

Come home, come back to Italy

2ITALY

OPPORTUNITY

| NOVEMBER - DECEMBER 2021

POWERED BY




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OPPORTUNITY



Alessandro Mancini - CEO Mancini Worldwide

Nowadays we reached out over 9.000 hrs of one-to-one meeting since the beginning of Connect2Italy.

Platform started concurrently with this pandemic and was a real OPPORTUNITY for almost 270 members that are part of it. The great opportunity to do not be cut off the market and meantime keeping working and facing together with experts what was happening all over the world.

Connect2Italy became the opportunity to increase knowledge of destinations and cultivate new professional trustable relationships all over the world.

After the long period of lock down Vincenzo and myself started again to travel and we are pretty focusing on the on boarding of the direct channel countries such as UAE - OMAN - KUWAIT - EUROPE. Of course, we haven't missed the chance to be present at important fairs such as WTM and EITBM but we were really surprised about desolation and the extreme low attendance of colleagues from all over the world: despite travel expenses and stay were offered by organization.

That's why I started to re-confirm to me the great OPPORTUNITY that Connect2Italy represents for the tourism sector and how the world will change towards the digital contacts.

We launched some forums and meetings with attendance of our buyer from all over the world and the message is simple and clear:

- Online platforms make us save time
- We have no expanses of costly travels
- We have direct link relation
- No fee on files
- Possibility of being in touch H24 7/7
- Build up LTR of value
- We benefit of communication
- We have a concierge service
- We take part to hosted buyers' tours and itineraries meeting the sellers of the platform

Starting from the thesis that is totally useless to think that we gonna be back to the pre covid life... everything will change, but it could be an interesting opportunity for our sector.

In particular, in between the 12th and 18th of December 2021, we have been so happy to meet personally 8 of our platform buyers here in Milano. We hosted them and gave them the OPPORTUNITY to visit and experience a bit of Milan and Lakes and Art cities such as Bergamo Brescia and Sondrio. For us was a great chance to meet "friends" and not only platform members: Connect2Italy is a real OPPORTUNITY in this moment of change.

Looking forward to welcoming you on board!

C2I FAM TRIP #OPPORTUNITY

December 2021 - Lombardy



Fam Group visiting F1 Race Monza Circuit



Vincenzo & Alessandro with Ahmed, CEO Bravo Travel (KWT)



Top left: Girls of the Fam Trip Group.

Top right: Yann Gasnier (FRA) - A view from Milan Duomo rooftop



Down left: Juana Barbera (ESP) visiting Berlucci winery in Franciacorta DOCG area



Vincenzo & Alessandro with Simone Tostes, Wedding Planner & Aonde Casar CEO (BRA)

" I love those who can
smile in trouble. "

Leonardo da Vinci



Photo by Eberhard Grossgasteiger

ONE OF THE GREAT JOYS OF TRAVELING THROUGH ITALY IS DISCOVERING FIRSTHAND THAT IT IS, INDEED, A DREAM DESTINATION.

Yann Gasnier - Luxury travel advisor, Looking For Charly (FRA)

"I've been in the luxury travel industry for 10 years now, and I never heard about such an amazing "members only destination club".

What does it mean for you to be part of Connect2Italy (opportunity, relations, contacts, knowledge)

I just joined the community a few weeks ago, and I must admit that I'm very impressed by the energy and quality of the different contact I had with members and founders. I've been in the luxury travel industry for 10 years now, and I never heard about such an amazing "members only destination club". Italy is one of the most important destinations for me and my clients in Europe, and to have access to a portfolio of such amazing suppliers all over the country, and recommendation from locals, and international advisors is so important.

What do you expect about the Fam Trip in Italy?

Lombardy is one those places that inspire me and that will never end to fascinate me as a luxury travel designer. I've been sending clients there for years now, but never had a chance to visit

visit myself, so it's an amazing opportunity to finally discover this unique hideaway that probably represents the best of what Italy has to offer! There are no limits on creativity when it comes to organize a luxury trip for one of my clients in Milan, or more generally in Lombardy, with a food/wine scene to rival any in the world!

I'm really looking forward to our famtrip to discover new exclusive experiences, the hotel scene, and to become a better expert and ambassador of the region!



Yann Gasnier - Looking for Charly



Yann Gasnier - Looking for Charly

Why would you recommend Connect2Italy to your business partners?

I would definitely recommend Connect2Italy to my partners, and peers. Our job is all about human connections, experiences, and dreams. Our clients expectations are high, and to know that we can refer to professional local experts is an amazing opportunity! Connect2Italy offers active discussions and a network of trusted partners all around the country! ■

Lombardy is one those places that inspire me and that will never end to fascinate me as a luxury travel designer.

Yann Gasnier



About

Taylor made travel and world, we are a team of experienced professionals in the world of holidays.

We are experts who are accomplices and complement one another, with a innovative perspective on exploring the world.

Curious and passionate traveller... You, for whom the world is the stuff of dreams, you, whose head is teeming with dreams of new horizons. It is our mission to set you on your way to faraway lands, countries whose name alone is enough to take you on a journey.



Looking For Charly

GRUPO LARRAT FROM BRASIL TO ITALY TO DISCOVER NEW DESTINATIONS

Rogério Marietti - Director of Grupo Larrat (BRA)

"It will be very important to strengthen relationships with participants and also feel their expectations regarding the resumption of the market."

What does it mean for you to be part of Connect2Italy (opportunity, relations, contacts, knowledge)

For me, it represents a unique opportunity to have direct contact with partners and suppliers. It will be very important to strengthen relationships with participants and also feel their expectations regarding the resumption of the market.

I believe that the contacts to be made will be extremely useful for our future projects for Italy, they will bring us a better knowledge of experiences to be worked on to make our projects more attractive, since it is one of the most requested destinations by companies when we have to develop incentive campaigns with travel.

Having a detailed knowledge of the opportunities to be explored is essential today to differentiate yourself in the market, so I believe a lot in achieving great results with the partners and suppliers I will meet.



Rogério Marietti - Grupo Larrat

What do you expect about the Fam Trip in Italy?

My expectation is to have the opportunity to get to know new supplier options and unique experiences, to be able to present in our projects, adding a competitive

competitive edge, aiming at the greatest number of deals, both corporate and in the luxury market.

Why would you recommend Connect2Italy to your business partners?

I would recommend it for its excellent differential in the relationship and support work, always seeking to offer the best options



options and conditions for contacting suppliers, always with great attention and also for the fantastic level of understanding it has to understand our needs and direct them correctly. ■

My expectation is to have the opportunity to get to know new supplier options and unique experiences.

Rogério Marietti



About

Grupo Larrat has 32 years of activity and it operates in many areas: Live Marketing, MICE, Luxury Experience and Digital Events.

It attends in all Brazil and America Latina holding around 10 international incentives per year and organizing from 50 to 70 events in Brazil each year.

 **Grupo Larrat**



#CONNECT2ITALY TIPS

Giulia Briguglia - Sales & Marketing Executive, The Hotel Sphere (ITA)

HOW TO FEEL SICILY IN WINTER SEASON

Sicily is a Region famous for its crystalline sea and beautiful beaches. During the Summer the Island is populated by tourists from all over the world who enjoy the beaches, its history and its landscapes.

But Sicily can be visited also during the Winter, offering you an amazing Christmas atmosphere through its villages, many contemporary art exhibitions and fairy tale places.



1. Piano Pomo's giant holly trees

Organize a walk in the amazing Woods of the Big Hollies, located in Piano Pomo, in Madonie National Park

2. Visit a contemporary art exhibition in Palermo

Giulia suggests "Purification" by Bill Viola in Palazzo dei Normanni and "ZAC Centrale Project" by Fondazione Merz, in Palermo too



3. Erice Christmas atmosphere

Feel the Christmas atmosphere in the medieval village of Erice, which seems a crip, or Castelbuono, where it is possible to taste the original handmade panettone



4. Drink a Spritz in Mondello beach

Mondello (PA) and Magaggiari Beach (PA) - Drink a Spritz enjoying the magic of the sea during the Winter

5. Enchanted Castle of Sciacca

Visit the "Enchanted Castle" where it is possible to admire the sculptures of Filippo Bentivegna, one of the main Italian exponent of Brut Art



GOING REMOTE IN ITALY: HOW TO GET OUT OF THE CITIES

Rashad Moustafa - Director of Operations for New Vision Travel (EGY)

"As a travel agent I found the platform of Connect2Italy network worldwide the right choice for us to know all what we need about Italy's different aspects and destinations."

Important to say that being part of Connect2Italy network is a great opportunity discovering the possibilities and opportunities in selling Italy.

As a travel agent I found the platform of Connect2Italy network worldwide the right choice for us to know all what we need about Italy's different aspects and destinations, enjoying all the opportunities Italy offers to us in tourism world, full of hope that world start to rebreathe again after a long and heavy stop of the business cased by the Covid-19. I think it will be a great chance to be in Italy next December restarting with this beautiful place of the world, with it's all attractions and special spirit as Italy has a different flavor among the European and Mediterranean countries, knowing more about the different destinations, cities and Italian food.

Through my experience during the past period being part of Connect2Italy platform I must say that it was very

very useful by all meaning for us in exchanging and looking for new opportunities and business chances throw the connections we gain throw Connect2Italy by finding a very useful information about any details in Italy covering all aspects that one may need with excellent staff full of passion ready and quick in answering and helping for any inquiry one may ask.

I am eager to be back once again to Italy with all it's charm and nice places thanks to Connect2Italy for giving me the chance to be in contact with a lot of professional people across the world thanks to it's professional staff for their continued help and their passion to their work. ■



Rashad Moustafa - New Vision Travel

I am eager to be back once again to Italy with all its charm and nice places thanks to Connect2Italy.

Rashad Moustafa



Main entrance of New Vision Travel in Egypt

About

New Vision Travel is the company-home of highly trained employees who are professionals and always have their eye on our founding principles service and quality.

Our staff is client-oriented as they do not only act, they follow up as well. They are dedicated to get in direct contact with all our clients in search for their needs, comments, and complaints aiming at living always up to our clients' expectations and at gaining their satisfaction



New Vision Travel

ENCHANTING ITALY - ABOUT TRAVEL IN ITALY AND ALL ITALIAN THINGS

Juana Barbera Diago - Italy Luxury Travel Designer for Bambivva Travel (SPA)

In this adventure that I'm living, Connect2Italy crossed my path and it makes me feel that there are people who love what they do just like I do.

Curiosity, that's what Italy has always inspired me.

I really have a great desire to see the traditions and customs of the different Italian regions.

In December 1999 my life took a 180-degree turn. I decided to visit Italy for the first time and I realized at that moment that this trip would not be the last.

I don't know why but I fell in love with Italy at first sight and something inside me told me that Italy was going to be part of my life forever.

Now I am 43 years old and I am the Founder & CEO of Bambivva Travel, a small Tour Operator specialized in designing tailor-made luxury travel experiences in Italy.

In this adventure that I'm living, Connect2Italy crossed my path and it makes me feel that there are people who love what they do just like I do and that feeling of closeness was what made me believe in them and bet on what they do.

Connect2italy is a B2B platform aimed at creating reliable relationships between operators, between Italian sellers and International buyers and not only they have organized a fam trip for this coming December and for us it is



Juana Barbera Diago - Bambivva Travel

BAMBIVVA

About

Bambivva Travel is a luxury boutique tour operator and travel design company specializing in small group tours and custom itineraries to Italy.

Different experiences, unknown places and custom activities are their trademark, notwithstanding professionalism, exclusivity, dedication and originality.

 **Bambivva Travel**



it is a great opportunity since it allows us to live with them beforehand luxurious and authentic experiences, visit unknown places and know an exclusive and real Italy off the beaten track.

But the most important thing and that I have been waiting for a long time is to be able to meet the entire Connect2Italy team and finally put on a face after so much time talking on videocall. ■

In December 1999 my life took a 180-degree turn. I decided to visit Italy for the first time and I realized at that moment that this trip would not be the last.

Juana Barbera Diago



#CONNECT2ITALY TIPS

Stefano Ricci - Owner & CEO, Hotel Colosseum (ITA)

HIDDEN PLACES IN ROME

Rome is full of history, told through its famous monuments. The "Città Eterna", called in this way for its millennial history, fascinated tourists from all over the world.

There are many hidden places in the Capital City which are less known but that should be visited when you come to visit it.



1. San Pietro in Vincoli cathedral

Basilica di San Pietro in Vincoli (Saint Peter in Chains) was built in the fifth century to house Saint Peter's chains when he was imprisoned in Jerusalem. Discover in this unique church the "Mosé" of Michelangelo

2. Altare della Patria "hidden" lift

Take the elevators and reach the top of Altare della Patria to enjoy a stunning view of Rome



3. Santa Prudenziana and Santa Prassede churches

There were two sisters in Rome in the years when Peter and Paul were in Rome, or just after. Pudenziana and Prassede were their names. Their father, a friend of S.Paul, was Pudente a senator. They all died for their faith in Jesus. Now there are two churches in Rome Santa Prassede and Santa Pudenziana. In this mosaic you can see Pudenziana giving a crown to Peter.



4. Terrazza Caffarelli

Used during the G20 held in Rome, reach the top of Musei Capitolini and enjoy a stunning view of the City

5. Rione Monti

Organize a walk through "Salita del Grillo" to discover this amazing neighbourhood



GETTING MARRIED IN ITALY, ONE OF THE MOST ROMANTIC COUNTRIES IN THE WORLD

Simone Tostes - CEO of Aonde Casar (BRA)

I believe that the Tourism Market will soon be the one that will move the most money on the planet, with the B2B and B2C relationship as its main pillar. Given this concept, the Connect2Italy platform is a treasure.

What does it mean for you to be part of Connect2Italy? Why would you recommend Connect2Italy to your business partners?

I believe that the Tourism Market will soon be the one that will move the most money on the planet, with the B2B and B2C relationship as its main pillar.

Given this concept, the Connect2Italy platform is a treasure. I participated in the last three editions (Jun/Sep/Nov) with an average of 14 meetings. Great contacts, which will certainly yield new business. For this reason, I will certainly recommend to my International partners interested in doing business with Italy

What do you expect about the Fam Trip in Italy?

Destination Wedding requests in Italy are among the top 5 requests for Destination weddings of Brazilian couples, being Italy (Tuscany in 1st

1st place, followed by Lake Como and the Amalfi Coast), Mexican Caribbean, France, Greece and Maldives the most requested and in this order.



Simone Tostes - CEO of Aonde Casar

I'm always looking for new options for destinations and offering them to my clients.

As Italy is the most requested Country and aware of the wonders of perfect wedding settings that this country has, participating in FamTrip and visiting new regions in Lombardy will be a fantastic opportunity.

After my visit I will be fully qualified to, together with the destinations and places that I will do site inspections, to promote them to the Brazilian Destination Wedding market, whose potential is enormous. ■



About

Aonde Casar ("where to get married" in Portuguese) was founded by Simone Tostes, now it has more than 20 years of experience, becoming a reference in the international market as the main Brazilian Destination Wedding Planner.

Aonde Casar offers custom ceremony planning services (weddings and renewal of vows) for the brides and grooms, their relatives and guests.

 [Aonde Casar](#)

I'm always looking for new options for destinations and offering them to my clients.

Simone Tostes



BRAVO TRAVEL WILL ATTEND C2I FAM TRIP IN ITALY: FEELINGS AND EXPECTATIONS

Ahmed Abdullah - Tour Manager of Bravo Travel (KWT)

We focus more for the destination but moreover we got new ideas and we have more knowledge about Italy and what it can offer.

First of all we would like to thank Connect2Italy. We really appreciate their efforts to make the Fam Trip in Italy successful according to the difficulties of the period.

We got many important contacts through the platform of Connect2Italy, they put us in right way, that is the reason why Bravo Travel is able to offer to the Kuwaiti market very special services and products of Italy.

In fact, we promote Italy in Kuwait market and we focus more for the destination but moreover we got new ideas and we have more knowledge about Italy and what it can offer.

We had many meetings with new suppliers and hotels in different areas in Italy, from North to South, and we are doing our best to promote the destination in general in the Kuwait market.

In December we will come to Italy and we are looking forward to meet all of you soon! ■



Ahmed Abdullah - Bravo Travel



Bravo Travel office in Kuwait City



In December we will come to Italy and we are looking forward to meet all of you soon!

Ahmed Abdullah



About

Bravo Travel & Tourism Co is based in Kuwait City. They work with the customer to find the best options to meet the travellers needs and protect their budget.

They arrange it all, from air travel ticketing, hotel accommodations, ground transportation, meeting and conference requirements, with dedicated travel savvy consultants who understand the importance of delivering outstanding customer service.

Bravo Travel is operating by phone 24/7 every day of the year.

[Bravo Travel](#)

ITALY IS ONE OF THE WORLD'S 'MOST DESIRABLE' HOLIDAY DESTINATION

Julija Rumjanceva - Creative director of Maksla Celot (LVA)

Who needs an agent in 2021 if everyone can book accommodation and flights online by themselves? Well, we believe that our clients do.

My name is Julija, and I am the creative director of the Latvian travel agency Maksla Celot. In English our agency's name translates as The Art of Travel.

Nowadays people are becoming more experienced and picky travelers and looking for something unique. Who needs an agent in 2021 if everyone can book accommodation and flights online by themselves?

Well, we believe that our clients do. As we are trying to make every trip special, full of new experiences and unforgettable emotions.

The travel agency Māksla ceļot/the Art of Travel provides all types of services - from visa processing to organizing family holidays and trips all around the world. Our experts with experience of more than 20 years not only help to choose the most profitable offer but also sure to provide best possible experience.

In the pre pandemic era we used to organize art tours to the «must see»

exhibitions of the year in different European countries.

Our small groups visited the Leonardo da Vinci exhibition in Paris, the Rembrandt exhibition in Amsterdam and the Breugel in Vienna in a company of art historians. We visited London Fashion week events and explored the fashion legend's Christian Dior's exhibition in Paris.

We are also focusing on organizing cultural trips, where our clients can have a look deep into authentic crafts and festivals and local traditions including food, wine and design. Italy has always been one of our favourite and most inspiring destinations. We brought several groups to Puglia for vendimia in 2020 and 2021 and it was a unique experience for everyone. This time we hope to find new partners in Lombardy for organizing tours to your beautiful region and to learn something new about it. ■



Julija Rumjanceva - Maksla Celot

This time we hope to find new partners in Lombardy for organizing tours to your beautiful region and to learn something new about it.

Julija Rumjanceva



Māksla Ceļot
Art of Travel

About

Travel agency Māksla ceļot/Art of Travel provides full types of services – from family holidays organizing to art tours to the main exhibitions of the year and authentic festivals. Our experts with experience of more than 20 years help to choose the most inspiring offer. Art-tours are our unique specialization.



Maksla Celot



Julija Rumjanceva - Maksla Celot

#CONNECT2ITALY TIPS

Gaia Rum - Owner & CEO, MareGiglio DMC (ITA)

STUNNING EXPERIENCES IN MAREMMA

Maremma is a magic area located in the south of Tuscany, Region in the centre of Italy.

This amazing area is famous for its natural reserve, ancient and medieval town and its UNESCO sites.



1. Giglio Island: Trekking through megaliths and historical sites

Giglio Island is an Italian island and comune situated in the Tyrrhenian Sea, off the coast of Tuscany, and is part of the Province of Grosseto

2. Discover the park of Colline Metallifere, choosing between historical or etruscan routes

The value of its archaeological evidences, the importance of its archaeological-industrial heritage and the quality of its environmental and landscape resources make this park a polythematic area with few other comparable experiences.



3. Saturnia and Sorano - Relaxing thermal waters

Saturnia, near Grosseto, in Tuscany, is considered the best spa in the world.

Saturnia, from the top of a plateau in the Albegna valley, dominates the magical landscape of the Grosseto hinterland between tuff rocks and green plains.



4. Explore the Riserva Naturale of Monte Amiata

Used during the G20 held in Rome, reach the top of Musei Capitolini and enjoy a stunning view of the City

5. Discover the medieval hamlet of Sovana

Abandoned in the Middle Ages, a Medieval beauty in southern Tuscany





Montepulciano - Medieval town on the hilltop

Standing high atop a hill in southern Tuscany not too far from Siena, Montepulciano is a medieval town of rare beauty highly recommended visiting in Tuscany. The city, full of elegant Renaissance palaces, ancient churches, charming squares and hidden corners, boasts vast panoramas all over the wonderful Val d'Orcia and Val di Chiana valleys that surround it.

Montepulciano's strategic position makes it a perfect base from which to explore this beautiful corner of Tuscany; from here, you can reach the charming Pienza, the thermal village of Bagno Vignoni, the famous Montalcino and a lot of other enchanting villages in a very short time.

For further information:



Life in Tuscany DMC

CONNECT2ITALY 2.0 - THE FIRST B2B SOCIAL NETWORK TO CREATE VALUE DIRECTLY PROMOTING YOUR PRODUCT AND SERVICE

Vincenzo Pizzolante - CoFounder, Connect2Italy (ITA)

C2I 2.0 gives to all the members the possibility to share needs, ideas and suggestions, in a private B2B club of reliable professionals, , in order to find new solutions in Italy and start with the followed operators a new connection with a long-term vision.

Our lives are connected with each other, supported by the universe, the seas and the earth as our vessels. Humankind has expanded its scope of living globally by establishing diverse cultures to adapt to different environments. Meanwhile, it is also true that humankind has been so selfish as to damage natural environments and for groups of human beings to build unequal societies by sacrificing other groups.

Today, the rapid development of life sciences and digital technology has been drastically changing our ways of dealing with our own lives and the ways human societies exist. Now that we have developed advanced science that can even modify life itself, we are required to sincerely recognize our status as part of overall ecosystems and take action to open up a brighter future utilizing science and technology of our own making with a keen awareness of our responsibility.



We should live in this world while recognising the universal and different characteristics of diverse forms of life in the natural world, developing our sympathy for others and respecting diverse cultures and values. By doing so, we human beings will surely be able to create new values that will help resolve various global issues and build a sustainable future.



EXPERIENCE FASCINATING STORIES

COMING
SOON

Starting from the beginning, Connect2Italy platform was born with the aim of creating a Business Virtual Lounge, where touristic professionals, both Italians both internationals, could freely interact, talk and stay constantly in touch, creating value through direct connections.

The changes occurred in the tourism industry, without the possibility to attend to international fairs and the difficulty to broaden reliable contacts, drove us on focusing our activity on the importance of being connected, today more than before. Rules for travel to and within Italy have changed in response to the developing situations in different parts of the world and inside the country, but

but today we have the ability to communicate at once no matter how far the geographical distance is through the help of virtual and digital platforms and its tool providing us with unlimited direct user contacts.

However, even though digital tools like Connect2Italy and other virtual platforms can help in communications, direct contact among professionals is crucial to create value and face the changes in a sector such as tourism. Starting from these pillars and from the expertise we developed around the world, talking and onboarding a several number of valuable international Tour Operators, accustomed and focused to sell Italy to their customers, from China, to USA, Europe,

Latin America, Arabian countries, we are very proud to announce we are working to launch, in the next February 2022, Connect2Italy 2.0, a new version of our platform with substantial changes that will increase the possibility of creating business between partners...members!

We asked to ourselves: *how can we allow Italian excellent providers of services to promote their services directly to international buyers, avoiding intermediaries and managing relationships as per social networks?*

C2I 2.0 gives to all the members the possibility to share needs, ideas and suggestions, in a private B2B club of reliable professionals, in order to find new solutions in Italy and start with the followed operators a new connection with a long-term vision.

C2I 2.0, working as a private virtual community, will give to the members the possibility to create your own company profile, describing your services, how you normally welcome the customers and be attractive for the other members looking for similar services in Italy; be supported by our Relationships Manager to set up your presentation, keywords and tag: it will allow you to be searched from suitable Tour Operators willing to stay in touch with your service; being introduced to reliable and referenced Tour Operators, specialized in Italian Market, thanks to the continuous search and

selection for buyers that C2I team do worldwide; Go for direct contracts and agreement with the other members of the platform, following you preferred members, chatting with them, creating a long-term relationship and broaden your commercial network; Being pleased to welcome the tour operator referrals in your structure, any time that C2I will arrange dedicated Fam Trips in Italy, leaving to the international members the possibility to experience your services and finally build up a long term relationship.

Connect2Italy 2.0 Improvements

- Build up a long-term relationship
- Customize your offer, through the several tools of the platform, such as dedicated posts, articles, photos and videos, surveys, etc.
- Be part of a true business-oriented lobby of selected professionals, with the aim of revolutionize the tourism industry, avoiding the high commission of OTA and hard cost of unsuccessful participation of fairs and international workshops
- Plan and organize your business with seasonal strategies differentiated for different markets and buyer typology
- Becoming the main referral of the platform for the geographical area you represent
- Dealing with other members with a spirit of cooperation and not of competition - No similar operators in the same geographic area
- Intercept different cluster of potential customers, not only B2B, through the presence on the online 2Italy monthly magazine widespread to over 10.000 tourism professionals in the world

Planned based on this belief, Connect2Italy 2.0 will provide an ideal opportunity for tourism industry, which has faced the unprecedented crisis of the global COVID-19 pandemic since 2020, to confirm its own potential,

which the critical situation has made possible, and verify and propose new forms of connecting people and create opportunities! ■



1

Reach the platform's professionals through search filters, both geographic and sectoral



2

Click, view and visit the profiles of each one, to know their needs and market needs



3

Create a long-lasting professional and trusting relationship by writing proposals and needs to the operator



ITALY TAKES CENTER STAGE AT EXPO 2020 DUBAI ON ITS NATIONAL DAY ON NOVEMBER 24

www.zawya.com

The Italy Pavilion has received 500,000 physical visitors since the start of the Universal Exhibition, as virtual users reach 5 million

Dubai: Expo 2020 Dubai dons the colors green, white, and red to celebrate Italy's National Day on November 24. The Universal Exhibition will dedicate an entire day to Italy, scheduling cultural events, high-profile institutional meetings, family activities and entertainment, both inside and outside the pavilion. Italy's Foreign Minister Luigi Di Maio leads the institutional delegation that will visit the Italy Pavilion and participate in the special activities kicking off at 10 AM (Dubai time). Al Wasl Plaza, at the heart of the Expo site, will host an event starting with the flag-raising ceremony and the performance of the national anthems of Italy and of the United Arab Emirates, followed by statements by the two countries' top-ranking authorities. This first phase will close with a performance by the Carabinieri Armed Forces. The program will then continue at Expo's Business Connect Centre, with bilateral and general meetings between top officials.



Throughout the day, the site of the Expo 2020 Dubai will simultaneously host a sequence of cultural and colorful events which will peak with the highlight of the evening: a concert by the Accademia Teatro alla Scala, an event organized with the sponsorship of the Fondazione Bracco, Founding Member of the Accademia Teatro alla Scala and Gold Sponsor of the Italy Pavilion.



Italy Pavilion remains among the most visited in Expo, after receiving 500,000 physical visitors since the opening of the exhibition on October 1st. Virtual visitors totaled 5 million through the website and social media (Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube).

As the Pavilion celebrates its success in attracting visitors in presence, Expo 2020 Dubai inaugurates a new amazing feature, allowing everyone around the world to enjoy an immersive experience of Italy's exhibition path with its 360 °virtual tour. The National Day's busy agenda also includes an event dedicated to sport: Coaches of the National Sports Federations will put into play the activities of the Italian National Olympic Committee (CONI), which will be present with its own delegation, with activities for children. ■

WHAT IS AN EXPO?

Expos are global events dedicated to finding solutions to fundamental challenges facing humanity by offering a journey inside a chosen theme through engaging and immersive activities. Organised and facilitated by governments and bringing together countries and international organisations (Official Participants), these major public events are unrivalled in their ability to gather millions of visitors, create new dynamics and catalyse change in their host cities.



Rome: The Rione Monti

Rome's Monti neighborhood is a collection of art galleries and enoteche (wine bars) just to the east of the Colosseum. And after a lengthy phase of urban re-organization, it is a mecca for young tourists traveling to the Eternal City. Bordering the Roman Forum and the Esquiline district, it is also just a stone's throw away from the Basilica Santa Maria Maggiore (with its unique Cosmatesque flooring) and from that of St. Peter in Chains, site of Michelangelo's glorious sculpture of Moses.





The Hotel Colosseum is situated on the top of the "Esquilino" Hill, an exclusive location full of bars, typical restaurants, cafes and craft shops.

A short walk through the narrow streets of the Eternal City, will lead you to most famous monuments, discovering unique and romantic glimpses of the city on the way.



...allow yourself be enchanted by the most breath-taking view of the eternal city...relax on our terrace overlooking the colosseum, with an aperitif and the spectacular sky over rome at sunset!



A TALK WITH MR. NEERAJ, PROMOTING ITALY IN INDIA WITH A DEDICATED AND TAILOR MADE APPROACH

Neeraj Kumar - CEO - Le Magnifique Group (IND)

With Connect2Italy we have been able to get in touch with some of the most boutique and sought after providers in Italy, be it boutique chalets, tailor-made region specific hospitality providers across different parts of the country including Sicily, Naples and more

How will get back the tourist flow from India?

Italy is amongst the top travel destinations for Indians. Slowly now as the borders are beginning to open, travel to Italy should resume, but the way we travel will change for the good, where people would be looking for safer and reliable travel companies, even if they have to spend extra. We need to market the desired product making sure that all the safety protocols are well taken care of. Boutique travel providers will be what a lot of Indians would be looking at, who can provide them safe, reliable travel options. Let's hope for a fantastic recovery very soon, almost equivalent to Pre-Covid times if not more, with the travelers getting to explore this beautiful world again!



Why is Italy so loved?

As you step into Italy, the splendid Roman architecture follows you at every step. Some of the most famous buildings to visit are Colosseum, Pantheon, Duomo di Milano, Palatine Hill and Basilica di Santa Maria Maggiore

The place is also known for some of the most spectacular churches and museums in the modern world. Besides the ancient artefacts, Italy also boasts of its alluring romantic vibes of Venice and Tuscany. We at Le Magnifique Travel would suggest you to spend some time in the Venice canal cruise in a motorboat. The list includes the historic city of Naples too, among many more sites. The country is also home to one of the major fashion hubs.

The cosmopolitan city of Milan is in the list of every fashion follower in the world. Since the country shares its borders with the Mediterranean Sea, you can enjoy the luxuries of exotic sea view and indulge in island hopping from Capri to other local islands like Egadi and Ortigia. Vatican City, the seat of the Pope, is close by. You can spare a one day trip and explore the neighbouring city.

While in Italy, you can't miss its world known cuisine which has emerged as one of the healthiest diet. The land is famous for its Mediterranean diet, rich in pasta, fish, fruits and vegetables. The worldwide popular cuisine uses olives in abundance and has gifted one of the best fast food options available, pizzas. While this is just a few of the wide range of options that this country provides you, you also need the correct travel company to escort you throughout your trip and this is where Le Magnifique Travel comes into the picture.



About

Le Magnifique Travel endeavours to create holidays that are entrenched to customers memories.

We provide the best solutions to plan and curate the perfect vacation for passionate customers, arranging Holidays across Asia & Europe.



Discover Le Magnifique Group



What is the plus of Connect2Italy according to your experience?

With Connect2Italy we have been able to get in touch with some of the most boutique and sought after providers in Italy, be it boutique chalets, tailor-made region specific hospitality providers across different parts of the country including Sicily, Naples and more, service apartments, vineyards, activity providers, guides, transport providers and much more. It has been an absolutely incredible experience working with Alessandro and Vincenzo specially apart from other members of the team.

With Connect2Italy at the helm, we do not need to think beyond them, as we have some of the best providers with us today. I would strongly suggest any travel company who is looking at Italy as a very important prospective destination for their guests to get in touch with Connect2Italy. ■





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VIETNAM



CONNECT2ITALY: THE IMPORTANCE OF DIGITAL COMMUNICATION

Vincenzo Pizzolante - Co-Founder Connect2Italy (ITA)

Technology has completely taken over the modern world and the digital world is continuing to grow bigger and more powerful.

The fact of the matter is that digital communication has now become more versatile, fast, streamlined, and practical. And at this point in time, we cannot deny the fact that we need digital communication tools. We need platforms that can instantly

connect us anywhere across the globe. Digital communication helps us stay connected with our friends and family members. In this era, digital communication is no longer a want, rather it's become a necessity.

Starting from the beginning, Connect2Italy platform was born with the aim of creating a Business Virtual Lounge, where touristic professionals, both Italians both internationals, could freely interact, talk and stay constantly in touch, creating value through direct connections.

The changes occurred in the tourism industry, without the possibility to attend to international fairs and the difficulty to broaden reliable contacts, drove us on focusing our activity on the importance of being connected, today more than before. However, even though digital tools like Connect2Italy and other virtual platforms can help in communications, direct contact among professionals is crucial to create value and face the changes in a sector such as tourism.

According to this, we decided to point out our attention in giving to all our Members the possibility to use Connect2Italy Instagram contents to showcase their own excellencies and we started collecting material and dedicated social pages to spread out the digital communication of everyone!

Using 9 dedicated social sections and a daily activity with dedicated posts, stories, reel and events, we are very proud to support our members with a dedicated social activity that, trough Instagram contents can support our Members in promoting their own services and products.



Using **9 dedicates social sections** and a daily activity with dedicated posts, stories, reel and events, we are very proud to support our members with a dedicated social activity that, trough Instagram contents can support our Members in promoting their own services and products.! ■



Visit **Connect2Italy**
Instagram Page!





FREGOLOTTA - A CRUMBLY AFFAIR THAT SITS HALFWAY BETWEEN A GIANT COOKIE AND A SHORTCAKE

Pierangelo Dal Ben - Italian cuisine expert

This hearty summer stew is a favourite all over southern Italy.

Traditionally from the area around the city of Treviso, its origin can be traced back to the beginning of the 20th century, and specifically to the town of Salvarosa di Castelfranco Veneto. There, an ingenious baker named Angelo Zizzola created this friable cake using flour, sugar, butter and cream. He called it fregolotta because of the many crumbs it would make once torn into pieces, though the cake is also known

as rosegota, from the Venetian word “rosegar”, which means to gnaw on something. The original, basic recipe has seen quite a few variations and additions, including eggs, butter and almonds. Fregolotta is normally served in rough chunks for people to nibble at at the end of the meal, usually with coffee and whatever comes before or with it – grappa, sweet wine and the like.

Ingredients

- Unsalted butter, for greasing the pan
- 500g of plain flour, sifted
- 150g of granulated sugar
- 1 pinch of fine sea salt
- 250ml of double cream, plus more as needed
- 60g of whole almonds

Step 1 - Preheat the oven to 160°C/gas mark 3. Grease a 26cm tart tin with a generous amount of butter

Step 2 - In a large bowl, combine the flour, sugar and salt. Pour the cream in a separate bowl. Dip your fingers in the cream and rub some of the dry mixture between your hands until you get some sticky crumbs of dough. Drop the crumbs into the greased tart pan. Carry on this way until you've finished all the flour and sugar mixture – you might need more cream depending on the type of flour you're using



SERVES 8



60 MINUTES,



EASY

Step 3 - Gently flatten the crumbs so as to form a layer that covers the entire surface of the tart pan. Top with almonds and press them into the dough to make them stick

Step 4 - Bake the fregolotta for 40–45 minutes, or until deeply golden. Allow to cool completely before serving. Serve in chunks

REGION: Veneto





"Spreading and promoting the beauty and the joy of Italy is our aim. It makes us proud and enthusiast to allow people from all over the world to know a different face of the Bel Paese."

Itineraries, hidden gems and unique stays are part of our daily life and still, we get surprised of the magnificent experiences Italy could offer.

If you want to become part of Connect2Italy network, contact us at business@connect2italy.com

