

Lighthouse brings key players in sustainable living from Central and Northern Europe to Milan

Milan, 13th April 2007 – Lighthouse, a consultancy company for small and medium-sized companies, will bring the experiences of the key players in design from Central and Northern Europe to the main European sustainable living event – Best Up 2007 – which will be held in Milan from 18th to 23rd April. In association with some of the main European organizations, Lighthouse has activated its network of institutional and business contacts, becoming promoter of the event among architects, designers and journalists from Northern Europe, the UK and Germany; all countries where awareness and attention to environmental sustainability are synonym of ethic-creative and commercial reliability.

Lighthouse is based in Milan and provides consultancy and services for the internationalisation of small and medium-sized companies, with the primary aim of offering Italian and international business communities the technical support necessary for developing commercial and production partnerships. In the area of industrial design, furniture and furnishings, Lighthouse has launched partnerships at different events – in Italy and abroad – with the main Italian and foreign reference associations and institutions, particularly in Northern Europe.

As well as the development of business in new markets, Lighthouse promotes a growth process for small and medium-sized companies through diversified activities, according to the specific requirements of the businesses assisted: from the development of company communication to the organization of events focusing on the promotion of various Italian industries, also extended to the world of culture and tourism. For implementing its projects, the company benefits from the collaboration of local public and private Italian and foreign structures and institutions, alongside qualified, specialist consultants. Lighthouse also provides consultancy on legal and financial aspects.

Lighthouse operates as an Agent in Italy for the Stockholm International Fairs-Stockholmsmässan, and works in association with the Milan fair for promoting some of their international exhibitions abroad. Over recent years it has worked on the organization of important international events, exhibitions and conventions for various companies in the Fiera Milano Group (Fiera Milano International, Fondazione Fiera Milano and Fiera Milano Tech in particular).

Carla Salaris, Lighthouse's owner, has been working in the field of services, consultancy, event management, commercial and political-commercial missions predominantly in Northern Europe (Scandinavia, Iceland, Finland and the Baltic States), the UK and Germany for over 15 years. Others projects have also been launched in other areas (Middle East, UAE, USA, India and China).

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