARIA: Pad. 20, 21-A.

Sezioni: Ospedali - Clinica - Chimica industriale - Chimica farmaceutica - Fertilizzanti - Colori e vernici - Materie plastiche - Prodotti chimici e saponi.

Gruppo 9° - ORAFI: Pad. 29.

Sezioni: Gioielleria - Argentieri - Orologeria - Affini - Attrezzi per l'industria orafa.

Gruppo 10° - PARTECIPAZIONI COLLETTIVE ESTERE: Padiglioni 25, 25-A, 26.

Servizi: a) Uffici e Servizi Banche; pad. 1; b) Ristoranti e Mense; pad. 16-A, 24, 25-A, 26-B, c) Stazione; pad. 14; d) Fornitori autorizzati; pad. 19, e) Sorveglianza; pad. 5.

From/ H.Q. I.A.F.
"I" Office

To: AIR FORCE SUB COMMISSION A.C.
MILANO

Date/ 3rd September 1946

Ref: 7224/C

(Ref. No. AFSC/Mdel 26/8/46)

Subject: INFORMATION

Further to letter ref. 7201/C dated 30th August 1946, we enclose herewith the first part of the information required.

The following are also attached:

- Milan's fair General Regulations which will take place from the 12/9/46 - 27/9/46.-
- A general illustration map.-
- A copy of the periodical publication edited by the Autonomos Institution itself.-

DETACHMENT COMMANDING OFFICER
Major LUIGI ONOFRI (Pilot)

STATO MAGGIORE AERONAUTICA MILITARE
Ufficio "I."
NUCLEO DI MILANO

10
Milano li 3 settembre 1946

ALL'AIR FORCE SUB COMMISSION A.C.

M I L A N O
(Rif. f. n.° AFSC/Mdel 26/8/46)=====

Prot. n.° 4224/c

OCCORRENZA: Informazioni.-

Seguito foglio n.° 7201/C del 30 agosto 1946.-

A scioglimento della riserva contenuta nel foglio
cui si fa seguito, si trasmettono in allegato le infor-
mazioni richieste con il 1.° capoverso del foglio a ri-
ferimento.

Si allegano inoltre:

- Un regolamento della Fiera di Milano che avrà luogo dal
12/9/46 al 27/9/46-
- una pianta generale illustrativa;
- una copia della pubblicazione periodica edita a cura
dell'Ente Autonomo stesso.-



IL MAGGIORE PILOTA CAPO NUCLEO
(Luigi Onofri)

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PIERA DI MILANO

La Piera di Milano risale come concezione ed organizzazione a quella di Lipsia ed a questa ancora si impronta risorgendo. E' pertanto intento degli attuali dirigenti di mantenere i principi e le caratteristiche a cui per il passato si informarono. Tale fatto è facilitato anche dalla presenza in seno alla Direzione del Comm. MAINONI che fu l'effettivo fondatore ed organizzatore dell'Ente che diresse sino ai primi anni del fascismo. L'attuale funzione della Piera Campionaria di Milano è quello di offrire come per il passato la possibilità di un libero mercato a carattere internazionale.

Quivi infatti produttori e commercianti si incontrano, annodano nuove relazioni di affari e cementando quelle in atto, facilitati dalla organizzazione dell'Ente e dalla possibilità di addivenire, attraverso l'esposizione dei vari campioni e prototipi delle varie Ditte, alla contrattazione più conveniente per ambedue le parti interessate. Sui contratti stipulati durante il periodo di esposizione non viene passata alcuna percentuale all'Amministrazione dell'Ente che ha il carattere di un Ente Pubblico con un particolare statuto che lo definisce "Ente Autonomo."

Gli introiti dell'Ente Autonomo della Piera Campionaria sono dati come per il passato dal noleggio dell'area dei capannoni (2000 lire per mq.), dalle vendite dei biglietti d'ingresso, dalle tariffe per la pubblicità e dalla vendita di opuscoli, giornali e cataloghi editi dalla Piera stessa.

Le spese attualmente sostenute per la ricostruzione degli edifici e riorganizzazione dei servizi si aggirano sui 400 milioni di lire, di cui 4½ per la costruzione e ripristino strade e fognature- 5½ per impianti elettrici di illuminazione - 7 per impianti di energia elet-

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L'attuale funzione della Fiera Campionaria di Milano è quello di offrire come per il passato la possibilità di un libero mercato a carattere internazionale.-

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Gli introiti dell'Ente Autonomo della Fiera Campionaria sono dati come per il passato dal noleggio dell'area dei capannoni (2000 lire per mq.), dalle vendite dei biglietti d'ingresso, dalle tariffe per la pubblicità e dalla vendita di opuscoli, giornali e cataloghi editi dalla Fiera stessa.-

Le spese attualmente sostenute per la ricostruzione degli edifici e riorganizzazione dei servizi si aggirano sui 400 milioni di lire, di cui 41 per la costruzione e ripristino strada e fognature- 51 per impianti elettrici di illuminazione - 7 per impianti di energia elettrica,- 2 milioni per impianti antincendio - 1 milione per impianti distribuzione acqua potabile.-

La cifra rimanente è stata impiegata per la ricostruzione dei capannoni ed il loro ripristino.

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• In queste costruzioni vennero usati largamente tubi di acciaio e lamiera di acciaio stampato ed alluminio per ragioni di economia e precisamente più di 25 mila mq. di alluminio per le sole coperture e 25 mila mq. di fibrocemento per lo stesso scopo. - 20 mila mq. in vetri e più di 28 mila mq. di tetti piani o laterizio.

La somma impiegata è stata coperta con la concessione di una ipoteca sul valore dei 340 mila mq. di terreno di proprietà della Fiera valutati un miliardo e mezzo. -

Detta passività l'Amministrazione pensa di scontrarla entro il ciclo di 4 anni preventivando ^{un} introito annuale minimo sufficiente allo scopo. L'utile netto sulla vendita dei biglietti si prevede di circa 1 milione. -

Pertanto data la forma di finanziamento e l'organizzazione amministrativa dell'Ente è da escludersi ogni tentativo di speculazione da parte di gruppi capitalisti o finanziatori privati. -

L'Esposizione è attualmente compresa in 224 mila mq. lasciati liberi dagli alleati sui 340 mila complessivi del passato. Gli altri 120 mila mq. che comprendono gli edifici più conservati sono tuttora occupati dagli alleati e sono divisi dal rimanente con una cancellata di 1200 mq. alta m. 5 molto leggera di scarsa resistenza al vento.

Sono stati pertanto ripristinati nella zona riservata agli italiani 52 mila mq. per padiglioni e 44 mila mq. sono stati coperti con stands costruiti ex novo. - L'area lasciata libera per i servizi, strade, piazze etc. si aggira sui 50 mila mq. - Gli stands in tutto sono 4194 con 475 posteggi. -

Si è preferito sostenere le spese anzidette pur di rimanere nell'antica ~~area~~ ^{area} non solo per ragioni sentimentali ma soprattutto ^{per} ragioni tecniche ed economiche.

Infatti dovendo essere l'Esposizione una manifestazione annuale conveniva costruirla a carattere stabile con tutte quelle esigenze tecniche di impianti e di servizi necessari per il suo funzionamento ad

di 28 mila mq. di tetti piani o laterizio.

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Tutti questi elementi trovarono la loro realizzazione economicamente migliore e tecnicamente semplificata utilizzando l'antica area di proprietà dell'Ente che non implicava quindi spese di affitto o di nuovi

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acquisti, e permetteva contemporaneamente di utilizzare quegli impianti tecnici di trasporto e sollevamento materiali da esporre e tutti quei servizi che unitamente agli stands non erano stati danneggiati dai bombardamenti o manomessi.-

Le ragioni che hanno spinto gli organizzatori di cercare di effettuare l'Esposizione entro il 12/9/46 senza attendere la ormai tradizionale epoca di apertura sono puramente economico commerciali.-

È notorio infatti che in Italia come negli altri paesi vi sia da parte degli esponenti dell'industria e del commercio quel desiderio di ripresa delle normali relazioni e carattere economico non solo fra le singole industrie e società commerciali nell'ambito di ogni stato, ma fra stato e stato con conseguente tendenza a cercare d'organizzare fiere internazionali che facilitino la realizzazione di questo desiderio che è più vivo e più impellente in quei paesi maggiormente devastati e provati dalla guerra. Così infatti si sono avute le esposizioni di Parigi-Bordeaux-Marsiglia e quanto prima vi saranno quella di Bruxelles-Londra e Birmingham.-

Queste due ultime avranno per la prima volta nella storia dell'economia inglese un carattere internazionale, rivelando così la nuova esigenza britannica di aumentare le esportazioni, esigenza che si riflette nella sua attuale politica economica.-

Fra queste manifestazioni si inserisce la Fiera di Milano che trae le sue impellenti esigenze di vita dagli stessi motivi pratici e spirituali che hanno spinto gli altri paesi alla organizzazione delle loro esposizioni.-

Infatti si segnala che è sentita nell'ambiente dell'Industria del Commercio la urgente necessità dell'apertura di questo mercato internazionale che dia adito non solo di riallacciare rapporti commerciali, ma soprattutto permetta ai commercianti di avere una visione panoramica della situazione industriale italiana di questo dopo guerra rendendosi diretta-

le regioni che hanno spinto gli organizzatori di cercare di erretuare l'Esposizione entro il 12/9/46 senza attendere la ormai tradizionale epoca di apertura sono puramente economico commerciali.-

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spera inol con l'occasione di riattivare e dare nuovo impulso alle Ditte costruttrici di mobili la cui attività è paralizzata ed il mercato stagnante.-

Le Ditte che esporranno sono circa 3500 e fra queste compaiono i più grandi gruppi industriali, compresi quelli che interessano il campo Aeronautico; questi ultimi esporranno alcuni tipi di aerei civili.-

Fra questi si segnala il trimotore dall'apertura alare di M.28 esposto dalla FIAT come velivolo per linee civili transatlantiche.-

La Macchi esporrà il velivolo da Turismo biposto MB 308 previa autorizzazione alleata.-

Milano li 2 settembre 1946.-

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