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## Press Release

### THE ON-LINE ACTIVITIES OF FIERA MILANO EDITORE GROWS UP

**Milano, 19<sup>th</sup> March 2009** - [ilb2b.it](http://ilb2b.it), the website of Fiera Milano Editore dedicated to the professional operators of the Electronics, Industrial Automation, Mechanics, Environment and Chemistry sectors, will soon show its new format.

It won't be just a restyling because, in addition to its new graphics, more modern and easier to explore, the user will enjoy new services related to the business-to-business logic, and he could be able to develop a qualified contacts network and be part of a professional community from.

Not only technical information, that will remain the strength point that will be enriched with new initiatives, but also the possibility to make networking and professional relationships using dedicated communication channels, accessing news, articles, multimedia information, product presentations, relationship services and find technical solutions through the community and the editorial staff's support.

The registered users will enjoy the possibility to organize their personal home page's contents according to their own interests and preferences, while the community subscribers can comment, tag, delivery to other people the contents as well as define and share bookmarks. Moreover, the members of the network can use internal channels for communicating and share information.

The appointment with the readers will be at the beginning of the summer, expected date for the new website's launch.

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