

## Enrolment is open for Italy at Hand, The Event – the most interactive MICE event ever.

Italy at Hand, The Event – Convention Bureau Italia's signature event is in Rome from 7<sup>th</sup> to 9<sup>th</sup> November 2019 for its second edition.

Firenze, 2nd May 2019 - Convention Bureau Italia is preparing to host its main event, Italy at Hand – The Event, in Rome from 7<sup>th</sup> to 9<sup>th</sup> November. For this second edition of the MICE event entirely *made in Italy* we will follow last year's winning format: a meeting between **45 international Buyers and 35 Italian suppliers for three days of unconventional business in perfect Italian style**. The singularity of the event is its format, it takes place **every year in a different destination** and thus provides the most important decision makers of the International Meetings industry with an opportunity to get to know the authentic Italy.

The buyers present at the event will have the opportunity to have the best of Rome at their fingertips. They will discover prestigious locations, meet some of the best professionals of the Italian meetings industry while using the time between business appointments for intense **networking** and **interactive activities** connected to the key concepts of Italy at Hand typical of the culture of the bel paese.

**Many buyers have already expressed their desire to take part in the preselection** to participate as Hosted Buyers at Italy at Hand, the Event, in Rome from 7<sup>th</sup> to 9<sup>th</sup> November. **Italy at Hand is not only a business event** which takes place in Italy, **it is also the first experience of business integrated with interactive and unconventional activities typical of Italian style**.

The Roman edition will be an opportunity to create **a full immersion in the authentic Italy**, the Italy to be discovered in all its many facets, the Italy able to satisfy all the demands of the market with an offer which is always modern and is still capable of surprising by its continuous innovation. **The Eternal City lends itself perfectly as the setting for Italy at Hand – The Event**, the first b2b event where **the buyer becomes protagonist** and can reach out and touch the full potential of Italy.

**An Italy made up of famous Destinations** rich in the beauty of culture and landscapes, of cities with an undying allure, all perfect for hosting great international events. But there is also an Italy made up of **little known routes**, of **ancient traditions** and **immortal history**, an Italy brought within your grasp thanks to the presence of suppliers who perfectly represent every corner of the country.

**Rome, together with the Convention Bureau Roma & Lazio already has in store exclusive locations and partners** of exceptional quality who will keep intact all the

innovative energy of the CBItalia format.

Tobia Salvadori, Strategic Relations at Convention Bureau Italia says, «*We are preparing the second edition of Italy at Hand with all our usual enthusiasm for a challenge, we're ready to repeat and even double the huge success of last year: 888 business meetings, the involvement of 24 strategic national and international partners, exceptional guests such as Ray Bloom and Oscar Farinetti.*

*To make it even more exciting there is the complexity of a destination like Rome which is so famous but which has many less well known aspects.*

*Our aim is to once again exceed expectations by creating an unforgettable event but above all to succeed in bringing the eternal city truly to hand, and to reveal its every facet.*

*Whoever comes to Italy at Hand does not come merely to a business event but to live for three days like an Italian, to eat Italian and to learn to do things the Italian way, to think like an Italian, to perceive the depth and the essence of the real, authentic Italy.»*

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Convention Bureau Italia is the official private national promotion agency that operates in the tourism sector in order to increase business opportunities, promote Italy as a MICE destination, coordinate and represent the Italian offer and disseminate the MICE culture through proper training. Actively established in June 2014, and operational since November of the same year, CBItalia represents the main actors of the Italian MICE offer, such as local Convention Bureaus, private companies as congress centers, hotels, PCOs, DMCs and service providers.