



PRESS RELEASE

MEDA (EICMA) ON SHOWS: MILAN WILL ONCE AGAIN BE THE WORLD'S TWO-WHEEL CAPITAL

The Chairman of the exhibition-event: "At work to return to exhibitors and the public what is theirs"

MILAN, 21 JUNE – "The path towards EICMA 2021 is marked by great expectation and concrete optimism, our event is one of the most important and attractive exhibition-events at international level and it will proudly play a decisive role for the recovery of the Milanese trade show system and for the country." This is what Pietro Meda, Chairman of EICMA Spa, the company that organizes the hundred-year-old International Cycle and Motorcycle Show, scheduled from 23 to 28 November next in the halls of Fiera Milano in Rho, alongside the event "Milano Torna Fiera – the Milan trade show system is ready to relaunch Italian business," organized by Fondazione Fiera Milano and Fiera Milano.

"EICMA", Mr Meda added, "is back after a stop of a year, strengthened by the renewed importance that the mobility market has given to two wheels and to the industry of reference; Milan will once again be the world capital in this sector. Our aim is to give back to exhibitors and the public what is theirs: a great container of passion and opportunities for development for businesses, which this year is even more significant and exciting."