COMMUNICATION ACTIVITIES FOR GED 17

Italian Exhibition & Trade Fair Association

GLOBAL EXHIBITIONS DAY

Italian Exhibition & Trade Fair Association

"THINK GLOBAL, ACT LOCAL" was the theme chosen by UFI to characterize the recurrence of 2017. International. A theme that is well suited to the modes and the prospects for the development of the Italian Trade Fair System:

200	**37**	**258**	almost **400**	**22.000.000**	**200.000**
International Exhibitions in 2017	Fair venues	International events	other events (other regional or local events)	visitors, of which 13 million for the International Events with 10% coming from abroad	Exhibitors

A SYSTEM WHICH ENCOURAGES INTERESTS FOR PRODUCTS, SERVICES, PASSIONS AND THAT CREATES AND MOVES ECONOMIES, BOTH OF SECTOR OR TERRITORY.

GLOBAL EXHIBITIONS DAY

Italian Exhibition & Trade Fair Association

The Italian Trade Fair System is therefore a resultant and at the same time a creator of a series of **EXCELLENCES**. Unique features that come from culture and traditions, from territory, from know-how and from entrepreneurial ability to innovate and spread quality and value.

EXCELLENCES COMPONING THE CONCEPT OF THE EVENT, IN 5 DIFFERENT THEMES

GLOBAL EXHIBITIONS DAY

Italian Exhibition & Trade Fair Association

HISTORY

PEOPLE

TERRITORY

PRODUCT

FUTURE

GLOBAL EXHIBITIONS DAY

Italian Exhibition & Trade Fair Association

HISTORY

PEOPLE

TERRITORY

PRODUCT

FUTURE

BELOW THE LINE

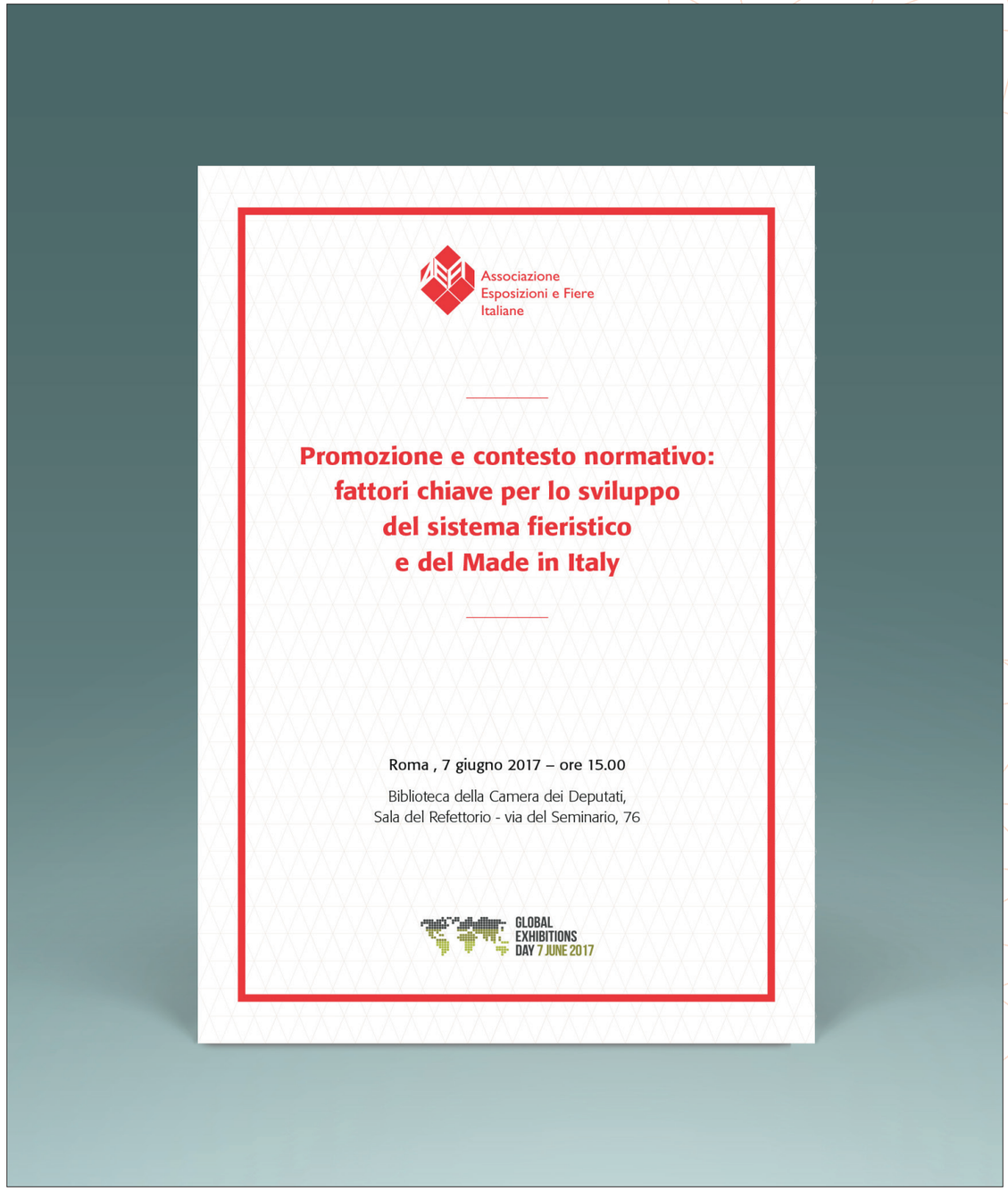
Italian Exhibition
& Trade Fair
Association

FIRST EVENT - EXHIBITIONS AND ITALIAN EXCELLENCE BETWEEN HISTORY AND FUTURE

Italian Exhibition & Trade Fair Association

SECOND EVENT - PROMOTION AND REGULATORY CONTEXT: KEY FACTORS FOR THE DEVELOPMENT OF THE FAIR SYSTEM AND MADE IN ITALY

Italian Exhibition & Trade Fair Association



THIRD EVENT - THINK GLOBAL ACT LOCAL: THE VALUE OF ITALIAN EXHIBITIONS

EVENT IDENTITY

Italian Exhibition & Trade Fair Association

EVENT IDENTITY

EVENT IDENTITY
FOR ACTIVITIES OF THE ASSOCIATES

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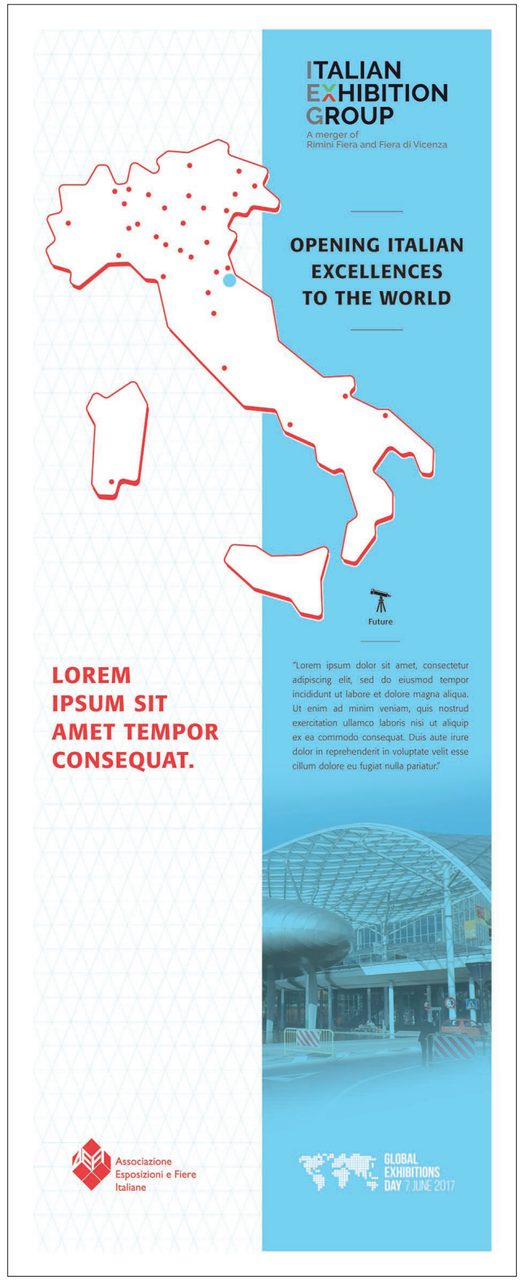

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ITA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

ore 10:00
REGISTRAZIONE DEGLI OSPITI

ore 10:30
SALUTO DI BENVENUTO E APERTURA DEI LAVORI
Michele Scannavini,
Presidente ICE-Agenzia
Fabrizio Lucentini,
Direttore Generale per le Politiche di Internazionalizzazione e la Promozione degli Scambi, Ministero dello Sviluppo Economico
Ettore Riello,
Presidente di AEFI

ore 11:00
LE FIERE ITALIANE ED IL LORO CONTRIBUTO A CRESCITA E INTERNAZIONALIZZAZIONE
Giulio Sapelli,
Ordinario di Storia Economica dell'Università degli Studi di Milano

ore 11:30 - Tavola Rotonda
L'ECCELLENZA ITALIANA: STORIA, TERRITORIO, PERSONE, PRODOTTO E FUTURO

Partecipanti:
Barbara Blasevich,
Consigliere di Amministrazione di Veronafiere
Franco Boni,
Presidente di BolognaFiere e Vicepresidente di AEFI
Lorenzo Cagnoni,
Presidente di Italian Exhibition Group e Vicepresidente di AEFI
Giovanni Laezza,
Direttore Generale di Riva del Garda Fierecongressi e Vicepresidente di AEFI
Giovanni Sacchi,
Direttore Ufficio di Coordinamento Promozione del Made in Italy ICE-Agenzia

ore 12:00 - Tavola Rotonda
IL RICONOSCIMENTO INTERNAZIONALE

Partecipanti:
Clare Benfield,
Editor, Pizza Pasta & Italian Food
Bruno Colucci,
CIBOCHIC - Esperto Agroalimentare e Vino, già Dirigente Gruppo Carniato Europe France
Mike Kirschman,
Vice President Aecom
Li Lili,
CEO - Italian Nuovo Fashion

Moderatore:
Laura la Posta,
Caporedattrice de "Il Sole 24 Ore", responsabile dell'inserto "Rapporti"

ore 13:15
CONCLUSIONE DEI LAVORI

ore 13:30
LIGHT LUNCH

Associazione Esposizioni e Fiere Italiane

Opening Italian excellences to the world

LE FIERE E L'ECCELLENZA ITALIANA TRA STORIA E FUTURO

ROMA, 7 GIUGNO 2017
ore 10:00

ICE Agenzia, Sala Pirelli
- via Liszt, 21 -

#GED17 | #AEFIFORGED | info@aefi.it | www.aefi.it

GLOBAL EXHIBITIONS DAY 7 JUNE 2017

EVENT IDENTITY

Italian Exhibition & Trade Fair Association

SOCIAL MEDIA
LINKEDIN

Italian Exhibition & Trade Fair Association

AEFI - Italian Exhibition and Trade Fair Association
1 mese

Meeting after meeting, #GED17 is finally approaching!
All our Teams and Committees (in the pictures the Technical Committee, the Administrative & Legal Affairs Committee and our team of. ... vedi altro

Consigliato 11 volte · 1 commento

Consiglia Commenta Condividi

Clotilde Tripetzky Yes and we are so excited about that! 4 settimane
#GED17 Please share with us in our LinkedIn group ... vedi altro
Consiglia Rispondi

Aggiungi un commento...

AEFI - Italian Exhibition and Trade Fair Association
1 mese

GED17 - A FULL DAY OF GREAT EVENTS
The approaching second edition of Global Exhibitions Day on June 7th will be characterized by two main events in Rome that will set ... vedi altro

Consigliato 11 volte · 1 commento

Consiglia Commenta Condividi

Clotilde Tripetzky 21 days left! We are waiting for this event!! 4 settimane
#GED17 Share with us here http://bit.ly/28MUqhJ!
Consiglia Rispondi

Aggiungi un commento...

AEFI - Italian Exhibition and Trade Fair Association
4 settimane

#GED17 - THE EVENTS OF OUR ASSOCIATES: PIACENZA
Territory: "PiacenzaExpo is the Place". Piazza Cavalli will host an Info Point with brochures and info about forthcoming activities an ... vedi altro

Consigliato 10 volte · 1 commento

Consiglia Commenta Condividi

Clotilde Tripetzky Great! Can you share with us here http://bit.ly/28MUqhJ? #GED17 4 settimane
Consiglia Rispondi

Aggiungi un commento...

AEFI - Italian Exhibition and Trade Fair Association
4 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: BERGAMO
History: "The Fair of Bergamo from the origins to the new Exhibition Center". 119 years of history! The Fair of Bergamo and its city, ... vedi altro

Consigliato 7 volte · 1 commento

Consiglia Commenta Condividi

Clotilde Tripetzky Could you share this with us in http://bit.ly/28MUqhJ? #GED17 4 settimane
Consiglia Rispondi

Aggiungi un commento...

AEFI - Italian Exhibition and Trade Fair Association
4 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: LARIO FIERE
Territory: "Digital Tourist Promotion for Lake Como ". Lariofiere is taking on a series of digitization activities on behalf of the Lake Como ... vedi altro

Consigliato 5 volte · 1 commento

Consiglia Commenta Condividi

S.S Deb http://tradeshows.asia/ 4 settimane
Consiglia Rispondi | Consigliato 1 volta

Aggiungi un commento...

AEFI - Italian Exhibition and Trade Fair Association
3 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: RIVA DEL GARDA
Products: "Expo Riva Schuh ". Expo Riva Schuh is today's leading international exhibition for volume production footwear at a r ... vedi altro

Consigliato 2 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
3 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: VILLA ERBA
History: "Villa Erba: About Excellence" - The video presented for the first time at this year's BIT is intended to represent the many possi ... vedi altro

Consigliato 6 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
3 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: FIRENZE
Territory: "Firenze Fiera: a value for the territory" - The only congressional and exhibition center that in 100,000 square meters can displa ... vedi altro

Consigliato 6 volte

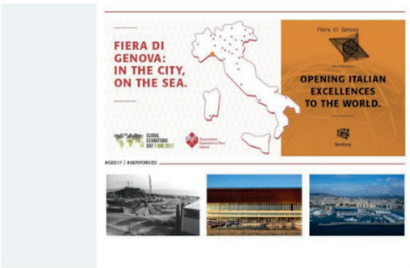
Consiglia Commenta Condividi

SOCIAL MEDIA
LINKEDIN

Italian Exhibition & Trade Fair Association

AEFI - Italian Exhibition and Trade Fair Association
3 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: GENOVA
Territory: “In the city, on the sea.” - Since 1962 Fiera di Genova organizes and hosts fairs and events of national and international chara … vedi altro



Consigliato 8 volte · 1 commento

Consiglia Commenta Condividi

Luca Ferranti Ma non e fallita??? 3 settimane
Consiglia Rispondi

Aggiungi un commento…

AEFI - Italian Exhibition and Trade Fair Association
3 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: ROMA
People: “Fiera di Roma: energy for the people” - An informal party, with live music, food and drinks offered to all attendants. … vedi altro

Consigliato 6 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
2 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: VERONA
Product: “Wine2Digital” - wine2digital, Vinitaly International's new space, strives to become a community to facilitate the communicatic … vedi altro

Consigliato 6 volte · 1 commento

Consiglia Commenta Condividi

Melania Rinaldini How to get the invitation? Thanks! 2 settimane
Consiglia Rispondi

AEFI - Italian Exhibition and Trade Fair Association
2 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: FORLÌ
Territory: “Fieravicola: sustainability on the territory and international valorisation of the supply chain” - On the occasion of Global E … vedi altro

Consigliato 8 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
2 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: RIMINI - VICENZA
Future: “Italian Exhibition Group – Providing The Future” - Internationalization is the new frontier of Italian trade fairs. Th … vedi altro

Consigliato 7 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
2 settimane

GED17 - THE EVENTS OF OUR ASSOCIATES: BOLOGNA
Future: “Revamping Project” - A plan of redevelopment, upgrading and expansion of the fair venue, based on the most contemporary … vedi altro

Consigliato 4 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
1 settimana

GED17 - THE EVENTS OF OUR ASSOCIATES: FOGGIA
History: “Agricultural Fair Story” On occasion of Global Exhibitions Day Fiera di Foggia has collected the testimonies and posters of th … vedi altro

Consigliato 4 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
1 settimana

GED17 - THE EVENTS OF OUR ASSOCIATES: BOLZANO
Territory: “Fiera Bolzano in 5 animated infographics” - Fiera Bolzano presents itself with 5 animated infographics about its most rel … vedi altro

Consigliato 4 volte

Consiglia Commenta Condividi

SOCIAL MEDIA
LINKEDIN

Italian Exhibition & Trade Fair Association

AEFI - Italian Exhibition and Trade Fair Association
1 settimana

GED17 - THE EVENTS OF OUR ASSOCIATES: AREZZO
Product: “The Arezzo goldsmith district for the global market” - OroArezzo is one of the most important events in the fields of … vedi altro

Consigliato 6 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
3 giorni

GED17 - THE EVENTS OF OUR ASSOCIATES: VICENZA
Territory: “Open doors at the Jewellery Museum” - For the occasion of the Global Exhibitions Day, scheduled for Wednesday June 7th, th … vedi altro

Consigliato 2 volte

Consiglia Commenta Condividi

AEFI - Italian Exhibition and Trade Fair Association
7 giorni

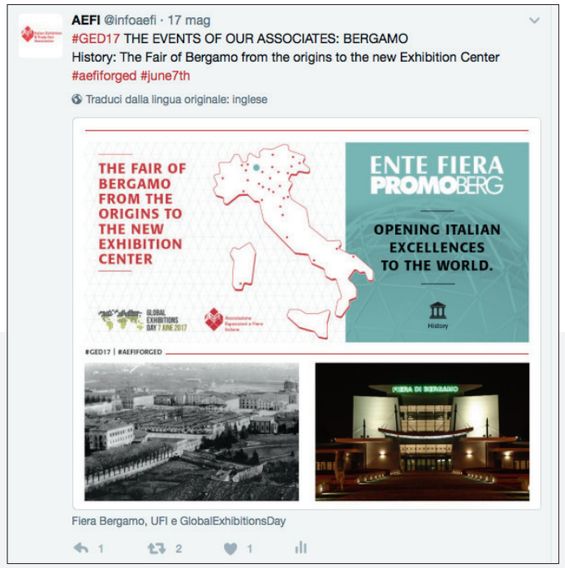
GED17 – A GREAT SERIES OF EVENTS AND A GREAT SUCCESS
We heard the HISTORY, we talked with the PEOPLE, we admired the TERRITORY, we discovered PRODUCTS, we made plans for the … vedi altro

Consigliato 12 volte

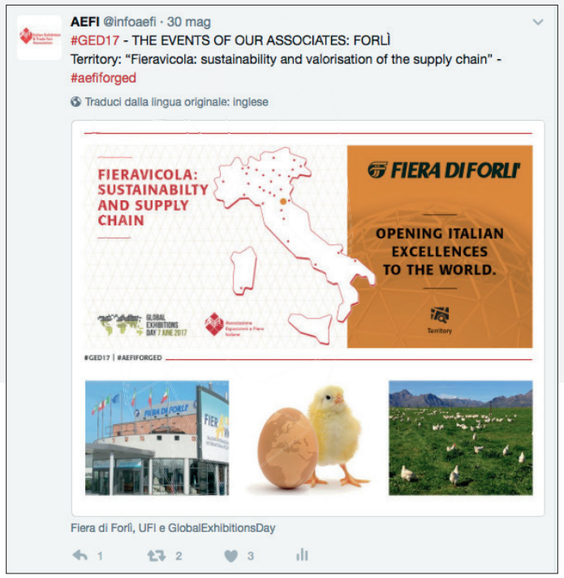
Consiglia Commenta Condividi

SOCIAL MEDIA
TWITTER

Italian Exhibition & Trade Fair Association

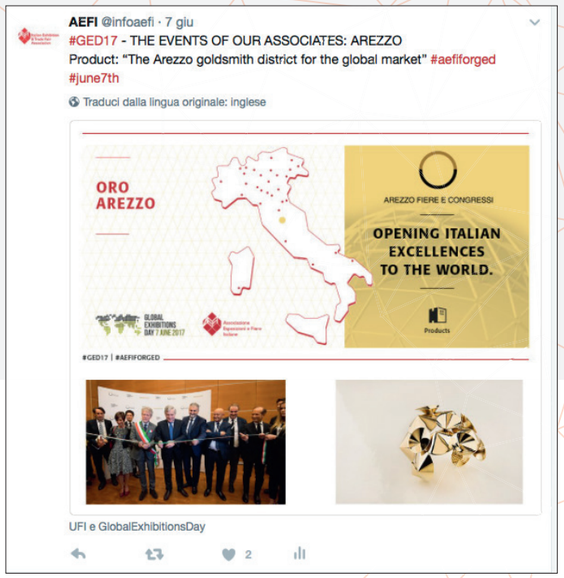


SOCIAL MEDIA
TWITTER



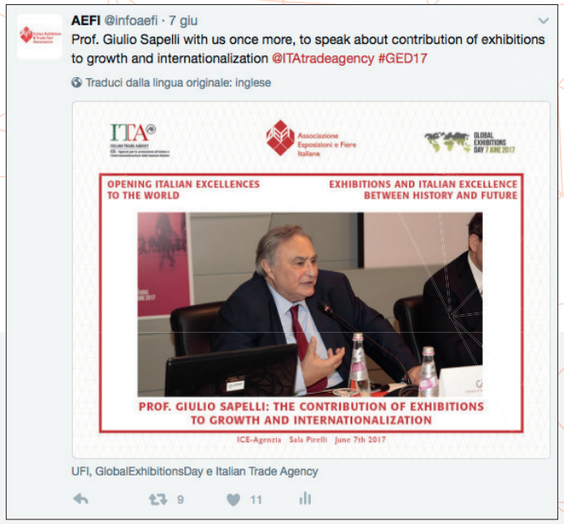
SOCIAL MEDIA
TWITTER

Italian Exhibition & Trade Fair Association

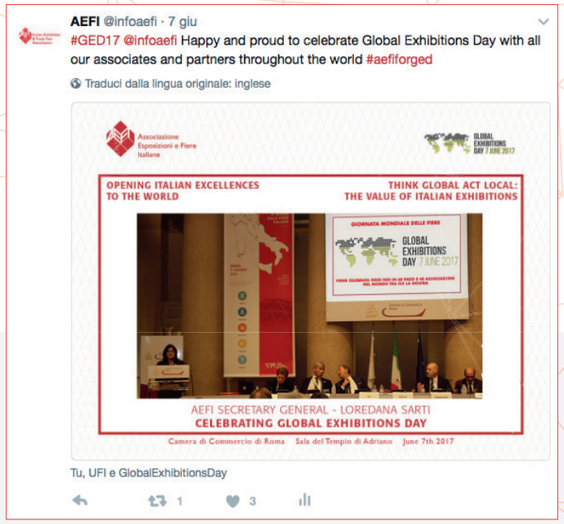


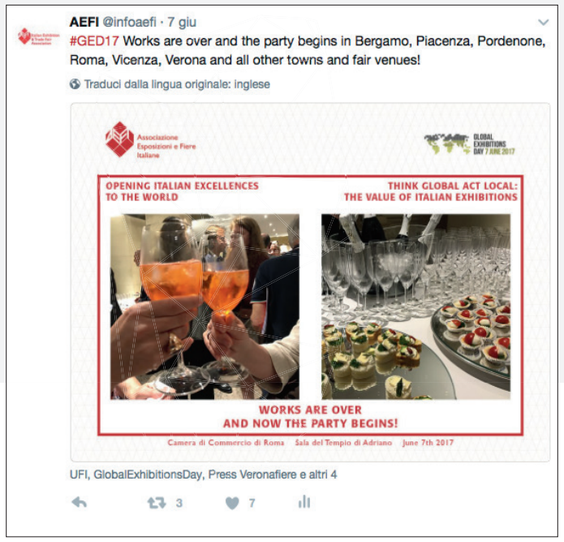
SOCIAL MEDIA
LIVE TWEETING

Italian Exhibition & Trade Fair Association



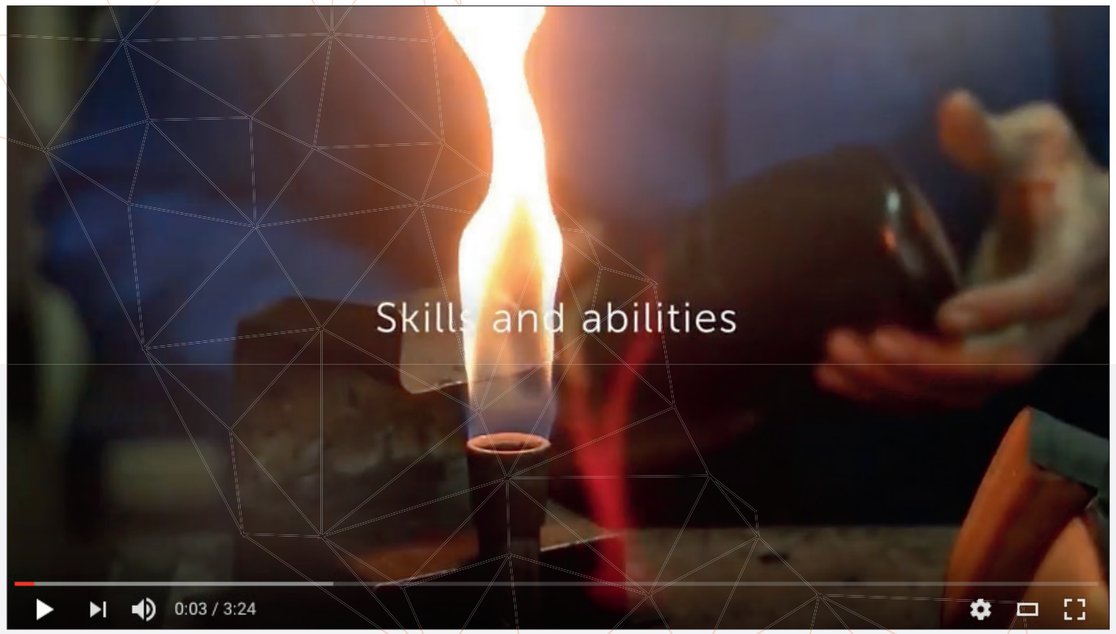
SOCIAL MEDIA
LIVE TWEETING





#GED17 - THE VIDEO

https://www.youtube.com/watch?v=U0AIDbKHW68



Italian Exhibition
& Trade Fair
Association