



A G E N Z I A D E L D E M A N I O

General Directorate

PRESS RELEASE

PUBLICLY OWNED REAL ESTATE: WWW.DEMANIORE.COM IS ONLINE – THE NEW PORTAL CREATED BY THE ITALIAN PUBLIC PROPERTY AGENCY.

Deputy Minister Visco: "The launch of the portal represents a highly innovative move in the real estate sector and will improve relations between the public administration and the general public. Moreover, it will make it possible to raise awareness abroad about what's going on in the Italian property sector."

Elisabetta Spitz, Director of the Public Property Agency: "The portal will be accessible around the world and will offer public bodies and private individuals, both in Italy and overseas, a space in which awareness and understanding of this country and its heritage can be promoted."

The new portal of the Italian Public Property Agency – www.demanioire.com – is both a meeting point for the leading players in the real estate world and a tool with which to offer services and information on this important sector of the economy, which has been undergoing major growth over recent years. The portal was unveiled at a press conference in Rome, in the presence of the Deputy Minister of the Economy and Finance, the Honourable Vincenzo Visco, the Director of the Public Property Agency, Elisabetta Spitz, ANSA's President, Boris Biancheri, and General Manager, Mario Rosso, and Il Sole 24 Ore's Editor, Ferruccio de Bortoli.

The idea underpinning the new real estate portal is to provide a forum for all those who work in the public administration, local bodies and real estate agents, be they in Italy or anywhere in the world. Moreover, www.demanioire.com also aims to boost Italy's online visibility, spreading accurate information about publicly owned property, art and architecture in the country.

For example, the www.demanioire.com portal will allow users to learn about real estate, urban planning and architectural projects being promoted by the different local administrations – at municipal, provincial and regional levels – but will encompass not only the Italian public property sector, but also that of other countries.

In his introductory speech, **Deputy Minister of the Economy, the Honourable Vincenzo Visco**, explained how "the launch of the portal represents a highly innovative move in the real estate sector", going on to state that he is "convinced that this communicative tool will become a forum for all those who work in the sector and, at the same time, will offer a direct service to everyone who expresses an interest, in line with the objectives we set ourselves to facilitate relations and dialogue between the public administration and the general public." Deputy Minister Visco highlighted how "local public bodies, in particular, will be afforded the opportunity to inform a far



greater number of people about their initiatives in the real estate sector. Thanks to the fact that the site is also available in English, the Public Property Agency's portal will make it possible for those in the real estate industry in Europe and even further afield to learn more about our country and, crucially, about our real estate offering."

Elisabetta Spitz, Architect and Director of the Public Property Agency, shed some light on the ideas behind the creation of the new portal: "We detected the need for an online network with the capacity to make available for practical use a range of innovative real estate services, with a special focus on the public sector." Ms. Spitz then went on to talk about the services delivered through the portal, highlighting the potential promotional benefits for local initiatives in the public property sector: "The portal will offer solid support for the national economic system, and especially for local bodies in relation to their marketing activities targeted at the collection of funds deriving from the economic utilisation of their real estate portfolios." In conclusion, Ms. Spitz drew attention to the structure of the portal, stating that "the content will be sub-divided into three themed sections: **current topics** – containing articles and features on the world of real estate (local bodies, economics and finance, overseas markets); a **magazine** section – featuring content with a technical or cultural slant, such as architecture, town planning, construction and design; and a **utilities** section – containing information of the regulatory framework, answers to technical queries and information on important upcoming events and publications".

The updating of the portal's news and features will be managed by two leading names in the Italian news industry, ANSA and Il Sole 24 Ore, which emerged as the winners of a Europe-wide call for tenders issued by the Public Property Agency.

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Matteo Ghisalberti
Press Office Manager
Public Property Agency