NAME AND TYPE OF PROMOTIONAL ACTIVITY II Semester 2022	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Amerigo Vespucci World Tour for independence day 4-8 July	Event organization promoting Italy as a destination with visit of the Amerigo Vespucci and villaggio Italia set up in San Pedro California	Events & Presentations	Invite	USA & Mexico
Basilicata Event New York and Boston Nov September 2024	2 events from the Basilicata Region, New York and Boston 11 and 12 of September, and cooking demonstration at Eataly FlatIron	Events & Presentations	images, Participants	USA & Mexico
Roots Tourism Presentation July	Networking Presentation of root tourism at the Italian Cultural Institute NY			
Friuli Venezia Giulia B2B Tradeshow/presentation 21 and 29 of October Chicago and New York	B2b Tradewshow/presentation organized by the Friuli Venezia Giulia Region held in Chicago in the VinItaly exhibit and in New York	Events & Presentations	Invite	USA & Mexico
Piedmont Impossible Langhe Presentation New York Oct 24	presentation and b2b network of the Langhe Area in the Piedmont region	Events & Presentations	Invite	USA & Mexico
Buy Tuscany Workshop Sept 2024	Buy Tuscany workshop organized in Florence and Pisa for over 40 selected US Tour operators in attendance	Workshop	Invite	USA & Mexico
Buy Lazio Workshop Sept 2024	Buy Lazio workshop organized in Rome for 10 selected US Tour operators	Workshop	Invite	USA & Mexico
IMEX October 2023	ENIT attended the MICE trade show held at the Mandalay Bay in Las Vegas with a booth and 30 coexhibitors. The event is America's worldwide exhibition for incentive travel, meetings and events. Every year more than 3000 hosted buyers will meet us and our co-exhibitors at our booth.	IMEX 2024	images, Participants	USA & Mexico
Italea Oct 11 - 13	b2b tradeshow with ove 50 Italian Suppliers and press conference topic: Root tourism	Events & Presentations	Invite	USA & Mexico
Italian Worldwide cuisine week Events 3rd week of November and beginning of December	Celebrated the Italian worldwide Cuisine week with events in Los Angeles, Orange County, (CA) New York, Houston, Mexico City, and Dinner wth the Ambassador of Mecixo City, In collaboration with the Italian American Chamber of Commerce and the Italkian Cultural Institute New york.	Events & Presentations	Invite	USA & Mexico
Esprit Libre We3binar December 10	Webinar from Esprit Libre to US Travel Agents	Events & Presentations	Invite	USA & Mexico

OOH Campaign Atlanta Hartsfield-Jackson Int'l Airport Nov 2024	IAtlanta Hartsfield-Jackson Int'l Airport campaign will take place Atlanta withLed screens inside the terminals Displaying Rome and Venice. Monthly Impressions: 20,265,113	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Sicily Event October 13th New York Dec	B2b networking Event in New York with 13 suppliers from Sicily at the Gattopardo restaurant (Brunch)	Events & Presentations	Invite	USA & Mexico
OOH Campaign Dallas Airport Dec. 2024	IAtlanta Hartsfield-Jackson Int'l Airport campaign will take place Atlanta withLed screens inside the terminals Displaying Rome and Venice. Monthly Impressions: 20,265,113	B2C Marketing Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Basilicata Fam and press trip Nov. 2024	Press trip in the Basilicata Regionwith 8 Tour operators from north (USA, Mexico). Theme: Root Travel - return Tourism. 3 days of visiting the rural areas of Matera, followed by an all day seminar and conference on Heritage travel, and in cocnclusion a networking B2B Tradeshow with local suppliers and international Demand	Educationals	Images, program	USA & Mexico
Milan in Boston Dec 3th	B2b Event in Boston Celebration of " Milano & Boston: kindred minds" | Tuesday, December 3rd - 5 pm - Boston Public Library - 230 Dartmouth street	Events & Presentations	Invite	USA & Mexico
Lombardy Region in New York Dec 12th	B2b Event in New York with Musical Performance and buffet	Events & Presentations	Invite	USA & Mexico
Sonders and Beach Sales calls August 2024	Sales call from Sonders and Beach for the LGBT community Los Angeles and San Diego in August 2024	Sales calls		
Bologna Modena Verona event in New York Dec 5th	B2b Event in New York with Bologna, Modena and Verona - "Unesco Sites & Outdoor Vacation"	Events & Presentations	Invite	USA & Mexico

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The Italian National Tourist Board and the Basilicata Region cordially invite you for a special event

BASILICATA
New Italian Wonder

Network with regional suppliers and explore all that Basilicata has to offer.

New Travel Guide will be presented by a special guest from Lonely Planet.

Wednesday
September 11th, 2024 at 5:30pm
Italian Cultural Institute
686 Park Avenue, New York

cocktail to follow

R.S.V.P. to fabrizio.lanzafame@enit.it

BASILICATA
New Italian Wonder

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Monday
September 9th, 2024 at 5:30pm
Consulate General of Italy in Boston
Federal Reserve Bank Building
600 Atlantic Avenue - Floor 31 - Boston
(entrance on Summer Street)

cocktail to follow

R.S.V.P. to fabrizio.lanzafame@enit.it

BASILICATA
New Italian Wonder

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Explore Regione Basilicata *at* Eataly Flatiron

September 12, 1:00PM-3:00 PM

Join us at La Scuola di Eataly for a live cooking demonstration featuring regional dishes and wines from Basilicata along with a tasting of Amaro Lucano.

EATALY

BASILICATÈ | REGIONE BASILICATA | APT BASILICATA | ENOTECA REGIONALE LUCANA | ENIT

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Welcome to Friuli Venezia Giulia

The Italian National Tourist Board and The Region of Friuli Venezia Giulia invite you to a Presentation followed by a buffet.
Come discover all the land has to offer!

Monday, October 21, 2024
3:30pm

VINITALY USA
Navy Pier, Chicago – Festival Hall A, Studio C
600 E Grand Ave,
Chicago, IL 60611

RSVP fabrizio.lanzafame@enit.it

ENIT ITALIAN NATIONAL TOURIST BOARD 1919

REGIONE AUTONOMA FRIULI VENEZIA GIULIA

IO SONO FRIULI VENEZIA GIULIA

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REGIONE AUTONOMA
FRIULI VENEZIA GIULIA

IO SONO
FRIULI
VENEZIA
GIULIA

www.turismofvg.it

FRIULI VENEZIA GIULIA

IS PLEASED TO INVITE YOU TO AN UNFORGETTABLE EVENING. JOIN US FOR A VIBRANT COCKTAIL RECEPTION FOLLOWED BY AN ENTERTAINING DINNER THAT CELEBRATES THE RICH FLAVORS OF THE REGION.

Date: Tuesday, October 29, 2024

Time: 6:30 PM

ROBERT, 2 COLUMBUS CIRCLE
NEW YORK, NY 10019

ENIT ITALIAN NATIONAL TOURIST BOARD

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The Italian National Tourist Board and The Region of Piemonte

Invite you to a presentation and USA Launch of the English Translation of

"Impossible Langhe: A Touring Novel"

By Pietro Giovannini

Publisher Charley Vezza, author Pietro Giovannini, photographer Maurizio Beucci, and translator Paolo Maria Noseda will be present.
This event is part of the Piedmontese Week in New York City.

Thursday October 24, 6:00 pm

Italian Cultural Institute
686 Park Avenue, New York, NY

RSVP fabrizio.lanzafame@enit.it

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ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

Ministry of Foreign Affairs and International Cooperation

italea
The journey to your roots

The Ministry of Foreign Affairs and International Cooperation
and the Italian National Tourist Board
cordially invite you to join a unique opportunity to learn about

Destination Italy and Roots Tourism

Meet with over 40 suppliers from different Regions in a B2B session

Lunch Presentation - 12:00 pm
B2B session - 2:30 pm - 4:30 pm
Cocktail to follow

October 11, 2024

PIAZZA ITALIA
11 E 44th St Suite 800
New York, NY 10017

RSVP: fabrizio.tanzafame@enit.it

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Ambasciata d'Italia
Città del Messico

ISTITUTO italiano DI CULTURA
CITTÀ DEL MESSICO

ITA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

Semana de la Cocina Italiana en el Mundo

La Embajada de Italia en México, en colaboración con el Instituto Italiano de Cultura, la Agencia Italiana para el Comercio Exterior y ENIT, tiene el honor de invitar a

el miércoles **20 de noviembre de 2024** en ocasión de la 9ª Semana de la Cocina Italiana en el Mundo: "Dieta Mediterránea y Cocina de las Raíces: Salud y Tradición"

A continuación, el programa:

17:00 hrs

Mesa de diálogo "La EVOlución del Aceite de Oliva: entre historia y tradición"
Ponentes: **Prof.ra Elena Mazzetto –** Facultad de Filosofía y Letras, UNAM; **Mtro. José Luis Curiel Monteagudo** – Universidad Iberoamericana

18:00 hrs

Degustación de aceites de oliva extra virgen a cargo de la empresa importadora Hanseatik
Aprende a descubrir las características del aceite de oliva extra virgen y los beneficios para la salud.

19:00 hrs

Aperitivo a cargo del Chef Giorgione
Inauguración de la exposición "Italiani in Cucina" y exhibición de *body percussion* a cargo del artista Anselmo Luisi.

Instituto Italiano de CulturaAv.
Francisco Sosa n.77 Coyoacán
Ciudad de México

Código de vestimenta:
business casual

R.S.V.P.
a más tardar el 15/11
messico.eventi@esteri.it
Tel.: 55 55963655 ext.420

ENIT ORGANISMO OFICIAL ITALIANO PARA EL TURISMO 1919

CÁMARA DE COMERCIO ITALIANA EN MÉXICO

DANTE Società Dante Alighieri Città del Messico

AIA A tu lado desde 1908 Asociación Italiana de Asistencia

Italia, qué gusto!

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ITALY-AMERICA
Chamber of Commerce of Texas

Consulate General of Italy
Houston

ENIT SPA

Exploring Italy: hidden gems, Winter Olympics, and Heritage tourism

December 9, 2024 | 6pm

Killer Vino - Brix and Mortar
6516 Del Monte Drive
Houston TX 77057

Join us to honor Italy's year of heritage travel, and the 2026 Winter Olympics! Enjoy a seminar with inspiring speakers sharing stories about Italy's landscapes and traditions, a tasting of wines from the Olympic territories, and signature regional dishes crafted by a renowned Italian chef from Houston.

MILANO CORTINA
2026

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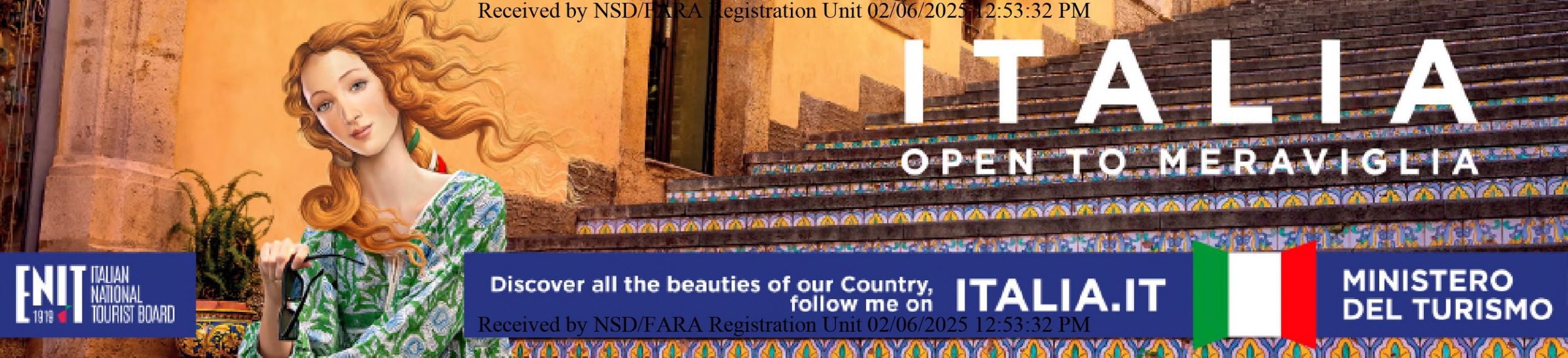

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Welcome to Sicily

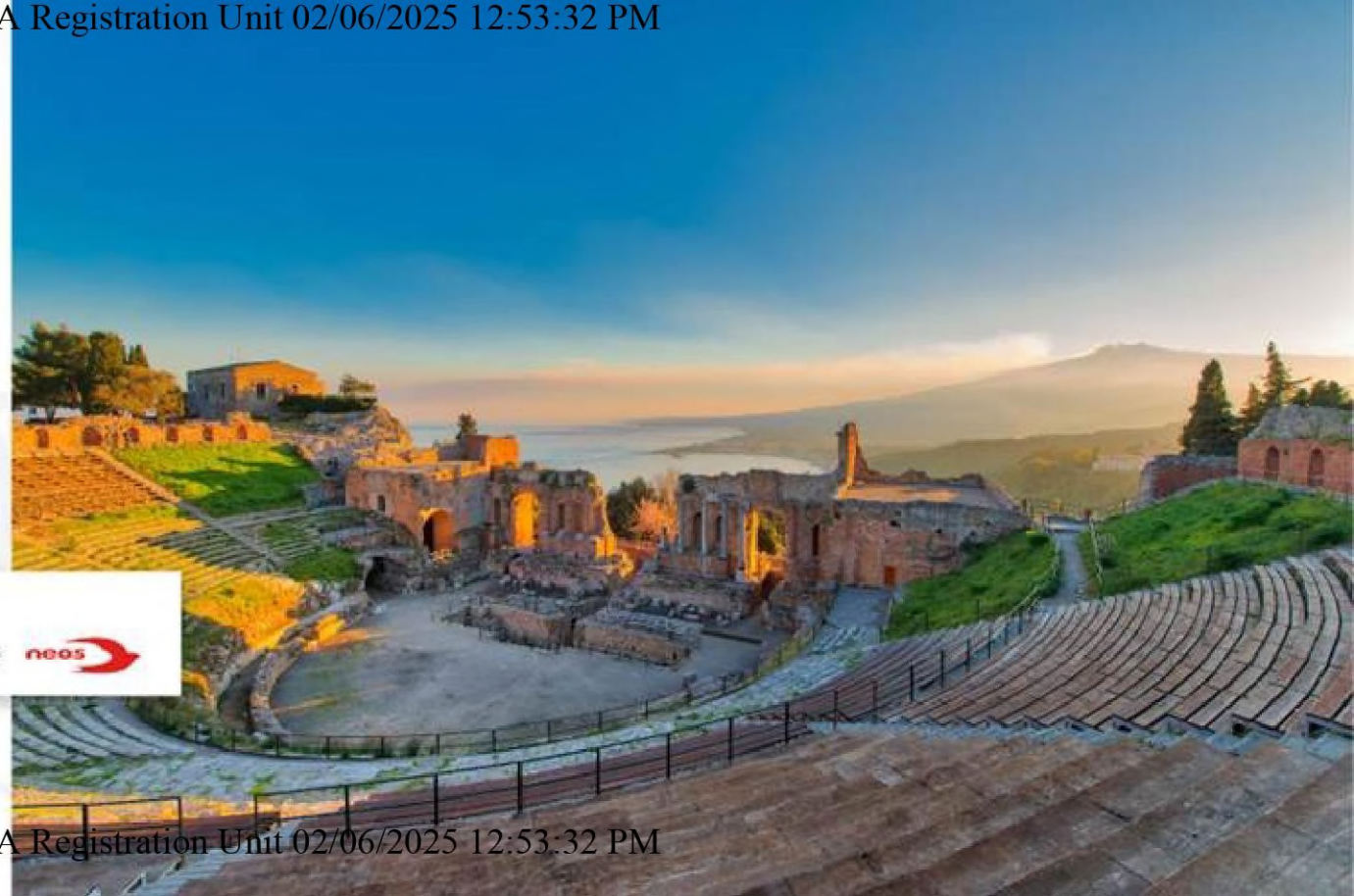
The Italian National Tourist Board and The Region of Sicily
invite you to an extraordinary Sicilian Brunch / Networking Event

Discover the beauty of the Island
and meet 20 of the best Sicilian suppliers

October 13th at 11:00 am

Il Gattopardo
13-15 W 54th St,
New York, NY 10019

chance to Win 2 roundtrip
tickets to Palermo. by Neos



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The Italian National Tourist Board and the Basilicata Region cordially invite you for a special event

BASILICATA
New Italian Wonder

Network with regional suppliers and explore all that Basilicata has to offer.

New Travel Guide will be presented by a special guest from Lonely Planet.

Wednesday
September 11th, 2024 at 5:30pm
Italian Cultural Institute
686 Park Avenue, New York

cocktail to follow

R.S.V.P. to fabrizio.lanzafame@enit.it

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BASILICATA
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Explore Regione Basilicata *at* Eataly Flatiron

September 12, 1:00PM-3:00 PM

Join us at La Scuola di Eataly for a live cooking demonstration featuring regional dishes and wines from Basilicata along with a tasting of Amaro Lucano.

EATALY

BASILICATÈ | REGIONE BASILICATA | APT BASILICATA | ENOTECA REGIONALE LUCANA | ENIT

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ROOTS in
Roots Tourism
International Exchange

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

FSC Fondo per lo Sviluppo e la Coesione

BASILICATA Turistica
APT BASILICATA

PROGRAM

November 15 ROMA FIUMICINO-POLICORO (BASILICATA)

Meeting point TERMINAL **1 Roma Fiumicino Airport**

12.45 transfer from the airport to **Policoro** and check-in at the hotel.
In Policoro, there will be a walk along the seafront.
At night, typical dinner with folkloristic entertainment in *restaurant HOTEL HERACLEA*.
Overnight stay in **Policoro**.

https://www.basilicataturistica.it/en/territori/policoro/

https://www.hotelsanvincenzoresort.com/en/
https://www.hotelheraclea.com/en/

November 16 POLICORO-FERRANDINA-PISTICCI-POLICORO

Breakfast at the hotel

Meeting point at **8.45** a.m.
Departure at **9.00** a.m

Transfer to **Ferrandina** with a visit to an oil mill and final liquor tasting. Transfer to a cheese factory to discover the techniques for making dairy products and with tasting.

https://www.basilicataturistica.it/en/territori/ferrandina/

Transfer to the *Essenza Lucano Museum* to learn about the history of this famous liquor and tasting. Transfer to Pisticci with a small surprise to welcome guests for an experience focused on roots and origins. Dinner at a restaurant in **Pisticci** *"L'INCONTRO"* and overnight stay in **Policoro.**

https://www.basilicataturistica.it/en/territori/pisticci/

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https://museimpresa.com/en/associati/amaro-lucano/
https://www.italia.it/it/basilicata/pisticci/dove-mangiare/ristorante-pizzeria-lincontro

November 17 POLICORO-GROTTOLE-MIGLIONICO-POLICORO

Breakfast at the hotel

Meeting point at **8.45** a.m.
Departure at **9.00** a.m.

Transfer to **Grottole** to discover local traditions with 3 different workshops: honey, clay and crochet with friendly local grannies.
https://www.basilicataturistica.it/en/territori/grottole/

Transfer to **Miglionico** and local tasting with theatrical performance and visit to the borgo and Malconsiglio Castle.
https://www.basilicataturistica.it/en/territori/miglionico/
https://www.basilicataturistica.it/en/discover-basilicata/art-and-culture-in-basilicata/basilicata-castles/malconsiglio-castle-in-miglionico/

Dinner at the *SAN VINCENZO RESORT hotel* with a typical 'Lucanian' dinner and overnight stay in **Policoro**.

November 18 POLICORO-MATERA

Breakfast at the hotel and **check out.**

Meeting point at **8.45** a.m.
Departure at **9.00** a.m.

Transfer to Matera for a tour of the city, with final baking and papier-mâché workshops.
https://www.basilicataturistica.it/en/discover-basilicata/matera-unesco-world-heritage-site/

Check-in in the widespread hospitality, Sassi of Matera
2.30 p.m. Shuttle Bus to MH UNA HOTEL **** Congress Hall
3.00 p.m. – 6.30 p.m. Workshop (BtB session)

Important: Throughout the tour you will be accompanied by one guide. The group will participate directly in the various local experiences.
Comfortable clothes and shoes are recommended. The tour may be subject to variations due to weather or unpredictable conditions.

TOUR LEADER ANNAMARIA DONADIO - + 39 329 8813084
COORDINATOR Marcella DI FEO APT BASILICATA - +39 329 8082568
www.basilicataturistica.it/en
https://www.roots-in.com/en/

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Unesco Sites
and Outdoor Vacation

The Italian National Tourist Board is pleased to invite you to a captivating evening with **Bologna, Modena & Verona,** bringing the heart of Italy to New York City.

Cocktail and delightful tastings will follow

Thursday, December 5, 2024 at 5:30pm

Italian National Tourist Board
686 Park Ave
New York

RSVP: fabrizio.lanzafame@enit.it

This invite is non-transferrable

ENIT Italian National Tourist Board · Fondazione Bologna Welcome · Emirates · Visit Emilia Romagna Italy · Destination Verona Garda · Bologna Modena territories

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REGIONE LOMBARDIA

is pleased to invite you

to an evening event of excellence and flavours exploring
the best of Lombardy Region - Italy

Cocktail dinner with tasting of typical Lombard product

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YES MILANO

Milano and Boston: kindred minds

Cities of Culture, Cities of Learning

3rd December
From 5 to 8:30 pm

Welcoming:
City of Milano
Consul General of Italy in Boston, *Arnaldo Minuti*
President Boston Public Library, *David Leonard*

Mauro Martino
Media Artist and AI Film Director

Serenella Sferza
co-director MIT-Italy Program

Boston Public Library
230 Dartmouth Street

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Thanks to MEET, Digital Culture Center