MINISTERO DEL TURISMO
REPUBBLICA ITALIANA

ENIT SPA

ITALIA.IT

PRESENTATION PROGRAMME

WTM London
3rd - 5th november 2026

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)
H. E. Fabio Cassese, Ambassador of Italy to the United Kingdom
Hon. Gianmarco Mazzi, Italian Minister for Tourism
Hon. Gianluca Caramanna, Adviser to the Minister of Tourism for Institutional Relations
Moderated by *Ivana Jelinic*, Chief Executive Officer, ENIT S.p.A.

14.00 **Presentation by the Lombardy Region** (Piazza Italia N3-200)

14:30 **Emilia-Romagna: roots and routes**
(Piazza Italia N3-200)
Roberta Frisoni, Regional Councillor for Tourism and Sport, Emilia-Romagna
Gregor Rankin, Publisher, Food and Travel
Win Scutt, Curator of Properties (Stonehenge and West) - English Heritage

15:30 **Piemonte Ski Experience: More Than Skiing. A World to Discover.**
(Piazza Italia N3-200)
Daniela Salvestrin, Director, ATL Cuneo
Silvia Lorenzini, Distretto Laghi
Marika Di Carlo, Alto Piemonte
Andrea Rondina, Business Development & Marketing Director, Via Lattea
Introduced by Giulia Marcon, Deputy Director, Tourism Department, Piedmont Region

SPECIAL SESSION: THE FLAVOURS OF ITALY

Signature cooking show with Chef *Enrico Derflingher* | Area Bar N2-240 | 13:00
Italian Gelato Tasting | Area N3-500 | 13:00 and 15:30
Italian Aperitivo | Area Bar N2-240 | 17:00

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WEDNESDAY 4TH NOVEMBER

10:00 **Torino and Piemonte: an extraordinary setting for hosting events of all kinds.** (Piazza Italia N3-200)
Alessandra Tormena, Promotion and Markets Development Supervisor
Giulia Marcon, Deputy Director for Tourism, Regione Piemonte

11:00 **Connecting the world to Friuli Venezia Giulia: New gateways, new experiences, authentic Italian flavours.** (Piazza Italia N3-200)
Iacopo Mestroni, Managing Director PromoTurismoFVG
Karin Butot, Ceo Connect Aviation
Pierfabrizio Di Marco, Aviation Manager Trieste Airport
Nicola Allieta, Ceo Mercato Metropolitano

12:00 **The Tuscany You Need. Slow, Sustainable and Active Experiences Across Tuscany's Territories.** (Piazza Italia N3-200)
Giacomo Bugliani, Commissioner, Toscana Promozione Turistica

14:00 **Milan and Leonardo.** (Piazza Italia N3-200)
Luciano Bersano, Head of Marketing and Visitor Experience Unit, City of Milan

15:00 **Steve McCurry – Spirituality. A photographic journey through Umbria, shaped by encounters, reflection and shared perspectives. Perugia, 30/10/26-10/01/27.** (Piazza Italia N3-200)
Adriano Bei, Director, Department of Economic Development, Agriculture, Education, Training and Labour, Tourism and Sport, Umbria Region
Beatrice Morlunghi, Head of Tourism Promotion, Events and Trade Fairs, Sviluppumbria S.p.A.

16:00 **America's Cup. From Naples to the inland areas: a challenge for the whole region.** (Piazza Italia N3-200)
Vincenzo Maraio, Councillor for Tourism, Regional Promotion and Digital Transition, Campania Region

17:00 **The authentic soul of Lazio beyond its famous landmarks: experiences, nature and historic villages.** (Piazza Italia N3-200)
Elena Palazzo, Councillor for Tourism, Sport and the Environment, Lazio Region
Hon. Gianluca Caramanna, Adviser to the Minister of Tourism for Institutional Relations
Paolo Giuntarelli, Regional Director for the President's Office, Tourism, Film, Audiovisual and Sport
Paolo Alfarone, Regional Director for Economic Planning, European Funds and Natural Heritage

SPECIAL SESSION: THE FLAVOURS OF ITALY

Signature cooking show with Chef *Vincenzo Guarino* | Area Bar N2-240 | 13:00
Italian Gelato Tasting | Area N3-500 | 11:00 and 15:30
Italian Aperitivo | Area Bar N2-240 | 17:00

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THURSDAY 5TH NOVEMBER

10:00 **Giving Calabria a Voice.** (Piazza Italia N3-200)
Roberto Cosentino, Director General of the Department of Tourism, Culture and Territorial Identity, Calabria Region
Giovanni Calabrese, Regional Minister for Labour, Tourism and Economic Development, Calabria

12:00 **Genoa: Art in the City, Nature a Step Away.** (Piazza Italia N3-200)
Tiziana Beghin, Councillor for Commerce, Crafts, Tourism and Territorial Marketing, Municipality of Genoa
Sandra Torre, Head of the Tourism Department, Attractiveness and Competitiveness Area, Municipality of Genoa
Moderator: Clara Svanera, Content and Media Relations Coordinator, Municipality of Genoa

SPECIAL SESSION: THE FLAVOURS OF ITALY

Signature cooking show with *Chef Gianni Tarabini* | Area Bar N2-240 | 13:00
Italian Gelato Tasting | Area N3-500 | 11:00 and 15:30
Italian Aperitivo | Area Bar N2-240 | 16:00