



Liguria: business & lifestyle on the Italian Riviera

Meet in Liguria at IMEX Frankfurt 2026

In Liguria, the sea is never far away, not even when business meetings, congresses and international events are involved. Perhaps this is what makes the region so distinctive within the MICE landscape: the possibility of experiencing very different settings within the same stay, moving in just a short distance from a waterfront convention venue to a historic village, from a dinner in a seaside villa to a trail overlooking terraced vineyards.

Representing the destination at IMEX Frankfurt 2026 is Meet in Liguria, the consortium coordinating and promoting the region's MICE & Wedding offer together with the regional tourism agency "in Liguria" and local stakeholders. Convention bureaux, DMCs, hotels, tourism consortia and venues work together to present Liguria to international markets through a shared vision while preserving the distinct identity of each area of the region.

Liguria's geographical position remains one of its strongest assets. Located in Northwestern Italy, within easy reach of Milan and the main European markets, the region brings together an extraordinary variety of landscapes and experiences within a relatively compact territory. This naturally encourages the meeting of business and leisure, a growing priority for today's international travellers.

Genoa is the region's congress capital. The Porto Antico waterfront redesigned by Renzo Piano has become one of the Mediterranean's most recognisable urban waterfronts: the Magazzini del Cotone convention centre regularly hosts international events and conferences, while the Aquarium of Genoa is often chosen for exclusive networking events. Just a few streets away, the UNESCO-listed Palazzi dei Rolli reflect Genoa's historic culture of hospitality, with frescoed halls and aristocratic residences still used today for institutional and corporate events.

Further east, Portofino remains one of the iconic names of the Italian Riviera worldwide. Its famous piazzetta, waterfront villas, historic hotels and exclusive venues such as Castello Brown make it especially appealing for luxury incentives and high-end events. The atmosphere changes again in the Cinque Terre, where centuries-old terraced vineyards, stone walls and cliffside villages create a landscape that becomes part of the experience itself.

On the Western Riviera, Sanremo and Alassio reveal a more relaxed and elegant side of Liguria, shaped by a long tradition of hospitality. Sanremo – the city of flowers and Italian music – combines historic villas, subtropical gardens and an increasingly strong outdoor identity, also thanks to the Riviera dei Fiori cycling path. Alassio, meanwhile, preserves the charm of the great historic seaside resorts, with Liberty-style architecture, boutique hotels and a timeless Riviera atmosphere.

More than a congress destination, Liguria presents itself today as a place to experience. Outdoor activities, culture, gastronomy, wellness, coastline and inland villages coexist within a territory that is both compact and deeply distinctive. And it is precisely this combination – together with the quality of the relationships built by local operators – that makes the Italian Riviera increasingly appreciated for meetings, incentives and international events.

@Agenzia Regionale per la promozione turistica, la comunicazione e il marketing territoriale "in Liguria"
<https://lamia.liguria.it/en/>
fiere@agenziainliguria.it
info@cbgenova.it