



**ONEBELTNEROAD**  
EXHIBITION

15-18 May 2019 | Fiera Roma | Italy



## OBOR EXHIBITION IN ROMA 15 – 18 MAY 2019, THE INSPIRATION

- Inspired by the wider OBOR initiative launched by Premier XI JINPING in 2013
- Heritage of the ancient SILK ROAD, as origin and destination countries
- Created as tangible expression of the key role of China and Italy within the ancient and modern perspectives, a bridge between past and present challenges
- A starting point , a milestone bound to create new connections, in business, culture, trades and much more.



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## OBOR ROMA 2019: THE CO-ORGANIZER FIERA ROMA

- FIERA ROMA, with its modern and functional structures inaugurated in 2006, represents today one of the largest and more prestigious exhibition venues in Europe.
- An excellent futuristic business and liaison hub, FIERA ROMA hosts more than 60 events every year, among meeting, congresses, competitions, prizes and exhibitions.
- General audience and professionals entering the gates of Fiera Roma overcome the figure of 2 million per year.





## OBOR ROMA 2019: THE CHINESE PARTNER

### Union Glory International Exhibition

UGI, established with 10M YUAN registered capital, is mainly engaged in international exhibition & show business, conference services, organization and planning of cultural and artistic exchanges activities, operation agency, technology import/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 funding, to help them accelerate the internationalization process of their brands.



## OBOR ROMA 2019, developed with: Istituto Italiano OBOR

Italy is a country that sometimes has difficulty working in an integrated way, and because of this it may be unprepared or unattractive to important moments like in the next few years with the development of OBOR.

Istituto Italiano OBOR - 意大利一带一路研究机构, founded by Michele De Gasperis, has been established from the desire to network experiences, proposals and contributions of all the stakeholders interested in One Belt One Road and in the issues related to its developments in Italy.

The Institute, with its Study Center, is aimed at Italian and Chinese public institutions with the goal of identifying and gathering people and experiences to ensure that Italy has a more incisive role in this system, to govern rather than suffer it.



## WHAT IS OBOR EXHIBITION IN ROMA 15-18 MAY 2019?

It will be a multi-faceted event consisting of three main channels:

- EXHIBITION
- B2B MEETINGPLACE
- FORUM



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**OBOR**  
**ROMA 2019**  
**THE**  
**EXHIBITION HALLS**



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## OBOR ROMA 2019: THE PARTICIPATION PACKAGE, ATTRACTIVE AND FUNCTIONAL

- Beijing-Roma roundtrip airways ticket for one person;
- Hotel 4-stars stay in Roma, 4 nights in single room;
- Booth 9 sqm with standfitting and basic furniture;
- Registration fee, power 2KW, insurance and other services.
- No. 1 parking pass for 1 vehicle inside the exhibition center

### Plus :

- Participation in the B2B engagement program through my AGENDA APP;
- No. 1 invitation for one person per exhibiting company, for the opening day gala dinner.





## 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 EVENT – THE B2B MEETINGS, the engagement

A number between 200 and 300 of Chinese Enterprises are expected to participate as exhibitors in OBOR ROMA 2019

To these, Fiera Roma and Italy will correspond with the participation of 300-500 counterparts to develop business exchange and trade

Over 1500 business meetings will be organized during the event



## IN ROUTE FOR OBOR ROMA 2019 – THE PREPARATORY APPROACH 1

- **COMMUNICATION – IN COURSE**

By means of an extensive communication campaign sustained and boosted thanks to the involvement of Italian and Sino-Italian partner organizations, including website and social platform communication

- **CHINA ROAD SHOW FEBRUARY / MARCH 2019**

8 Cities : Beijing, Shanghai, Chongqing, Shenzhen, Xi'An, Tianjin, Qingdao and Hangzhou to promote and present the event to Chinese institutions and enterprises

- **LAUNCH EVENT**

In addition to that, the initiative will be Officially announced through an event of launch in Roma



## IN ROUTE FOR OBOR ROMA 2019 – THE PREPARATORY APPROACH 2

- **ITALY ROAD SHOWS - APRIL 2019**

It will be an itinerary of strategic road shows 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  
Cities to date are: Milan, Bologna, Turin, Verona, Salerno.

- **DIRECT PROMOTION AND COUNTERPART RECRUITING**

Activated to meet the requirements of the exhibitors (according to profiles).



## OBOR ROMA 2019 : THE FORUM, SCIENTIFIC PARTNER, CUEIM

- CUEIM, Italian University Consortium for Industrial and Managerial Economics, is a non-profit entity founded in the 1982 specialized in the production, dissemination and implementation of the economic and managerial knowledge.
- It is based on a network of 25 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.
- CUEIM will be the ideal partner of OBOR ROMA 2019 in the Forum and Conference management and direction.



## OBOR ROMA 2019 – THE 4 DAY PROGRAM – DAY 1 AND 2

- First day (Wed May 15<sup>th</sup>):

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 (Thu May 16<sup>th</sup>):

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

18.30 - Closing of booths





## OBOR ROMA 2019 – THE 4 DAY PROGRAM – DAY 3 AND 4

- Third day (Fri 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 (Sat 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





**OBOR  
ROMA 2019  
THE  
PROPOSED  
MACRO  
AREAS**

Agro-food  
products, food  
processing

Tourism,  
handicrafts,  
textiles, apparel,  
accessories

Healthcare,  
medical  
equipment and  
products

Pharmaceuticals,  
beauty and  
wellness

Chemicals,  
metals,  
aluminium and  
similar

Automotive and  
related  
industries and  
supplies

Interior design,  
complements  
and home  
appliances

Technology  
equipment,  
communication

Innovation, smart  
cities and smart  
systems

Investments,  
infrastructures,  
new projects



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## OBOR ROMA 2019 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 Roma, for maximum exposure.

(\*)TBC/UNDER REQUEST





## OBOR ROMA 2019 PREPARATION PROGRAM

### Italian Endorsing and Supporting Agencies, Associations and Media (\*)

#### EXPORT AND CREDIT AGENCIES

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

#### CHAMBERS OF COMMERCE AND TRADE ASSOCIATIONS

Italian-Chinese Chamber of Commerce – 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 – IL SOLE 24 ORE and other media

(\*)TBC





## **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 to the majority of the outdoor areas
- Up to 10.000 contemporary connections per 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



## CULTURE AND ENTERTAINMENT : A COMPLETION TO THE PROGRAM

OBOR ROMA 2019 will merge business and culture, to enable our guest exhibitors from China to take advantage of the participation and discover, at least briefly, the pleasures and attractions of the Eternal City.

The Organizers are at disposal of our Chinese friends for assistance and quotations of additional services according to the specific needs.



 **FIERA  
ROMA**



**IN CONCLUSION:**

**ROMA WILL TALK ABOUT CHINA FROM MAY 15TH THROUGH 18TH, WITH ONE BELT ONE ROAD EXHIBITION**

**EXHIBITORS AND PARTICIPANTS WILL ENJOY A UNIQUE EXPERIENCE OF BUSINESS AND CULTURE IN ROMA**

**OBOR ROMA 2019 WILL BE THE FIRST OF A SERIES OF EVENTS, TO BE HELD IN CHINA AT ALTERNATE YEARS AND NOT ONLY.....**

**PARALLEL EVENT :**

**exco2019**  
The International Cooperation Expo



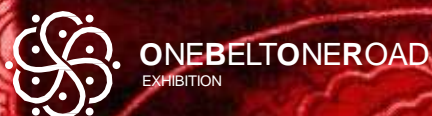
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## PARTNERS





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