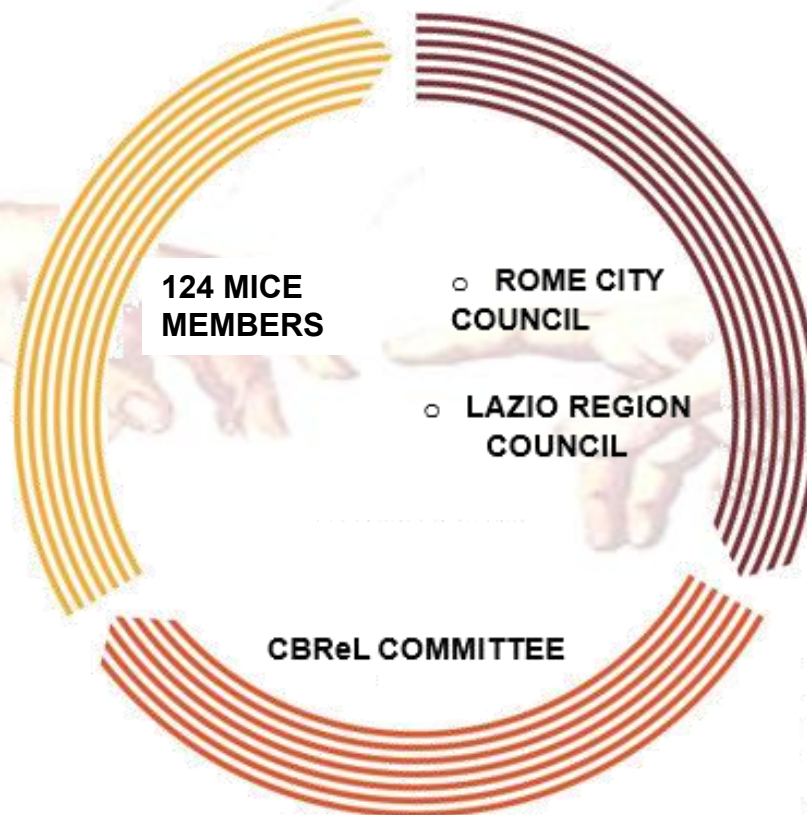




Roundtable on Innovation and Smart City

Rome, April 12 2019

WHO WE ARE . . .



OUR MISSION



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



OUR NETWORK as of today



- 9 Congress Centers & Venues
- 56 Hotels with meeting facilities
- 5 Strategic Players (Adr, Coni, Zetema, Coopculture)
- 16 PCOs – DMCs - Incentive Houses
- 11 Service audio/video, set up & communication
- 8 Catering
- 3 Entertainment show and museums
- 7 Transportation services

ANNOUNCEMENT «SMART MICE PLATFORM» & ANNOUNCEMENT «SMART MICE INTERNATIONAL»



UNIVERSITA' degli STUDI di ROMA
TOR VERGATA



THE MISSION IN CHINA, NOVEMBER 2018: ACTIONS CONDUCTED



- ❖ Workshop and gala dinner in Beijing with the Italian Ambassador E. Sequi
- ❖ **Signature of the Mou** between Chinese Tourism Academy and CBReL
- ❖ Meetings B2B with important companies and local Authorities
- ❖ Workshop and network event in Shanghai
- ❖ Participation to the CITM Exhibition and to the following workshops in Guangzhou and Xi'An.



CHINESE MARKET: OUR FIRST ACTIONS



- ❖ «**Via della Seta**» project: **signature of the Mou** between China and Italy. The counterparties committ to promote trade and industrial cooperation.
- ❖ Certification «**Welcome Chinese**» for the archeological site of the Colosseum.
- ❖ **Signature of the Mou** between Ctrip and CBR eL, 22nd March 2019.
- ❖ Meeting in Rome with the delegation of the **Shanghai Xinhua distribution Group**, one of the major Chinese publishing groups



THE MISSION IN CHINA: THE NEXT STEPS



❖ **Communication**

- ❖ **Interaction** with the main players identified through b2b meetings, incoming missions and planning of technical workshops.
- ❖ **Networking** in a synergic action the various components that, in different ways, promote Rome (companies, area, culture)
- ❖ **Planning a new mission** in China in May and October 2019.

«WELCOME CHINESE» CERTIFICATION IN ROME





Thank you for your attention

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CB Roma e Lazio