

TUESDAY, 31ST MAY

11.00 am - 11.30 am

Official opening of the Italia booth

in presence of ENIT President, *Giorgio Palmucci*,
the Italian General Consul in Frankfurt, *Andrea Esteban Samà*,
and ENIT Global Marketing Director, *Maria Elena Rossi*

12.15 pm - 12.30 pm

"Florence: a new Renaissance for the City of Congresses"

with *Ilenia Pasi*, Firenze Convention Bureau & Firenze Fiera

5:00 pm - 6:00 pm

Italian Happy Hour sponsored by the Region Sicily
DJ-Set, regional wines and delicacies

WEDNESDAY, 1ST JUNE

#IMEXrun - 1st June 2022 - start 7:00 am

Meeting Point: Holbeinsteg Bridge, North Side, 60329 Frankfurt
Sponsored by Roma Capitale. Join the run and enjoy a light Italian breakfast.

You can collect your branded T-shirts for the run at Italia booth
Hall 8 D400 on Tuesday, May 31st after being registered.

11.30 am - 11.45 am

"Milano: a fresh new Convention Bureau for the City"

with *Martina Riva*, Deputy Mayor for Sport, Tourism and Youth policies,
and *Luca Martinazzoli*, General Manager Milano&Partners

12.00 pm - 12.15 pm

"Rome and Lazio: a Land of Opportunities!"

with *Stefano Fiori*, President of Convention Bureau Roma e Lazio

2.30 pm - 2.45 pm

"Do you dream of an unforgettable event?"

"If you can dream it, in Veneto, Italy, you can do it!"

Presentation of Venice Region Convention Bureau Network with *Elisa Calcamuggi*,
Belluno Dolomiti Convention Bureau, *Laura Mattietto*,
Padova Convention & Visitors Bureau,
Marta Campalani, Marca Treviso Convention Bureau,
and *Enrico Jesu*, Venezia Unica Convention Bureau

3.30 pm - 3.45 pm

"Tuscanymice"

Presentation of Toscana Promozione Turistica with *Carlotta Ferrari*,
President of Convention Bureau Italia and Director of CB Destination Florence

5.00 pm - 6.00 pm

Italian Happy Hour sponsored by Roma Capitale
DJ-Set, regional wines and delicacies