

TUESDAY 3RD NOVEMBER

- 12:00** Official opening of the **ITALIA** stand and press conference:
“Italy: Reinventing Beauty. A New Era of Travel, Inspired by Italy” (Piazza Italia N3-200)
- 13:00** Italian Gelato Tasting (Area N3-500)
- 13:00** Signature Cooking Demonstration with Chef *Enrico Derflinger*,
President of Euro-Toques Italia and Euro-Toques International (Bar Area N2-240)
- 14:30** Emilia-Romagna: paths through history, steps towards the future. Villages, ancient routes, Ravenna’s UNESCO heritage and a new commitment to sustainable tourism.
Presented by the Emilia-Romagna Region (Piazza Italia N3-200)
- 15:30** Piemonte Ski Experience: More Than Skiing. A World to Discover.
Presented by the Piedmont Region (Piazza Italia N3-200)
- 15:30** Italian Gelato Tasting (Area N3-500)
- 16:30** Presentation by **Roma Capitale** (Piazza Italia N3-200)
- 17:00** Italian Aperitivo (Bar Area N2-240)

WEDNESDAY 4TH NOVEMBER

- 10:00** Torino and Piemonte: an extraordinary setting for hosting events of all kinds.
Presented by Turismo Torino e Provincia (Piazza Italia N3-200)
- 11:00** Connecting the world to Friuli Venezia Giulia: New gateways, new experiences, authentic Italian flavours.
Presented by the Friuli Venezia Giulia Region (Piazza Italia N3-200)
- 11:00** Italian Gelato Tasting (Area N3-500)
- 12:00** The Tuscany You Need.
Slow, Sustainable and Active Experiences Across Tuscany’s Territories.
Presented by the Tuscany Region (Piazza Italia N3-200)
- 13:00** Signature Cooking Demonstration with Michelin-starred Chef *Gianni Tarabini*
(Bar Area N2-240)



- 14:00** Milan and Leonardo.
Presented by the City of Milan (Piazza Italia N3-200)
- 15:00** Steve McCurry – Spirituality. A photographic journey through Umbria, shaped by encounters, reflection and shared perspectives. Perugia, 30/10/26-10/01/27.
Presented by the Umbria Region (Piazza Italia N3-200)
- 15:30** Italian Gelato Tasting (Area N3-500)
- 16:00** America's Cup. From Naples to the inland areas: a challenge for the whole region.
Presentation by the Campania Region (Piazza Italia N3-200)
- 17:00** Presentation by the Lazio Region (Piazza Italia N3-200)
- 17:00** Italian Aperitivo (Bar Area N2-240)

THURSDAY 5TH NOVEMBER

- 10:00** Liguria Outdoor 365 - Experience the Italian Riviera all year round.
Presented by the Liguria Region (Piazza Italia N3-200)
- 11:00** Presentation of the "Wonderful Italy" project, an exhibition celebrating the visual heritage of ENIT S.p.A. (Piazza Italia N3-200)
- 11:00** Italian Gelato Tasting (Area N3-500)
- 12:00** Genoa: Art in the City, Nature a Step Away.
Presented by the City of Genoa (Piazza Italia N3-200)
- 13:00** Signature Cooking Demonstration with Michelin-starred Chef *Vincenzo Guarino*
(Bar Area N2-240)
- 15:00** Giving Calabria a Voice.
Presented by the Calabria Region (Piazza Italia N3-200)
- 15:30** Italian Gelato Tasting (Area N3-500)
- 16:00** Italian Aperitivo (Bar Area N2-240)