NAME AND TYPE OF PROMOTIONAL ACTIVITY I Semester 2024	Description	Event Type, (Areas & type of Strategic Marketing)	Doc	Country
Filmtwist Productions LLC Display Campaign Jan 2024	display campaign to generate visibility	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Display Campaign	Screenshots	USA & Mexico
PGA Orlando January 2024 with the Region of Friuli Venezia Giulia	The Italian National Tourist Board collaborated with the Region of Friuli Venezia Giulia for the organization and participation of the Professional Golf Assosiation Event Held in Orlando Fl	Tradeshow		
Tuscany Lunch - Tuesday, Feb 6, 12:30 pm	Lunch Invitation at Eataly with star chef from Tuscany – Tuesday, Feb 6, 12:30 pm. The Italian National Tourist Board gave assistance in selecting Specialized Tour Operators from NY	B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Invite	USA & Mexico
Italian Film Festival, Los Angeles February 2024	Italian National Tourist Board - Filming Italy Los Angeles Festival - Invitation to 2 events -1) The Film premiere & screening on February 26th @ Laemmle Theater - 2) The Festival Red Carpet & Closing Ceremony on February 29th @ Harmony Gold Theater	Digital Marketing Leisure Affluent Family Golden Age/Dink Millennials Special Interest Display Campaign	Invite	USA & Mexico
Borsa BISPM 29 May - 1 June 2024 - Castelbrando, Treviso, Veneto	The Italian National Tourist Board gave assistance to the for the organization of the Borsa Internazionale Siti Patrimonio Unesco nad invited 4 US Tourr Operators	Workshop	Images	
NY Times Travel Show January 27th	ENIT with the Region of Calabria attended the NY Times TraveL Show	B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Toscana Promozione Workshop Feb 26 in Miami, feb 28 in DC, Feb 29 in New York	Toscana promozione organized 3 b2b workshops with thew assistance of the Italoian National tourist Board, Miami, Washingtn DC and New York	B2B event Comarketing Mice Leisure Affluent Family Golden Age/Dink Millennials Special Interest	Images	USA & Mexico
Sonders & Beach January 19 , 2024	The Italian National Tourist Board gave asistance to Sonders & Beach for the organization and delivery of 1 Webinar to the LGBT Ommunity in the USA	Events & Presentations LGBT		USA & Mexico

BMT March 2024	Workshop in Lazio (Italy) with 10 Tour Operators From USA and Mexico	Borsa & Post educational	Program	USA & Mexico
SMU International New York - Northstar Meeting group - March 2024	Event with the top international hotels, CVBs, DMCs, and venues in pre-scheduled one-on-one appointments and unique experiential networking events. Two productive days of pre-scheduled meetings with key international suppliers Insightful educational presentations from inspiring speakers Opening reception, great meals, and numerous networking opportunities	Events & Presentation	Images, participants	USA & Mexico
Italian Embassy in Mexico March 2024	Collaboration with the Italian Embassy in Mexico for the First Edition of Classicissima Milano Sanremo in Mexico	Events & Presentation	Images	USA & Mexico
Region of Sicily in New York April 16th to the 19th, 2024	ENIT USA assistance to the Sicily Region for the organization of two B2B events and a Press Conference in NY	Events & Presentation	Images	USA & Mexico
Region of Sardinia event 16-19 April 2024	Assistance to the Region of Sardinia for a B2B and Press event organized in collaboration with the Italian Cultural Institute IIC NY and the Municipality of Bonorva (Sassari)	Events & Presentation	Images	USA & Mexico
Caldana Sales Calls April 2024	The Italian National Tourist Board organized ppointments for the Tour Operator Caldana, in San Francisco and Sacramento	Sales Calls		
Fare buzz May 21 , 2024	The Italian National Tourist Board gave asistance to Fare buzz for the organization and delivery of 1 Webinar to Travel Agents and Tour Operators	Events & Presentations		USA & Mexico
Fondazione Arena di Verona 9-15 of May 2024 - Los Angeles - Washington DC	ENIT USA assistance to Fondazione Arena di Verona for the organization of two events with presentation of their Calendar year followed by a Musical Performance: 1 in Los Angeles and 1 Washington D.C.	Events & Presentations	Images	USA & Mexico
Assistance to Journalist Catherine Sabino 16 June 2024	assistance to Journalist Catherine Sabino Forbes.com for travel reportage on Lake Maggiore	B2C Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest press		USA & Mexico
Assistance to Journalist Angel Castellanos 17 June 2024	assistance to Journalist Catherine Sabino Forbes.com for travel reportage on Emilia Romagna Region	B2C Luxury / Active / Slow Leisure. Affluent Family Golden Age/Dink Millennials Special Interest press		USA & Mexico
festa repubblica Los Angeles June 2	On the occasion of the Italian National Day the Italian National Tourist Board in collaboration with the Italian Consulate in Los Angeles promoted Italy as a Destination to Tour Operators and Agents	Events & Presentations	Images	USA & Mexico

festa repubblica Detroit June 3	On the occasion of the Italian National Day the Italian National Tourist Board in collaboration with the Italian Conslate in Detroit promoted Italy as a Destination to Tour Operators and Agents	Events & Presentations	Images	USA & Mexico
festa repubblica Los Angeles June 5th	On the occasion of the Italian National Day the Italian National Tourist Board in collaboration with the Italian Embassy In Washington DC promoted Italy as a Destination to Tour Operators and agents	Events & Presentations	Images	USA & Mexico
Trentino B2B Tradeshow/presentation New York and Boston June 3rd and 4th	B2b Tradewshow/presentation organized by the Trentino Region with the Assistance of the Italian National Tourist Board in New York and in Boston	Events & Presentations	Images	USA & Mexico
Piedmont B2B event in New York June 24	Presentation organized by the Piedmont Region with the Assistance of the Italian National Tourist Board in New York with the attendance of Travel Agents, T.O. and press	Events & Presentations	Images	USA & Mexico
Emilia Romagna B2B event in New York June 24	Food And Wine event by the Emilia Romagna Region with the Assistance of the Italian National Tourist Board in New York with the attendance of Travel Agents, T.O	Events & Presentations	Images	USA & Mexico

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A TASTE OF TRENTINO, ITALY

Jun 3rd at The Kimpton Eventi NYC

TRENTINO

In cooperation with...

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

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ITALY GOLF & MORE

1. **PIEMONTE**
   18 GOLF CLUBS
   (18–27–36 HOLES)
   piemonteitalia.eu
2. **LOMBARDIA**
   28 GOLF CLUBS
   (18–27–36 HOLES)
   in-lombardia.it
3. **VENETO**
   18 GOLF CLUBS
   (18–27 HOLES)
   golfinveneto.it
4. **FRIULI VENEZIA GIULIA**
   7 GOLF CLUBS
   (18 HOLES)
   turismofvg.it
5. **EMILIA ROMAGNA**
   14 GOLF CLUBS
   (18–27 HOLES)
   emiliaromagnagolf.com
6. **TOSCANA**
   12 GOLF CLUBS
   (18–27 HOLES)
   visittuscany.com
7. **LAZIO**
   11 GOLF CLUBS
   (18–27 HOLES)
   visitlazio.com
8. **SARDEGNA**
   4 GOLF CLUBS
   (18–27 HOLES)
   sardegnaturismo.it
9. **SICILIA**
   4 GOLF CLUBS
   (18–36–45 HOLES)
   regione.sicilia.it/turismo
10. **VALLE D'AOSTA**
    1 GOLF CLUB
11. **TRENTINO ALTO ADIGE**
    5 GOLF CLUBS
12. **LIGURIA**
    4 GOLF CLUBS
13. **MARCHE**
    1 GOLF CLUB
14. **UMBRIA**
    2 GOLF CLUBS
15. **ABRUZZO**
    3 GOLF CLUBS
16. **MOLISE**
17. **PUGLIA**
    3 GOLF CLUBS
18. **CAMPANIA**
    1 GOLF CLUB
19. **BASILICATA**
    1 GOLF CLUB
20. **CALABRIA**

italygolfandmore.com

EXPERIENCE THE MOST SURPRISING GOLF DESTINATION: ITALY

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LA SCUOLA DI EATALY
FLATIRON

Take a break and join us

TUSCAN LUNCH

WITH
SILVIA BARACCHI
CHEF PATRON
IL FALCONIERE RELAIS & SPA
CORTONA TUSCANY

FEBRUARY 6 2024
12.30PM

NYC FLATIRON
200 FIFTH AVENUE, NEW YORK CITY 10010, NY
PHONE:+393920552073
ANNA.COLI@ILFALCONIERE.COM

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AGNUS DEI TIZIANA ROCCA

ISTITUTO italiano di CULTURA LOS ANGELES

FILMING ITALY
LOS ANGELES FESTIVAL

TIZIANA ROCCA, General Director
EMANUELE AMENDOLA, Director

FILMING ITALY
ITALIAN CULTURAL INSTITUTE

cordially invite you and a guest to

12:15 PM US Premiere - "Romeo è Giulietta" directed by Giovanni Veronesi
2:00 PM Marcia trionfale directed by Marco Bellocchio, in honor of Franco Nero
4:00 PM US Premiere - "Diabolik-Chi sei?" by Manetti Bros. Cast: Giacomo Gianniotti, Miriam Leone, Valerio Mastandrea, Monica Bellucci, 124'
6:00 PM Red Carpet
6:15 PM Closing Ceremony Filming Italy Los Angeles 2024
Followed by the screening in honor of Franco Nero Havana Kyrie by Paolo Consorti. Cast:Franco Nero, Ron Perlman, 100' (2019)

Thursday February 29th at 12:15 PM

(Doors open at 12:15 pm)
Harmony Gold Theater
7655 Sunset Blvd, Los Angeles
(free parking)

COTRIL · Montegrappa · Pomellato · GUESS · ANICA · ANEC · Associazione Cineteatri Italia · CNA Cinema e Audiovisivo · CSC · Rome Film Fest · WIFTA Women in Film, Television & Media Italia · ITALY for MOVIES · In collaboration with CINECITTÀ

RSVP: filmingitaly2024@gmail.com

Not transferable

AGNUS DEI

Cocktail Attire

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2nd INTERNATIONAL EXCHANGE FOR WORLD HERITAGE SITES 2024

Castelbrando (Cison di Valmarino, Treviso, Veneto Region)

Preliminary programme for hosted buyers

May 29th - June 1st, 2024

Wednesday 29th May

- **Arrivals** – of International guests at Venice airport or Venice or Conegliano Veneto train station and group transfers to Castelbrando (https://www.castelbrando.it/). **Check-in.**

- **5.30 p.m. – Welcome and greetings of the authorities and programme overview.**

- **6.00 pm - The Great Beauty: presentation of the 9 Veneto UNESCO World Heritage Sites** to be found in its great historic cities and in its picturesque farmed and natural landscape. You will learn more about the more familiar ones like the cities of **Venice** and **Verona** but also about the less known like the city of **Vicenza and the Palladian Villas of the Veneto region**, the **Botanical Garden** and **the Fresco Cycles of Padua**, the **Prosecco hills of Conegliano and Valdobbiadene**, the **Dolomites**, the **Venetian Works of Defence between the 16th and 17th centuries**, the **Prehistoric pile dwellings around the Alps**. The presentation will also cover the **three UNESCO MAB Biosphere Reserves** (the **Po Delta**, the **Monte Grappa** and **Po Grande**), the **two Intangible Cultural Heritage excellences** (The **Art of Murano glass beads** and the **Festival for the safeguard of traditional street games and sports Tocatì**) and the **records on the Criminal Proceedings of the Vajont dam disaster** inscribed in the UNESCO Memory of the World Register.

- **8.00 dinner at Castelbrando**

- **Overnight stay**.

Thursday 30th May

- **Breakfast**
- 9.30 am - 1 pm **B2B Workshop** at Castelbrando. **Morning session**
- ***Lunch*** *will be served at Castelbrando.*
- 2.30 – 5.30 pm **B2B Workshop. Afternoon session**.
- 6.30/7.00 pm departure from Castelbrando for **dinner at a local restaurant with typical dishes**
- ***Overnight stay*.**

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Friday 31st May

Please note that you will be involved in a very significant visit from the morning to the evening, dinner included, to enjoy the destination completely. You will have time to relax tasting some good food and chill-out during the itinerary. We suggest you to wear comfortable clothes and shoes.

The itinerary called ***Road to Cortina 2026*** is designed for you to explore the Dolomite area, among the most attractive mountain ladscapes in the world. On that day you will learn about the most exclusive potential offered by the destination preparing for the 2026 Winter Olympics, the upcoming international multi-sport event scheduled to take place from 6th to 22nd February in the Italian cities of Milan and Cortina d'Ampezzo

- After **breakfast** at Castelbrando, meeting in the hall to start excursion day.
- Transfer by bus to **Cortina d'Ampezzo**. Visit the "**Museums of the Regole**" of Cortina d'Ampezzo - *the three museums that have been built to keep alive the culture and tradition in the Ampezzo valley*. Meeting the representatives of **Cortina Foundation** that is carrying out all the organizational, promotional and communication activities for the sporting and cultural events related to the staging of the Olympic and Paralympic Winter Games 2026.
- **Lunch in Cortina** at restaurant Col Drusciè or Chalet Tofane
- Return via the scenic **Giau pass**, one of the most beautiful and uncontaminated in the Dolomites
- Dinner at **Pedavena brewery** to taste local traditional dishes

After dinner back to the hotel and **overnight stay.**

Saturday 1st June

After breakfast check-out from the hotel and **departure**

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TOSCANA
PROMOZIONE TURISTICA

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

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Welcome to Tuscany!

Join us for an extraordinary experience:
discover the beauty of the landscapes and the art
and the excellence of Tuscan food!

Toscana Promozione Turistica, in partnership with the Italian National Tourist Board, has the pleasure to invite you to "Tuscany Never-ending Renaissance" event

On February 29th
B2B workshop 3.00 pm – 6.00 pm
Presentation and Cocktail will follow

Il Gattopardo At The Rockefeller Townhouse,
13-15 West 54th Street, New York, NY 10019

Click the link for the online registration:
https://form.toscanapromozione.it/index.php/143861?lang=en

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For any further information please write to
fabrizio.lanzafame@enit.it

TUSCANY
NEVER-ENDING RENAISSANCE

visittuscany.com

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HOSTED BUYERS PROGRAM

NAPLES 13th March / 19th March 2024

Wednesday March 13th

Arrival in Naples and Hotel transfer.
Accommodation in the reserved rooms

20:00 Welcome dinner

20.30 Eventually a cold dinner will be served at your hotel (depending on flight times)
Overnight

Thursday March 14th

07,45 Breakfast in hotel
08.30 Transfer to the Mostra d'Oltremare to take part at the **BMT Workshop**
09.30 Beginning of the Workshop with Italian suppliers
(The Buyer will be sitting at his table - free meeting - no appointments)
13.00 Lunch Break
14.30 Workshop resumption
17.30 End of Workshop and transfer to Hotel
19.30 Transfer for typical Neapolitan dinner
23.00 Transfer to Hotel and overnight stay

Friday March 15th

OPERATORS PARTICIPATING TO POST-EVENT TOUR ARE REQUIRED TO CHECK OUT

07.30 Wake up call
08,00 **Luggage deployment on the bus for post educational tour**
08.15 Breakfast
08:30 Transfer to the Mostra d'Oltremare for a guided tour in BMT pavillons and some time for not scheduled appointments with Italian exhibitors
13:30 Typical lunch at the Expo
15:00 Departure for an EDUCATIONAL TOUR **until Tuesday March 19th .**
19:00 Accommodation in the reserved rooms
20:00 Welcome dinner and overnight stay

Saturday – Sunday – Monday educational tour program

Tuesday March 19th

Breakfast in hotel and transfer to Naples International Airport

End of the services.

PROGECTA EVENTI FIERISTICI dal 1996
Via Vannella Gaetani, 27 | 80121 Napoli, Italy | Partita IVA: 07112780635
Tel. +39 081 7640032 | Fax +39 081 2451769 | info@progecta.org | www.progecta.org

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OPERATORS NOT PARTICIPATING TO POST-EVENT TOUR

Friday March 15th

15:00	Pick-up from the Mostra d'Oltremare and guided City Tour
19:00	Transfer to the Hotel
20.00	Pizza Dinner and overnight stay

Saturday March 16th

Breakfast in hotel and transfer to Naples International Airport

End of the services.

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ORLOTTI · COLNAGO · OAKLEY · VIÑEDOS SAN LUCAS · Guanajuato · ¡Haciendo más!

El Gran Bajío · ENIT Italian National Tourism Board · CUADRO Cycling Club · Coca-Cola · ciel · POWERADE · FLASHLYTE

BKP · ORFE MÉXICO · Barilla Trigo Entero · GIANNA · MONEX Pro Cycling Team · SAN RAFAEL · BIKECLICK · ALFAPARF MILANO Professional · PRO Cycling

LA CASTELLANA · GARMIN · SHIMANO · PIRELLI · HOTEL REAL DE MINAS · CAFFÈ BORBONE magica emozione · Maserati · MOBILITY Rehab Center

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The Italian National Tourist Board and The Region of Sicily
invite you to a presentation on

SICILIA

Take a journey with us to this remarkeable land

Tuesday, April 16, 2024 - 5pm
Italian Cultural Institute
686 Park Avenue
New York

Meet and network with 20 of the best Sicilian Suppliers

cocktail will follow

LAUNCHING
of the NEW Non-Stop flight
New York - Palermo by Neos
2 Air Tickets will be raffled

RSVP to fabrizio.lanzafame@enit.it

ITALIA.IT

MINISTERO DEL TURISMO
REPUBBLICA ITALIANA

ENIT 1919 SPA

REGIONE SICILIANA

neos

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I SICILY

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The Italian National Tourist Board invite you to a presentation on

SARDINIA

Its Unique history and invaluable archaeological sites from the pre-Nuragic period to the Middle Ages

Also Featuring a Panel on Cultural Arts, Festivals, Eco Revival and Sustainable Tourism of the small village of Rebeccu, and The Golden Palace (Bonorva territory - Logudoro)

Friday, May 31, 2024 - 6:00pm
Italian Cultural Institute
686 Park Av. New York

Cocktail will follow

RSVP to fabrizio.lanzafame@enit.it

Comune di Bonorva

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

ISTITUTO italiano di CULTURA NEW YORK

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

369gradi Roma Rebeccu New York

disterrati

management Associazione Enti Locali per le Attività Culturali e di Spettacolo

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FARE BUZZ - WEBINAR HOSTED BY THE ITALIAN NATIONAL TOURIST BOARD USA & MEX

LOVE: CELEBRATE ROMANCE

Some of the most beautiful destinations for an Italian style getaway for two

MAY 21° - 4:00 PM ET

ENIT 1919 AGENZIA NAZIONALE DEL TURISMO

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Sostieni l'Opera all'Arena di Verona!

Partecipa anche tu alla tutela e alla diffusione del nostro patrimonio culturale! Ti bastano piccoli gesti, semplici e concreti.

Diventa **Mecenate delle arti e della cultura**: grazie all'**Art Bonus** puoi godere di un credito d'imposta del 65% sul valore della donazione alla nostra Fondazione.

Scegli di destinare il **5x1000** alla Fondazione Arena di Verona con la tua firma e il nostro **codice fiscale 00231130238**.

Per saperne di più visita la pagina Sostienici su **arena.it**

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Consolato d'Italia
Detroit

Festa della Repubblica Italiana 2024

DTE
brembo
dallara USA
Società Dante Alighieri Michigan Chapter
Schlossberg Legal Art & Immigration Law
Comerica Bank
MARPOSS
ENIT 1919 ITALIAN NATIONAL TOURIST BOARD
OFFICIAL FERRARI DEALER Cauley Ferrari of Detroit
FIAT CLUB AMERICA DETROIT FLUiD
WOOD FIRED BIGALORA CUCINA
CASA pernoi
cantoro ITALIAN MARKET BAKING COMPANY TRATTORIA
grey ghost DETROIT
PÂTISSERIE•DOLCERIA•CAFÉ Josef's EUROPEAN PASTRY SHOP ESTABLISHED 1971
Roman Village CUCINA ITALIANA est. 1964
SHEWOLF PASTIFICIO & BAR
Nino Salvaggio INTERNATIONAL MARKETPLACE
VINCE & JOE'S GOURMET MARKET
PRECISION Print&Label inbox@ppldesign.com · 586.707.4333
KILLER CREATIONS PHOTOGRAPHY & CINEMATOGRAPHY

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Roman Village CUCINA ITALIANA est. 1964
SHEWOLF PASTIFICIO & BAR
Nino Salvaggio INTERNATIONAL MARKETPLACE

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Consolato Generale d'Italia
Los Angeles

On the occasion of the Italian National Day

The Consul General of Italy

Raffaella Valentini

requests the pleasure of your company at a reception on

Sunday, June 2nd from 6:30 to 9:00pm
Warner Bros Studios, Burbank
Exact address will be provided to confirmed guests

Click here to
RSVP

Doors open at 6:00pm
Dress code: Cocktail Attire

Non-trasferable. Please Print or show confirmation QR code upon entrance

ITA ITALIAN TRADE AGENCY
ISTITUTO italiano di CULTURA LOS ANGELES
ENIT 1919 ITALIAN NATIONAL TOURIST BOARD
IACCW ITALY-AMERICA CHAMBER OF COMMERCE WEST LOS ANGELES

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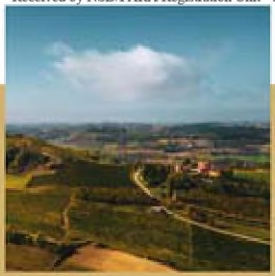

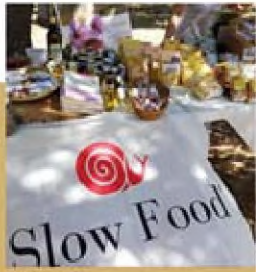

The **Regione Piemonte** and **ENIT**, Italian National Touris Board,
have the pleasure to invite you to a special event

AUTUMN IN PIEMONTE

A presentation of the piedmontese food&wine tourist offers by
Ms Kathy McCabe producer of the TV travel series Dream of Italy Podcast and PBS travel Host

June, Monday 24th| at 5pm

APERITIVO PIEMONTE with typical regional products
and **COOKING SHOW** by the **chef Silvia Baldini**

De Gustibus Cooking School
151 W 34th St., New York, NY 10001, Stati Uniti

RSVP to **fabrizio.lanzafame@enit.it**

PIEMONTE ITALY
THE PLACE TO EXPERIENCE

in collaboration with: ENIT

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A TASTE OF TRENTINO, ITALY

Jun 3rd at The Kimpton Eventi NYC

TRENTINO

In cooperation with...

ENIT 1919 ITALIAN NATIONAL TOURIST BOARD

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Regione Emilia-Romagna AND FIERE DI PARMA

ARE PLEASED TO INVITE YOU TO

EMILIA ROMAGNA
Italy's Food Valley

2024, JUNE 24TH
5.30PM - 8.30PM

THE STANDARD HOTEL
"THE HIGH LINE ROOM" ON THE THIRD FLOOR
848 WASHINGTON STREET NY NY 10014

RSVP BY JUNE 18TH > CLICK HERE

TUTTOFOOD MILANO | UNIONCAMERE EMILIA-ROMAGNA | ART-ER | VISIT EMILIA ROMAGNA ITALY

in collaborazione con ENIT ITALIAN NATIONAL TOURIST BOARD | Italy-America Chamber of Commerce | ALMA THE SCHOOL OF ITALIAN CULINARY ARTS | ENOTECA REGIONALE EMILIA ROMAGNA

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