



**Meeting. It's our business.**

Presenting the new Roma and Lazio  
Convention Bureau

Tuesday, 28 November 2017 / 3.30 pm  
IBTM - c/o stand **A30** – *Convention Bureau Italia*

**Roma.  
Meeting. It's our beauty.**



**Roma.  
Meeting.  
It's our beauty.**

# All roads lead to Roma



- **The first** great metropolis that humanity ever new
- **The European** tourist's favourite city
- **One of the top 10** most beloved worldwide city

**Rome is a melting pot**  
that connects continents, culture and people



# Roma. Meeting. It's our history.

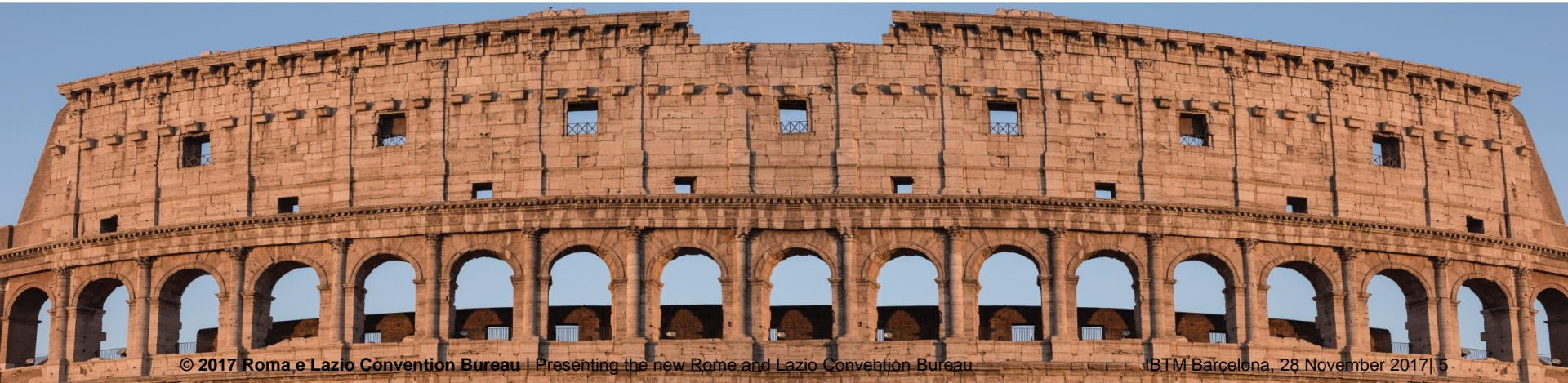


Meeting.  
It's our history.

# Roma. Meeting. It's our history.



- **The first** great metropolis built by humanity
- **The Capital** of Roman Empire
- **The Historic Center of Rome** is probably one of the most significant, historical, and impressive world heritage sites in the world (UNESCO)





# Roma. Meeting. It's our present.



**La Nuvola by  
Massimiliano  
Fuksas**



**The MAXXI  
Museum by Iraqi  
Zaha Hadid**



**Parco della  
Musica  
Auditorium by  
Renzo Piano**

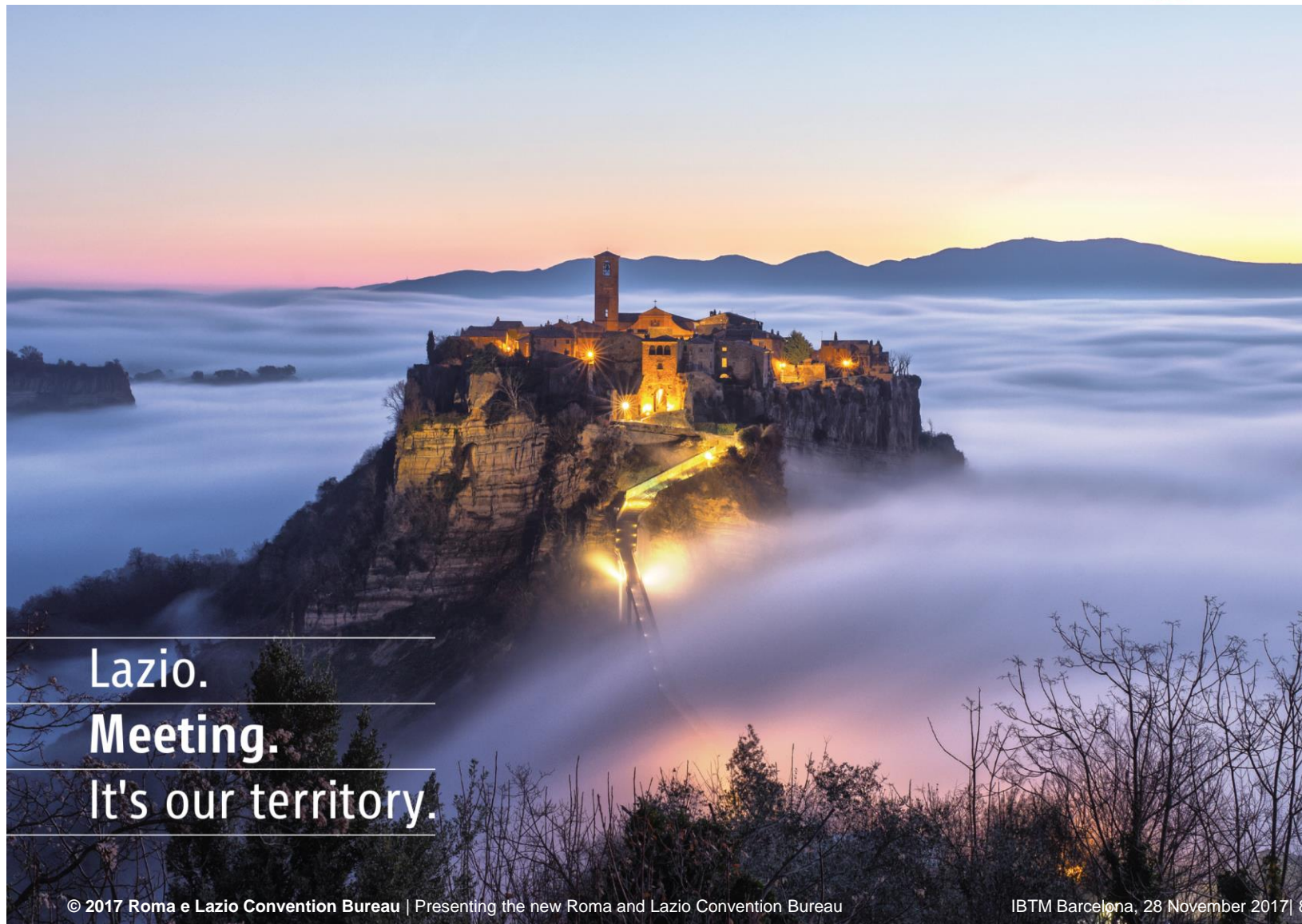
**Fiera di Roma  
the trade fair  
district**

# Roma. Meeting. It's our connection.





# Lazio. Meeting. It's our territory.



Lazio.  
Meeting.  
It's our territory.



# Lazio. Meeting is our territory.



- Small Villages and Medieval district
- Thermal Bath
- Natural beauty and unspoilt landscapes
- Traditional food and wine products

**Lazio is**  
a region of tradition, nature and flavours

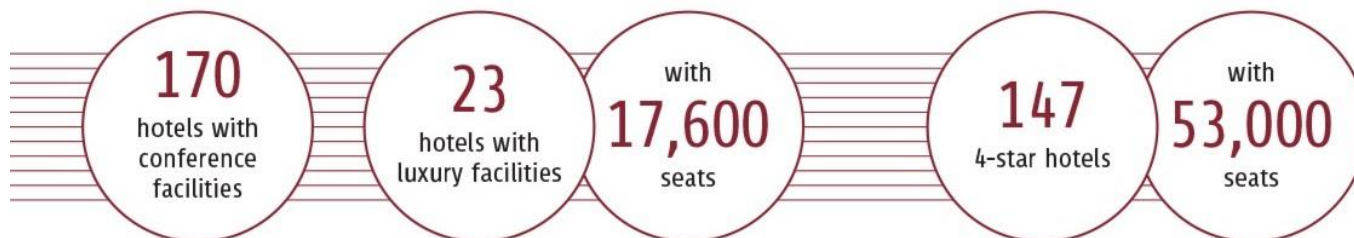
# Roma and Lazio. It's our business.



## ROMA AND LAZIO AT A GLANCE:



## ROMA, THE CITY OF CONFERENCES:



Hospitality and  
Congress Centers

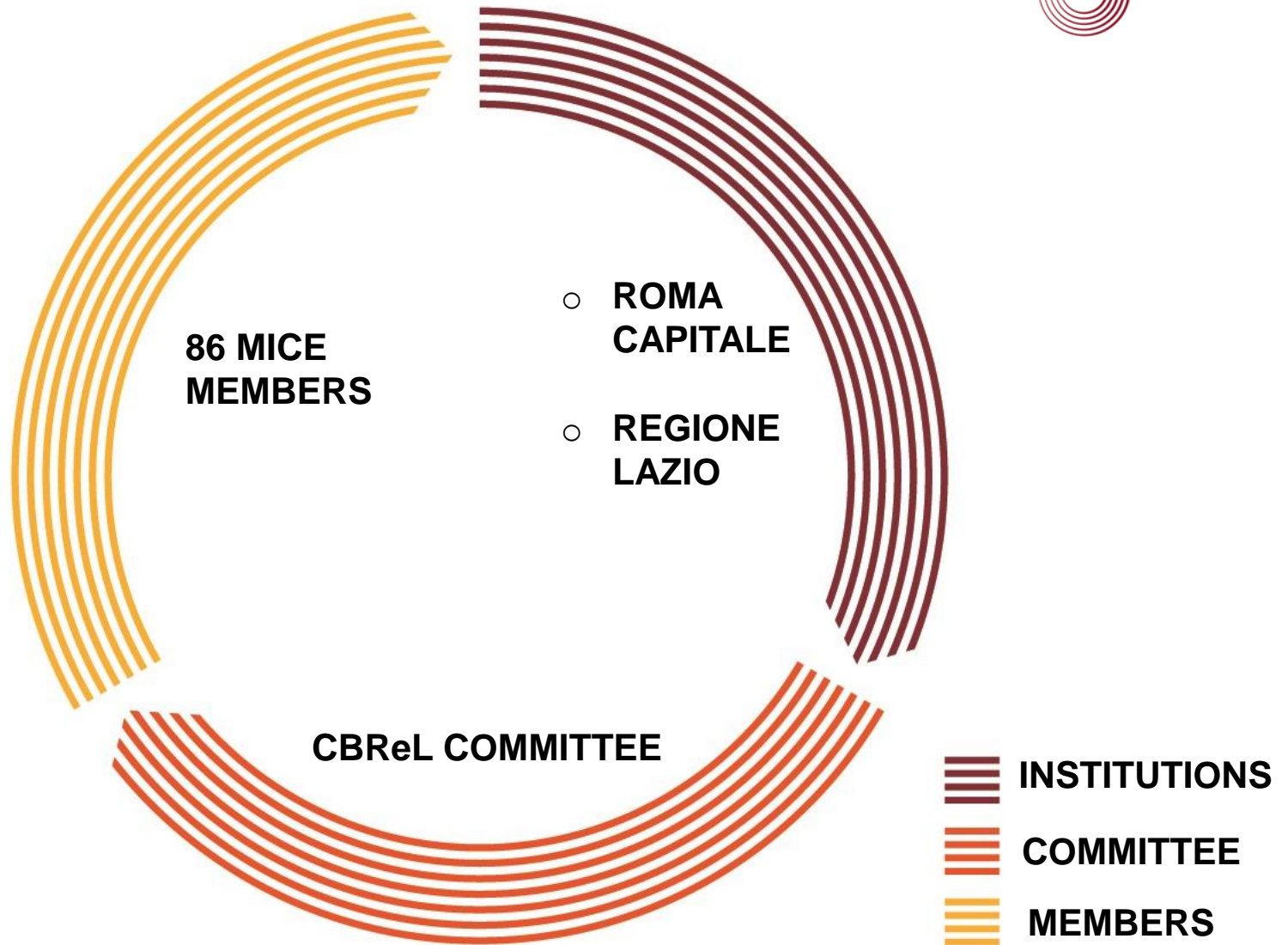


# The new Rome and Lazio Convention Bureau



- **21 JUNE 2017** | START UP
- **86** | MEMBERS
- **4** | PROMOTER PARTNERS
- **2** | INSTITUTIONAL PARTNERS

# The CBReL Business Model





# The CBReL Board of Directors



- Onorio Rebecchini – President
- Stefano Fiori – Vice President
- Daniele Brocchi – Board Administrator
- Paolo Novi – Board Administrator

1,981

apartments

79,846

sqm

160,985

sqm





