



## **Convention Bureau di Roma e Lazio presents itself to stakeholders**

On Tuesday, 28 November, at IBTM, the Meetings Industry trade fair currently being held in Barcelona, the **Convention Bureau di Roma e Lazio**, established in June and already boasting **86 members and partners**, was presented to international stakeholders.

The Convention Bureau's attendance at IBTM is testimony to the importance of the project to relaunch conference tourism in Rome and in Lazio, a move strongly promoted and supported by the institutions and operators of the entire value chain, with a view to enabling the destination to **climb the global rankings** in the conference industry.

The event was kicked off with a welcome address by Onorio Rebecchini and Stefano Fiori, Chairman and Vice-Chairman of the Convention Bureau di Roma e Lazio respectively, and was moderated by Tobia Salvatori, Bureau Manager of Convention Bureau Italia.

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### **Convention Bureau di Roma e Lazio**

The Convention Bureau di Roma e Lazio was formed as a limited liability consortium on 21 June 2017. Its members and partners currently number 86 meetings industry operators. Supported by players in culture and transport, the convention bureau incorporates leading and prestigious international conference centres, including the "Nuvola", trade fairs such as the Fiera di Roma, strategic players such as Italy's airport system, large sports operators, service providers, as well as 30 business-oriented hotels and PCOs, DMCs and incentive houses, including a number that are active internationally.

The Convention Bureau di Roma e Lazio operates in close partnership with Roma Capitale and the Region of Lazio, which supported its creation and its activity through a steering committee, giving

rise to an innovative public-private partnership forming an effective “Rome and Lazio Convention Bureau System”.

The Convention Bureau’s purpose is to scout for opportunities for conferences and events in the region of Rome and Lazio, and to prepare tailor-made proposals for logistical solutions and services to satisfy customers’ needs. The Convention Bureau continuously interacts with operators, provides links with institutions and conducts marketing activities that include attendance at trade shows and the use of all the most effective communication channels.

