



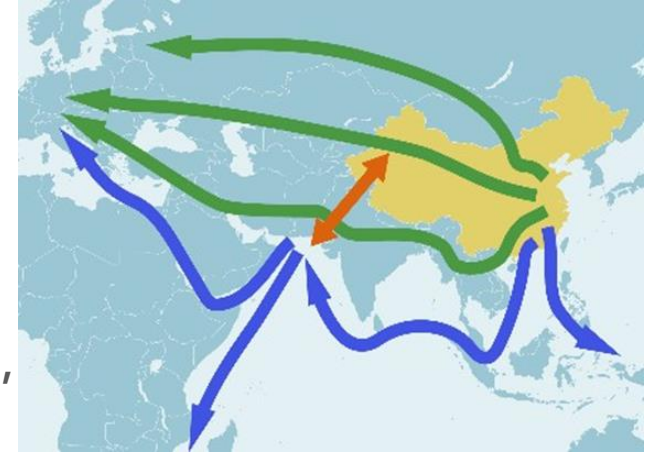
ONEBELT ONEROAD
EXHIBITION

15 - 18 May 2019 | Fiera Roma | Italy



The Exhibition

One Belt One Road exhibition in Fiera Roma, to take place from 15 through 18 May 2019 will be a multi-faceted exhibition, a B2B event and a forum.



A meeting place where the the best expressions of the production, technology, handicraft and innovation from China will find a showcase, within an event inspired by the wider OBOR initiative launched by Premier XI JINPING in 2013, and currently known as BELT & ROAD strategy.

Co-organized by FIERA ROMA and UGI, the event will have national and international outreach with the participation of buyers, institutions and delegations from all over Italy and abroad.



The Co-Organizers - The Chinese Partner

Union Glory International Exhibition (Tianjin) Co., Ltd. was established with a registered capital of 10 million yuan and is mainly engaged in international exhibition & show business, conference services, organization and planning of cultural and artistic exchanges activities, operation and agency of various types of goods and technology import and export business, business information consulting and translation services, etc. It has undertaken the work of China Import and Export Fair and furnishing and decoration works of a variety of exhibition booths and public environment, and have achieved good social benefits. At the same time, in order to help the exhibitors alleviate their financial pressure in developing the international market, the Company has been actively assisting enterprises to handle and apply for SMEs international market development fund to help them accelerate the internationalization process of their brands.

Since founded, in the framework of "Tianjin Investment and Trade Fair", the Company has successfully organized the 1st Italian Boutique Fashion Week at Tianjin Meijiang International Exhibition Center. With its professional services highly praised and recognized by Italian friends, it has successfully established an international business platform and signed the cooperation intention agreement, making the fair a great success. Corporate philosophy: Adhere to the business philosophy of "expanding international view, building cooperation platform, driving enterprise development and achieving a win-win situation in good faith", adhere to connection with international standards, focus on high-speed ICT services and promote information sharing to build a path of development for domestic and foreign enterprises the first time.



The Co-Organizers – FIERA ROMA

FIERA ROMA was inaugurated in April 2006, and it represents one of the largest and more prestigious exhibition venues in Europe. It is a great architectural work, designed by architect Tommaso Valle, and it is an excellent futuristic business and liaison hub.

FIERA ROMA venue hosts more than 60 events every year, among meeting, congresses, competitions, prizes and exhibitions. The total of the visitors, public and professionals, entering the gates of Fiera Roma overcomes the figure of 1 million per year.

Rome is a world renowned tourist destination, as well as a very important business center strategically placed in the middle of economic flows between the north and south of Italy and Europe.

A Mediterranean capital, a bridge between old and new markets, with modern and functional structures.

Fiera di Roma is located in a strategic position, served by an excellent transport network, which makes it easy to reach. Fiera di Roma has a multifunctional trade fair district on over 390,000 sqm. The extreme versatility of the structures, which were designed to host even more events at the same time, the efficiency of the offered services, the state-of-the-art technologies as well as the great organization, make it the ideal place for national and international exhibitions, professional meetings, and business relations.



The Signing Ceremony

September 20, 2018: the signing of the contract between the CEO and General Manager of Fiera Roma Pietro Piccinetti and the General Manager of UGI Feng Hua for the development of OBOR Exhibition 2019, during the 13th edition of 'EU-China Business and Technology Cooperation Fair' in Chengdu, ceremony attended by the Minister of the Economic Development Luigi Di Maio, the Undersecretary Michele Geraci and the Ambassador of Italy in Beijing Ettore Francesco Sequi.





ONE BELT ONE ROAD - THE EVENT'S AREAS

EXHIBITION - STAND AREA

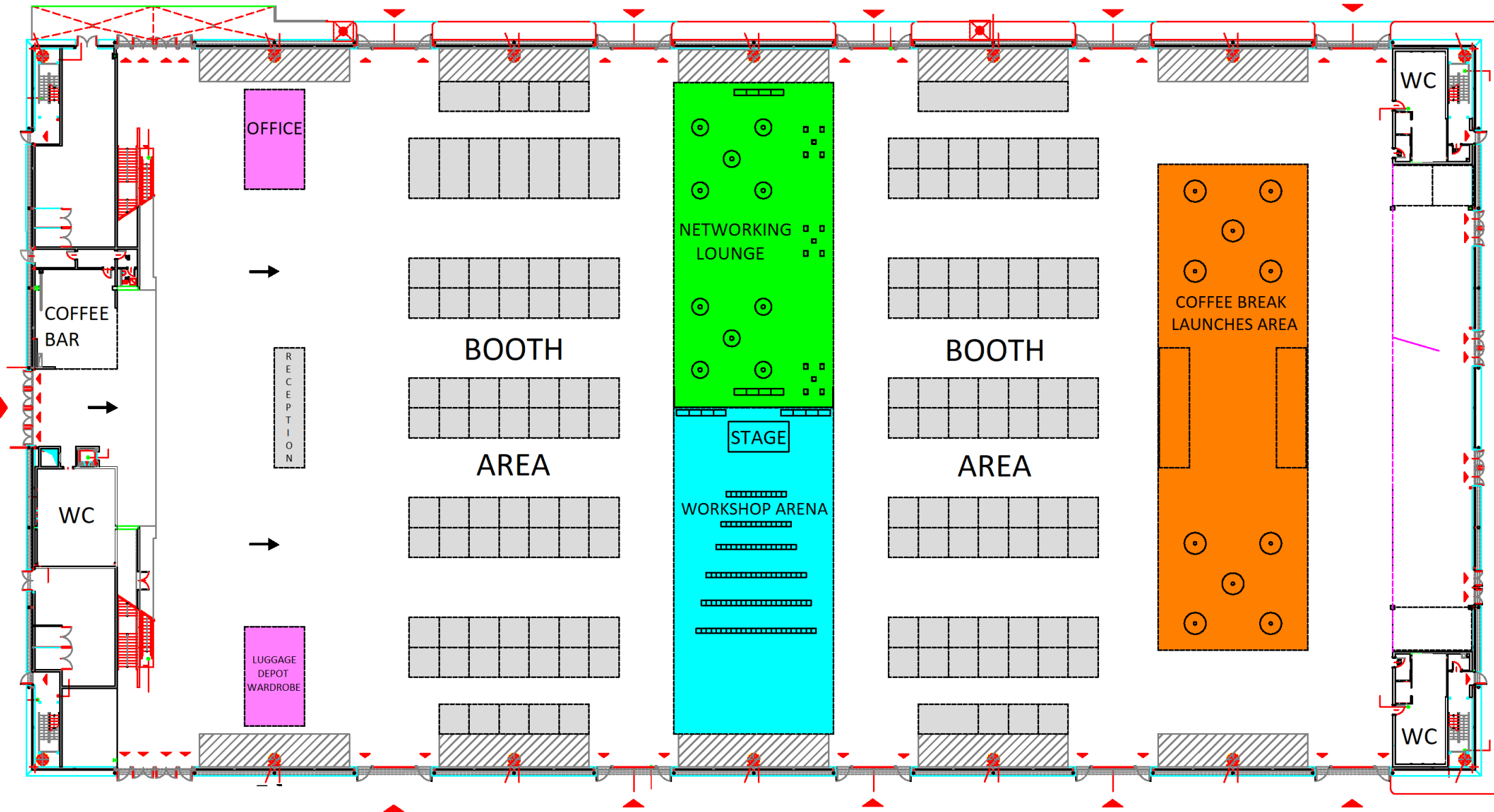
WORKSHOP AND PRESENTATION

B2B MEETINGS

NETWORKING RELAX ENTERTAINING



THE EVENT'S FLOOR PLAN - THE HALL





THE EVENT – THE B2B MEETINGS

The B2B meetings will be organized and coordinated by means of a dedicated APP, developed to satisfy the needs of the overall activities organized and hosted within the venue.

The features available will include: agenda, stand locating and program attending.





THE CHINESE EXHIBITOR PARTICIPATION BASIC PACKAGE

- Beijing-Rome roundtrip airways ticket for one person;
- Hotel 4-stars stay in Rome, 4 nights in single room;
- Booth 9 sqm with standfitting and basic furniture (including space, floor covering carpets, side and back walls, electrical and lighting, one table, 3 chairs, wastebasket, sign with company name in standard lettering);
- Registration fee, including basic power connection 2KW, basic insurance, exhibitor passes, cleaning service, fire extinguisher, inclusion in the official directory of the event.
- No. 1 parking pass for 1 vehicle inside the exhibition center
- Participation in the B2B engagement program through FIERA ROMA AGENDA APP;
- No. 1 invitation for one person per exhibitor, for the opening day gala dinner.

NOTE: Each individual exhibitor can request a customization to the basic package that will be quoted separately





The Exhibition Display : the 9 sqm booth



- Carpet
- Walls
- Fascia board with Company Name
- Chinese flag motive
- One table
- Three chairs
- Electrical connection, lighting
- One multisoocket
- Wastebasket



The Exhibition Display : the group 8 booth combination (6x12 mt. island site, 72 sqm)





THE EVENT PROGRAM

THE CHINESE EXHIBITOR PARTICIPATION PACKAGE 4 DAY PROGRAM

- First day (Wednesday May 15th):

09.00 Booth set-up (Exhibitors)

14.00 Event opening – Opening Ceremony – Opening Event/Session

16.00 - 18.00 B2B: Meetings (reserved area or at the booths)

18.00 Closing of booths (for the next event)

20.00 Official Networking Dinner

(reserved for Chinese exhibitors and B2B participants)

- Second day (Thursday May 16th):

10.00 - 18.00 B2B: Meetings (reserved area or at the booths,
1 hour lunch break)

18.30 Closing of booths





THE EVENT PROGRAM

THE CHINESE EXHIBITOR PARTICIPATION PACKAGE - 4 DAY PROGRAM

- Third day (Friday May 17th):

10.00 - 18.00 B2B: Meetings (reserved area or at the booths,
1 hour lunch break)

18.30 Closing of booths

- Fourth day (Saturday May 18th):

10.00 - 16.00 B2B: Meetings (reserved area or at the
booths, 1 hour lunch break)

16.00 - 17.00 Closing of booths removal of goods*

*Exhibitors follow their respective destinations





SCIENTIFIC AND CONFERENCE DIRECTION - CUEIM

CUEIM, University Consortium for Industrial and Managerial Economics, is a non-profit entity founded in the 1982 and specialized in the production, dissemination and implementation of the economic and managerial knowledge. It is based on a network of 24 Universities and a variety of enterprises, as well as public and private institutions.

CUEIM promotes and plays a role of connecting the practical activities and the theoretical research, in the field of the managerial economy as well as in the business and scientific field.

Its work is realized through research activities, training, diffusion and promotion of knowledge even with specific working groups.

Nowadays, CUEIM it's an open network where the academic and the institutional world along with the public and private entities collaborate.

The main scope is to promote sustainability creating a common value for stakeholders and territories.





THE CONCURRENT EVENT: EXCO2019 (15-16-17 MAY 2019)

The concomitant event is EXCO2019, the Expo dedicated to profit and non-profit Enterprises and Buyers of the international cooperation, with activities within the sectors of services, products and solution for the sustainable development of the countries target of the most urgent co-operation actions.

During EXCO2019, the enterprises active in the field, plus the many others that would like to open to it, will have the possibility to meet Institutions, Agencies and all the Organizations dealing in the international cooperation, to start new relationships, new business agreements, new trades within an exchange platform highly innovative and structured.





THE CHINESE EXHIBITOR PARTICIPATION PACKAGE - TRAVEL & ACCOMODATION

The Basic 9 SQM BOOTH PARTICIPATION PACKAGE also includes

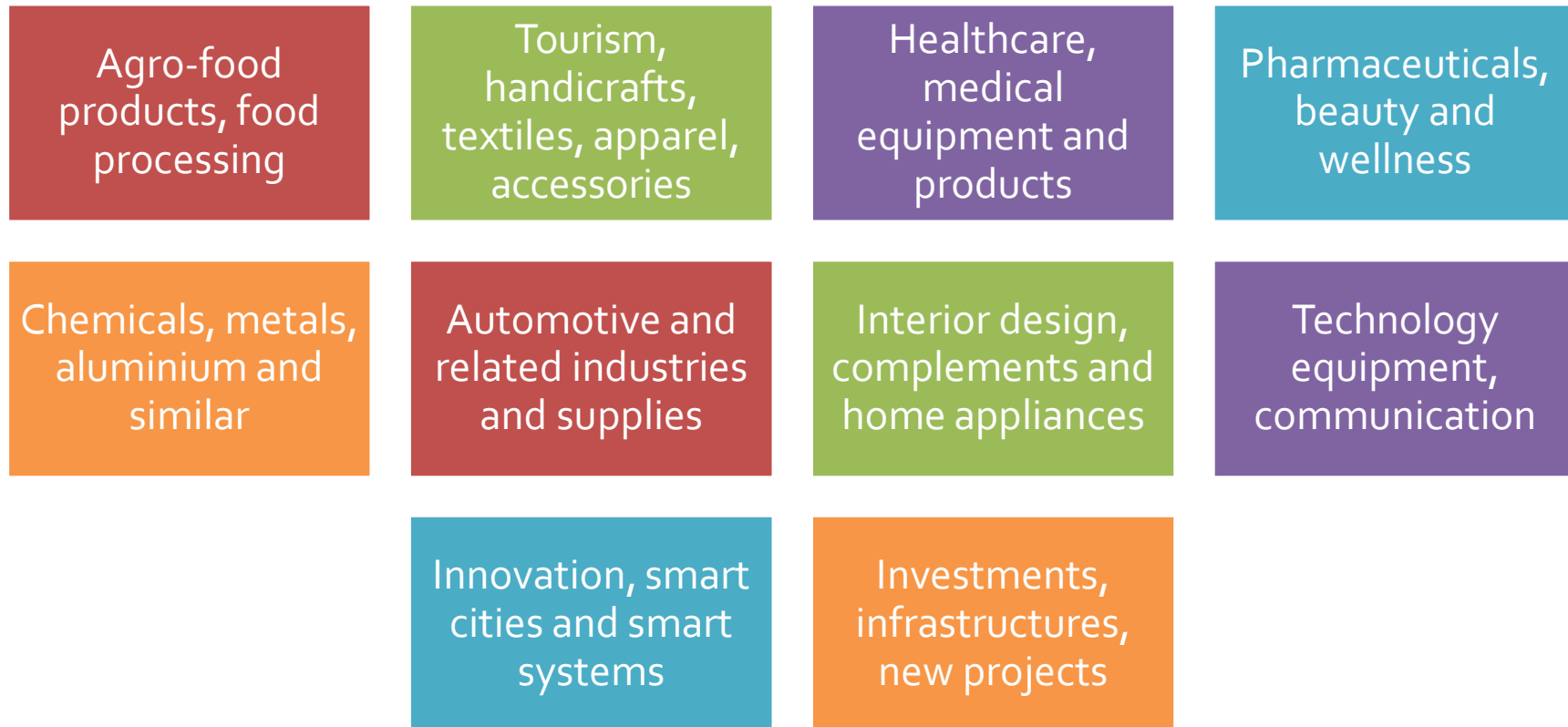
- Beijing-Rome roundtrip airways ticket for ONE person;
- 4 Night stay in 4-Star Hotel for one person in single room with standard breakfast;
- Daily shuttle service Hotel – Fiera Roma and return
- One pass for one person for the Gala Dinner (15th May)
- Networking lunch/coffee breaks at Fiera Roma during the event
- One pass to access the B2B Agenda (through dedicated APP)

NOTE: Additional Cost will be quoted for second occupant of a Double Room or DUS (referred to the same company/booth) and/or the Additional Cost for second guest occupant of additional SINGLE (referred to the same company)



THE CHINESE EXHIBITOR SELECTION: RECRUITING AND PROFILING

The Proposed Macro Sectors





ONE BELT ONE ROAD PREPARATION PROGRAM – Italian Endorsing and Supporting Institutions

CENTRAL GOVERNMENT INSTITUTIONS (*)

- Ministry of Foreign Affairs and International Cooperation
- Ministry of Economic Development
- Ministry of Health
- Ministry of the Cultural Heritage and Related Activities
- Ministry of Agriculture and Tourism

LOCAL GOVERNMENT INSTITUTIONS

- Lazio Region

DIPLOMATIC REPRESENTATIVES

- Invitations will be addressed to participate to the Ambassadors of the BELT & ROAD Countries, and to the international agencies and representations based in Rome, for maximum exposure.



ONE BELT ONE ROAD PREPARATION PROGRAM – Italian Endorsing and Supporting Agencies, Associations, Media (*)

EXPORT AND CREDIT AGENCIES

- Sace
- Simest
- ICE – Italian Trade Agency
- Lazio Innova

CHAMBERS OF COMMERCE AND TRADE ASSOCIATIONS

- Italy-China Chamber of Commerce
- Italy China Foundation
- Confindustria
- Unindustria
- Unioncamere Lazio
- FederLazio
- Other international trade and industry associations and Chambers of Commerce will be involved

MEDIA

- Agi
- La Repubblica
- Corriere della Sera



IN ROUTE FOR ONE BELT ONE ROAD – THE PREPARATORY APPROACH

COMMUNICATION – IN COURSE

ONE BELT ONE ROAD Exhibition has been and will be communicated by means of an extensive communication campaigns sustained and boosted thanks to the involvement of the Italian Endorsing and supporting partner organization (see previous slides).

LAUNCH EVENT - DECEMBER 2018

In addition to that, the initiative will be Officially announced through an event of launch scheduled for December 2018.

ROAD SHOWS - FEBRUARY 2019

An itinerary of strategic road show with presentations to be held in key cities in Italy, in co-operation with partners with proven potential in attracting valuable counterparts for the construction and the success of B2B meetings, networking, profitable business promotion.

The Cities planned to dare are: Milan, Bologna, Turin, Verona, Naples.

DIRECT PROMOTION AND COUNTERPART RECRUITING will be activated to meet the requirements of the exhibitors (according to profiles).



FIERA ROMA CONNECTIVITY: HIGH-DENSITY WIRELESS NETWORK

Thanks to the partnership with UNIDATA, Fiera Roma counts on the largest high-density wireless network infrastructure of Italy:

- **150 km of fiber optic cable**
- **250 access points providing complete coverage to halls, offices and the majority of the outdoor areas**
- **Up to 10.000 contemporary connections in a single hall**
- **High quality and high speed connections (over 100 mega) per single connection.**

Based on careful architectural design, selection of high level technologies and equipment, the network guarantees:

- **High client density**
- **High security standard**
- **Minimisation of interference**
- **Connection stability and performance**
- **Availability of various authentication mechanisms**
- **10 GIGAbit per sec each connection**



COME ARRIVARE

HOW TO GET TO



■ DAL CENTRO DI ROMA:

- Autostr. Roma Fiumicino (A91) dir. Fiumicino Aeroporto;
- prendere G.R.A. (Grande Raccordo Anulare) dir. Firenze;
- tenere la sinistra poi uscire a destra direzione Fiumicino, prendere la complanare Autostrada Roma Fiumicino, seguendo le indicazioni per Fiera di Roma.

/ FROM THE CENTRE OF ROME:

- take (A91) Roma Fiumicino Motorway direction Fiumicino Airport;
- take G.R.A. (Rome Orbital Highway) direction Florence, keep left then take the slip road on right of Roma Fiumicino Motorway, follow the directions to Fiera di Roma.

■ DA SUD (NAPOLI):

- prendere G.R.A. (Grande Raccordo Anulare) direzione Fiumicino Aeroporto;
- procedere direttamente all'uscita 30-33 su complanare, uscire a dx seconda uscita dir. Fiumicino e Fiera di Roma
- tenere la sinistra poi prendere la complanare Autostrada Roma Fiumicino, seguendo le indicazioni per Fiera di Roma.

/ FROM SOUTHERN ITALY (NAPLES):

- take G.R.A. towards Fiumicino Airport;
- go straight to exit 30-33 (on slip road)
- take exit 30 and second exit on the right following directions to Fiumicino Airport and Fiera di Roma
- take the slip road on Roma Fiumicino Motorway follow the directions to Fiera di Roma.

■ DA NORD (MILANO - FIRENZE):

- prendere G.R.A. (Grande Raccordo Anulare) direzione Fiumicino Aeroporto;
- procedere direttamente all'uscita 30-33 su complanare, uscire a destra seconda uscita direzione Fiumicino e Fiera di Roma, tenere la sinistra poi prendere la complanare Autostrada Roma Fiumicino, seguendo le indicazioni per Fiera di Roma.

/ FROM NORTHERN ITALY (MILAN-FLORENCE):

- take the G.R.A. (Rome Orbital Highway) towards Fiumicino Airport;
- go straight to exit 30-33 on slip road;
- take exit 30 and second exit on the right following the directions to Fiumicino Airport and Fiera di Roma;
- keep left and then take the slip road right of Roma Fiumicino Motorway, follow the directions to Fiera di Roma.



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PARTNERS





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**Per info e prenotazioni
contattate**



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