

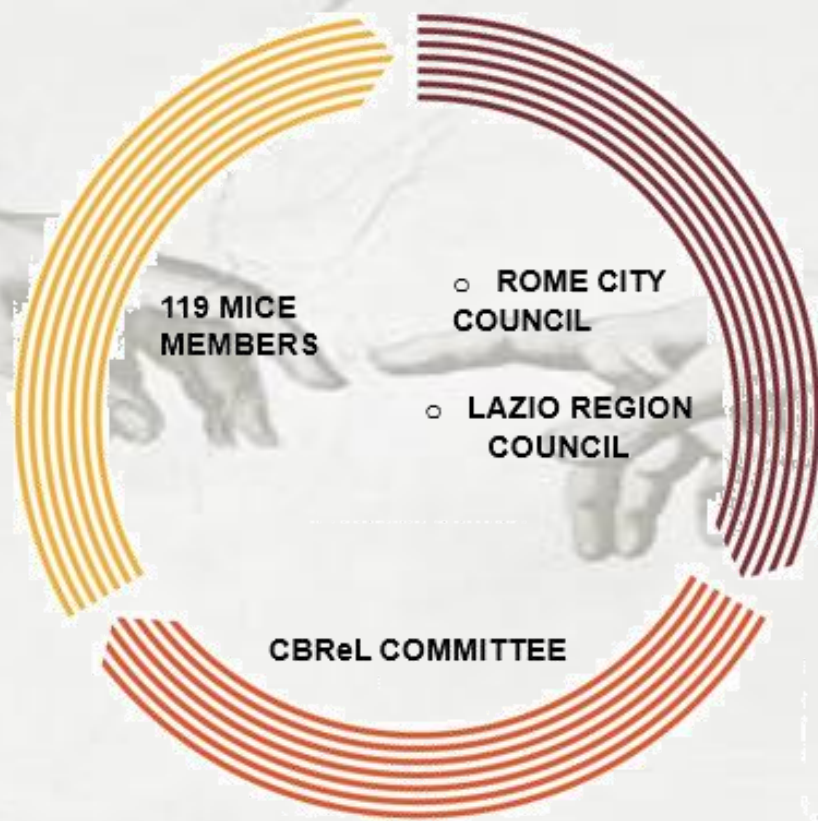


***The New Roma & Lazio Convention Bureau:
The SMART MICE PLATFORM PROJECT***

Rome, September 18, 2018

Presented by Dr Novi Paolo, member of board CBReL

WHO WE ARE



OUR NETWORK



✓ Congress Centers & Venues

9

✓ PCOs – DMCs - Incentive Houses

13

✓ Service Providers

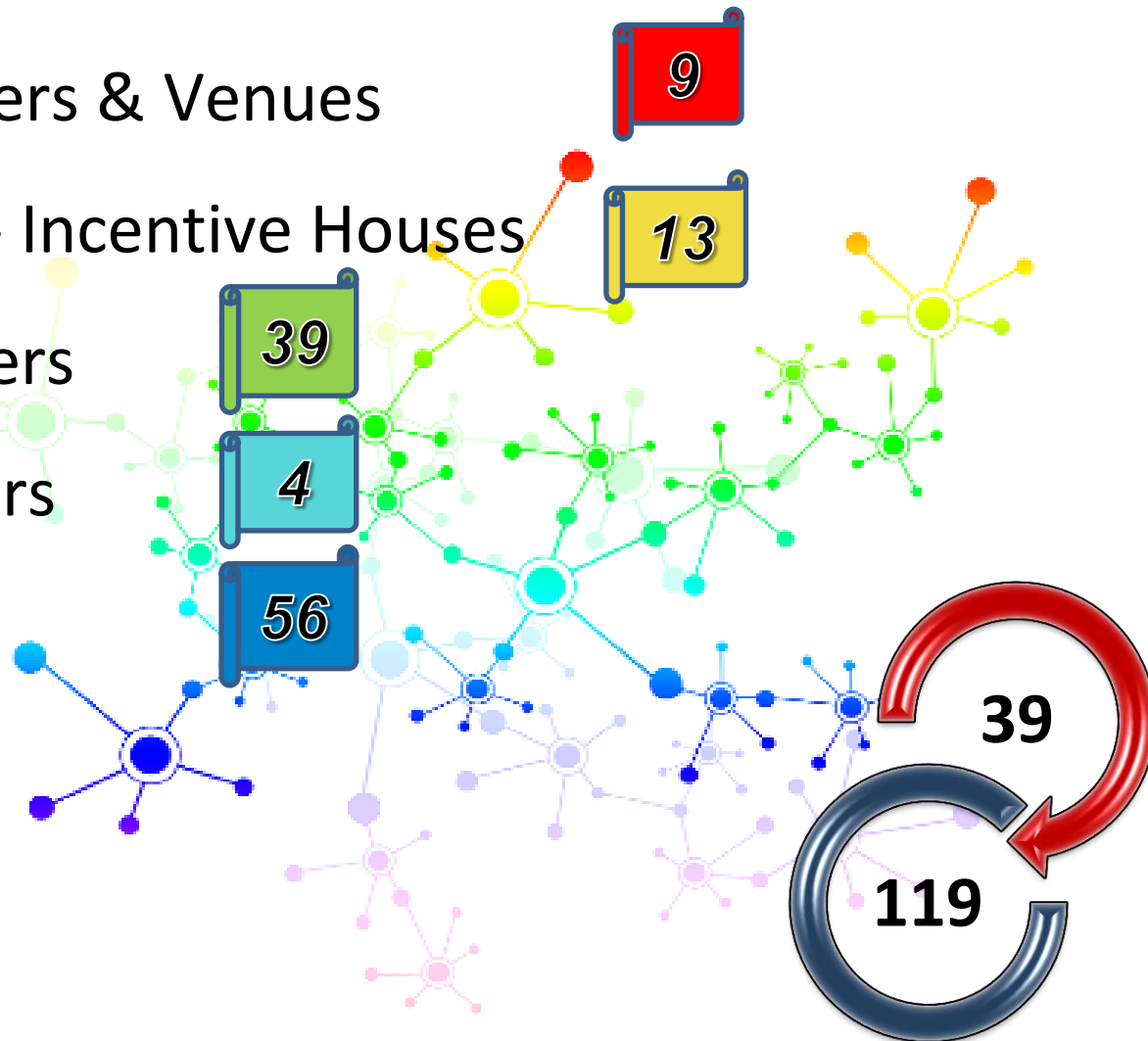
39

✓ Strategic Players

4

✓ Hotels

56



Mission



- ✓ Destination Marketing
- ✓ Coordination of supply
- ✓ RFP Management
- ✓ BID Management



*Projects 2019 with technological content
and of interest for the Asian market*



**CREATION AND IMPLEMENTATION of an
INTEGRATED DIGITAL PLATFORM**



**PLAN OF INTERNATIONALISATION
of ROMA & LAZIO Convention Bureau services**

THE ENTIRE SYSTEM



PLATFORM

DIGITAL APPLICATIONS

FUNCTIONS and CONTENTS



- **Modules Front-End, Back End**
- **Functional Modules**

QR Code We Chat
Virtual Tour 360 (AR-VR)

- **Module PA, BBCC**
- **Module MICE Tourist**



DIGITAL APPLICATIONS



- ✓ integrated digital technologies for the networking of touristic offers and services
- ✓ International promotion, including specific markets (China, ASEAN).
- ✓ Digital services offered:
 - ✓ app, cloudbased solutions, multimedia products, wi-fi, devices, audiovisual guide, augmented reality, Qrcode, marked images, NFC, indoor geolocalization, 3D projection mapping, tecnologie immersive interactive, 3D imaging & simulation etc.
- ✓ Specific applications:
 - ✓ Qr code We Chat for Chinese tourism to extend the potential communication, contact and interaction of the platform towards the Asian ecosystem, focusing on Chinese users

PRIVATE COMPANY

ACTIVITIES

Public and Private Research Institutes and Institutions



Technical
contents



APPLICATIONS



FUNCTIONS
AND CONTENTS



UNIVERSITA' degli STUDI di ROMA
TOR VERGATA



PLAN OF INTERNATIONALISATION



PARTICIPATION IN TRADE FAIRS



FITUR Madrid
Gennaio 2019



CITM China
Ottobre 2018-19



**Materiali Promozionali
FIERE**

PLANNING OF INCOMING EVENTS



**Incoming:FAM TRIP
China
2019**



**Incoming FAM TRIP
Spain Mediterranean EU
2019**



**Materiali Promozionali
FAM TRIP**

PLANS OF PENETRATION IN TARGET COUNTRIES



**Piano di Penetrazione
Commerciale China ASEAN**



**Piano di Penetrazione
Commerciale Spagna**



**Piano di Penetrazione
Commerciale Balcani**

CHINA – EU: the Rome Fco case



Roma FCO has been the 1° airport worldwide to get the Welcome Chinese Certification, by China Tourism Academy



- ✓ **Signage** in chinese language
- ✓ **Web site in chinese + new APP** «born» in chinese too! Thanks to beacon and wi-fi technologies, pax are driven within the airport Personal shopper chinese speaking, bookable on wechat account
- ✓ **Official We Chat account launched in 2016**: Rome FCO directly talks with chinese passengers about tourism opportunities, retail & shopping, airport needs, etc..
- ✓ **Full coverage of airport retailers with Alipay and Union Pay** payment solution



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