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**CONFCOMMERCIO**  
IMPRESE PER L'ITALIA

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**ASCOM GALLARATE E MALPENSA**

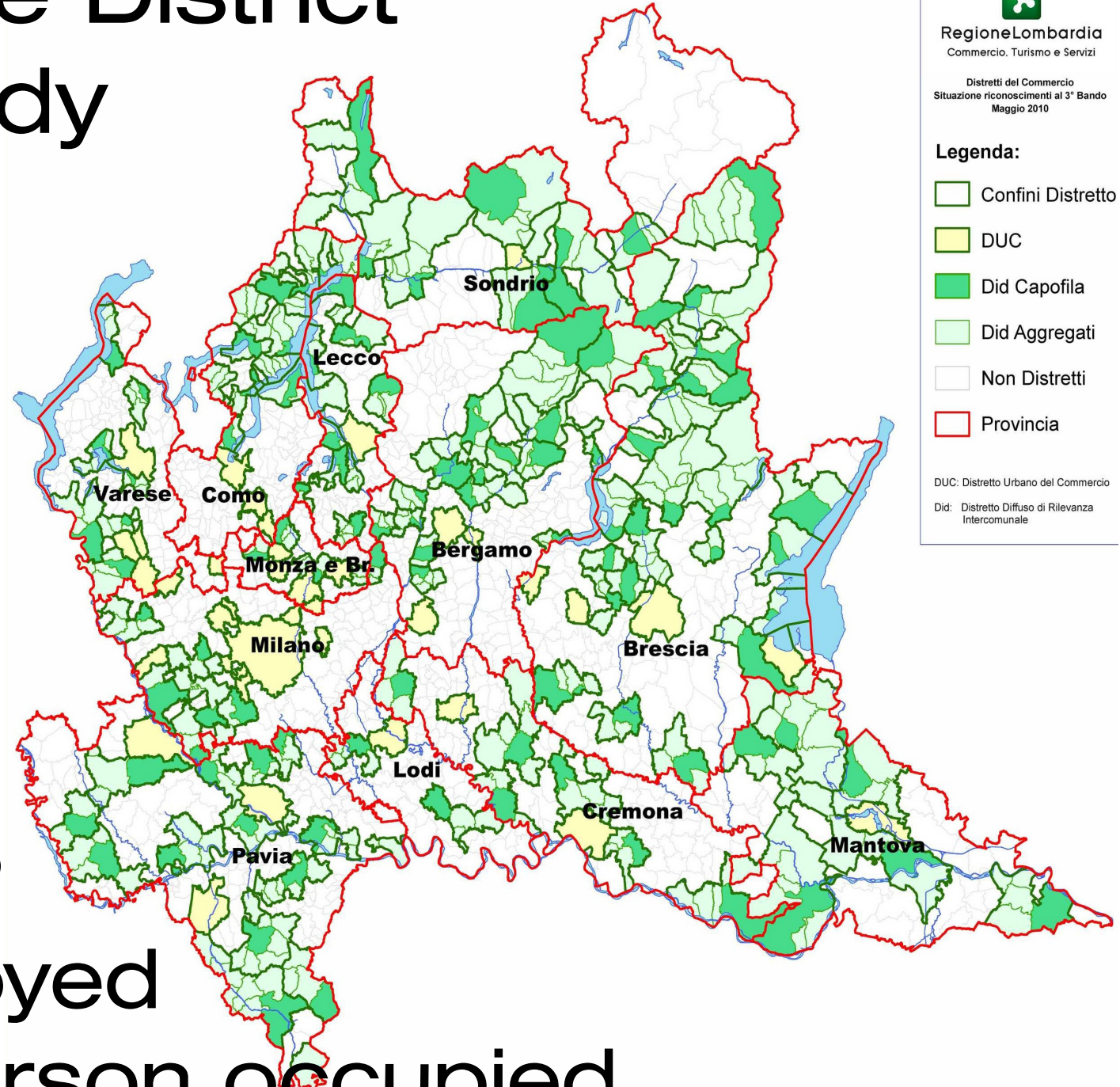


**Marco Introini**  
Vice President

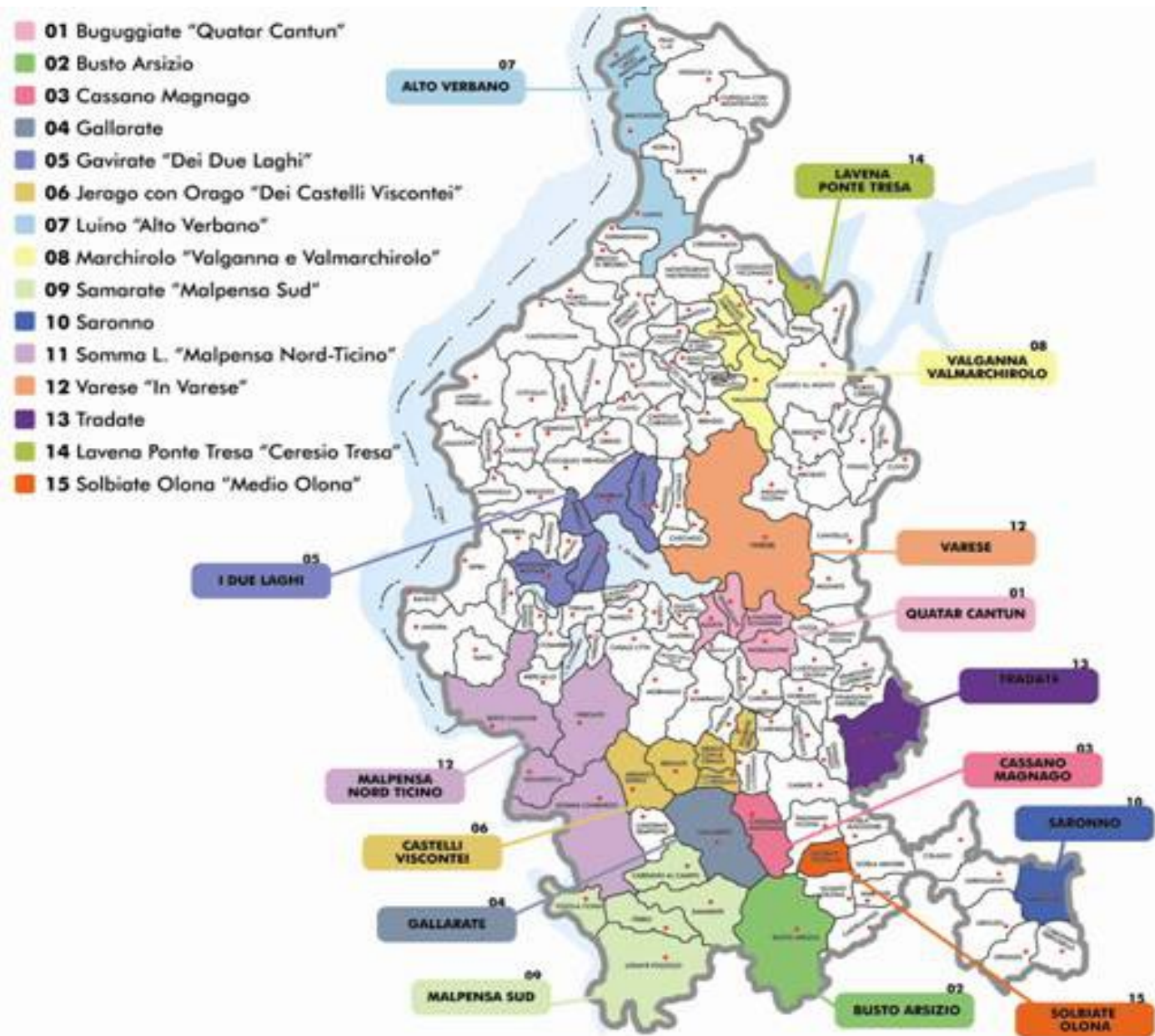
Cannes 14 nov 2013

# Commerce District in Lombardy

13.5% GDP  
18% employed  
650.000 person occupied



# Commerce District Province of Varese







Malpensa  
sud



# Commerce District are composed

50% Municipality

50% Private

& some other stakeholders

## and are supported by



Regione  
Lombardia



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# 15 Districts same goals

share experiences & knowledge  
share best practice  
make a critical mass  
optimize cost  
works for entrepreneurs &  
consumers



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# Districts Goals

- Territorial, economic, social and cultural promotion of the community, gotten with a balanced use of territorial spaces, resources and environment
- increase infrastructure, recovering the existing, to support mobility
- recover the dismantle real estate patrimony, to preserve free ground
- increase the life quality, improving the satisfaction of people and firm
- manage the City to high standard of life growth the City with the charm that this high standard, given to resident people and economic operators
- made the Downtown as a Lounge



- became a point of reference for surrounding territory
- support commerce taking census of Real Estate, people flow, mobility, statistic surveys
- give economical support to entrepreneurs, for improve new way of commerce, through economical resources from Regione Lombardia and Chamber of Commerce
- leading aggregation, improving commercial networking
- supporting new settlements of Stores and economic activities. managing the commercial mix
- manage communications and District marketing, promotions and Events

# The role of Chamber of Commerce



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- Technical Support
- Coordination
- Economic resources

# The NFC Project



The project aims to test NFC – Near Field Communication technology in the payment processes and local marketing, leveraging and evaluating the possibility of enabling new value added services and applications.



# The technology allows, in fact, to:

- speed up payments: transactions will become more easier, faster and safer for consumers, while also easier, faster and safer for businesses;
- enhance the visibility of companies through special panels (smart posters) that would signal promotions and other valuable commercial information to NFC devices;
- improving citizens access to services;
- promote the area through a new communication channel that grants enhanced and easier access to cultural, events and touristic information;
- foster the creation of a network of services designed to be informational and related to commercial initiatives



# Varese

79.278 inhabitants





Busto Arsizio  
80.098 inhabitants





# Gallarate

52.732 inhabitants





When you land in Malpensa Airport,  
come to discover the beauty of  
Maggiore Lake and the Province of  
Varese! Only 20 min. from Expo2015





We wait you at stand  
04.12 – 06.11 Lev -1

Varese  
Busto Arsizio  
Gallarate



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