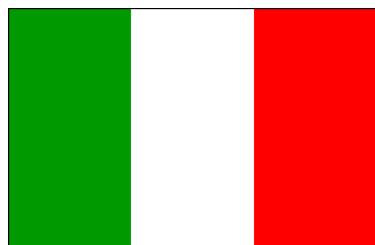


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Consolato Generale d'Italia
Shanghai

Fondazione Italia Cina



Camera di Comercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



Italian Culture Office
Consulate General of Italy in Shanghai
意大利驻沪总领事馆文化处

FESTIVAL ITALIANO
Suzhou, October 29TH & 30TH, 2011

意大利嘉年华
2011年10月29/30日, 苏州

FESTIVAL ITALIANO

WHAT IS ABOUT 活动概述



Suzhou Working Group – China-Italy Chamber of Commerce, organizes FESTIVAL ITALIANO on the 150' anniversary of Italy to celebrate and to promote the Italian excellence in China:
意大利商会苏州工作组，在意大利150周年之际举行意大利嘉年华活动以提升意大利文化

Italian brands and industrial design & innovation
Italian wine & food traditions
意大利品牌，意大利设计，意大利葡萄酒以及传统食品

WHEN: 时间

October 29th to 30th, from 10.00 am to 10.00 pm
10月29-30日，10: 00-22: 00

WHERE: 地点

Suzhou, Suzhou Amusement Land
苏州，苏州乐园

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- more than 6.000 people expected in 2 days
(Suzhou-based Italian companies hire more than 9.000 Chinese employees)
预计两天超过6000人
(在苏州的意大利公司拥有超过9000人的中国员工)
- more than 150 decision makers:
general managers, CEO and managing directors on behalf of the
Italian business system based in Jiangsu Province (70 millions inhabitants)
150多名决策者：
代表意大利公司在江苏省的总经理，首席执行官，常务董事（7000万居民）
- Chinese Institutions: Suzhou municipality representatives, SND
(Suzhou New District) government, industrial Parks officers
中国机构：苏州市的代表，苏州高新区（苏州新区）政府，工业园区人员

Suzhou, Jiangsu Province 苏州，江苏

Suzhou area is characterized by
the highest concentration of Italian companies in Asia (*).

...and furthermore:

- Suzhou is ranked among the top 3 best business environments in China
- in the past 10 years Suzhou's economy has experienced the highest and fastest growth in Eastern China
- with the exception of Shanghai, Suzhou's GDP has surpassed all other cities in Eastern China
- SND-Suzhou Government is launching the <<Italian industrial Park>>

苏州是意大利公司在亚洲高度集中的区域。

... ... 此外：

苏州市名列前3名中国最好的商业环境

苏州的经济在过去10年经历了中国东部地区最高和最快的增长

除上海外，苏州的国内生产总值已经超过了其他的所有中国东部城市

苏州新区，苏州政府正在推出<<意大利工业区>>

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(*source: *Il Sole 24 Ore*)

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FESTIVAL ITALIANO

LOGO 商标



The color idea comes from the Italian flag, which combines green, white and red: green means hope, white means determination and red is mercy.

Circle has the meaning of reunion, telling that people from different areas are gathering together to celebrate the festival. The color crossing over gives the happy atmosphere.

Logo的颜色来源于意大利国旗的颜色，绿色代表希望，白色代表信念，红色代表仁慈。圆形象征和谐合作，也象征从各方聚到一起来聚会. 色块的相互交叉象征文化活跃欢快地，融合，交流



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FESTIVAL ITALIANO

LOCATION: 地点

Rome Square – Suzhou Amusement Park
苏州乐园-罗马广场



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FESTIVAL ITALIANO

OVERALL VIEW 整体效果



FESTIVAL ITALIANO ACTIVITIES 活动



- BUSINESS & NETWORKING 商务&网络
- SUZHOU ITALIAN EXCELLENCE EXHIBITION 苏州意大利精品展
- FOOD & LIFESTYLE BAZAR 食物和生活方式集市
- WINE TASTING 品酒
- BRANDING INNOVATION EXHIBITION 品牌创新展
- CORPORATE ENTERTAINMENTS & TOURNAMENTS 企业娱乐和比赛
- FUN & KIDS GAMES 娱乐及儿童游戏
- MULTIMEDIA ACTIVITIES 多媒体活动

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FESTIVAL ITALIANO

ACTIVITIES AREAS (5.800 sqm)

活动区域 (5800平方米)



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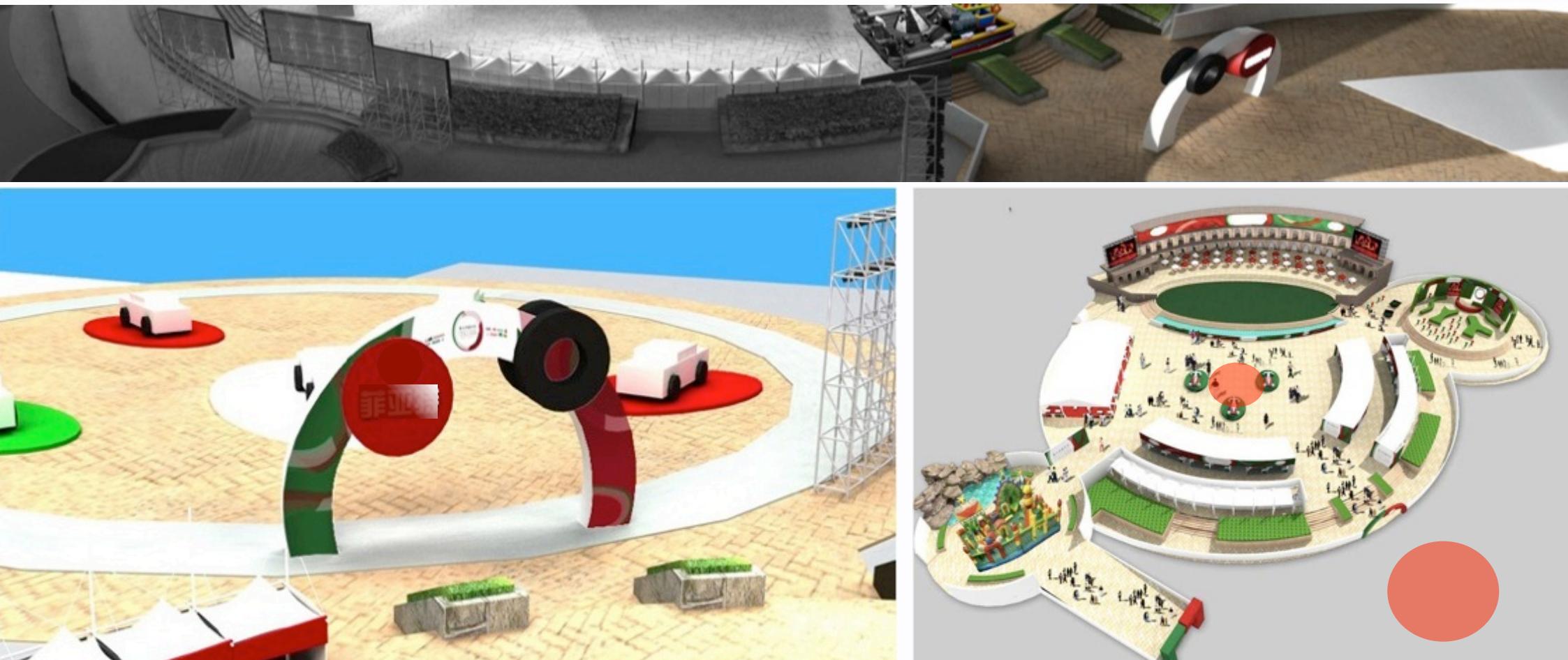
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FESTIVAL ITALIANO

CENTRAL EXHIBITION AREAS (47x47)

展览中心区域 (47x47)



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FESTIVAL ITALIANO

KIDS AREA (30 x 30)

儿童区 (30x30)



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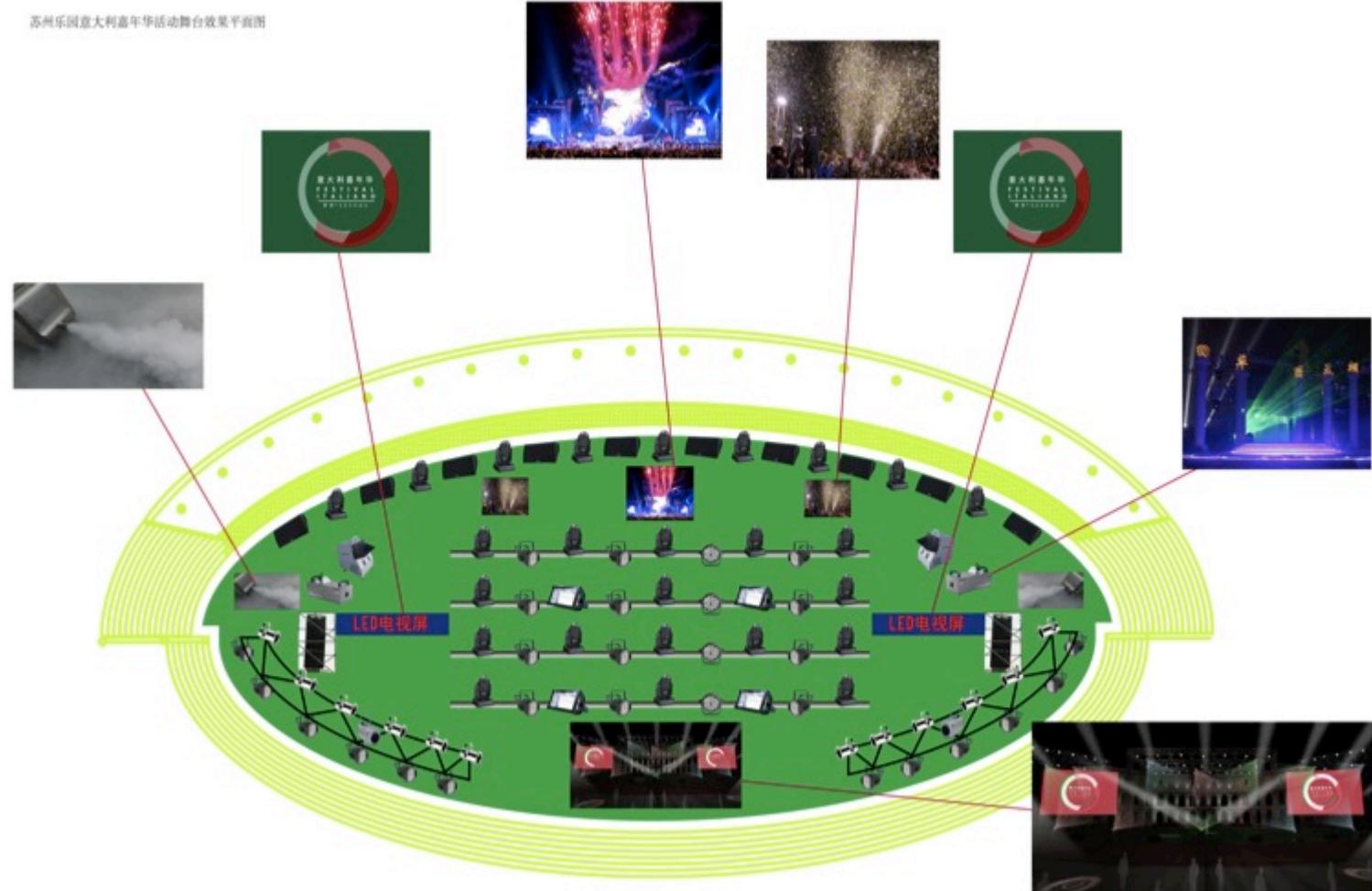
FESTIVAL ITALIANO

STAGE AREA (50 x 21)

舞台区



苏州乐园意大利嘉年华活动舞台效果平面图



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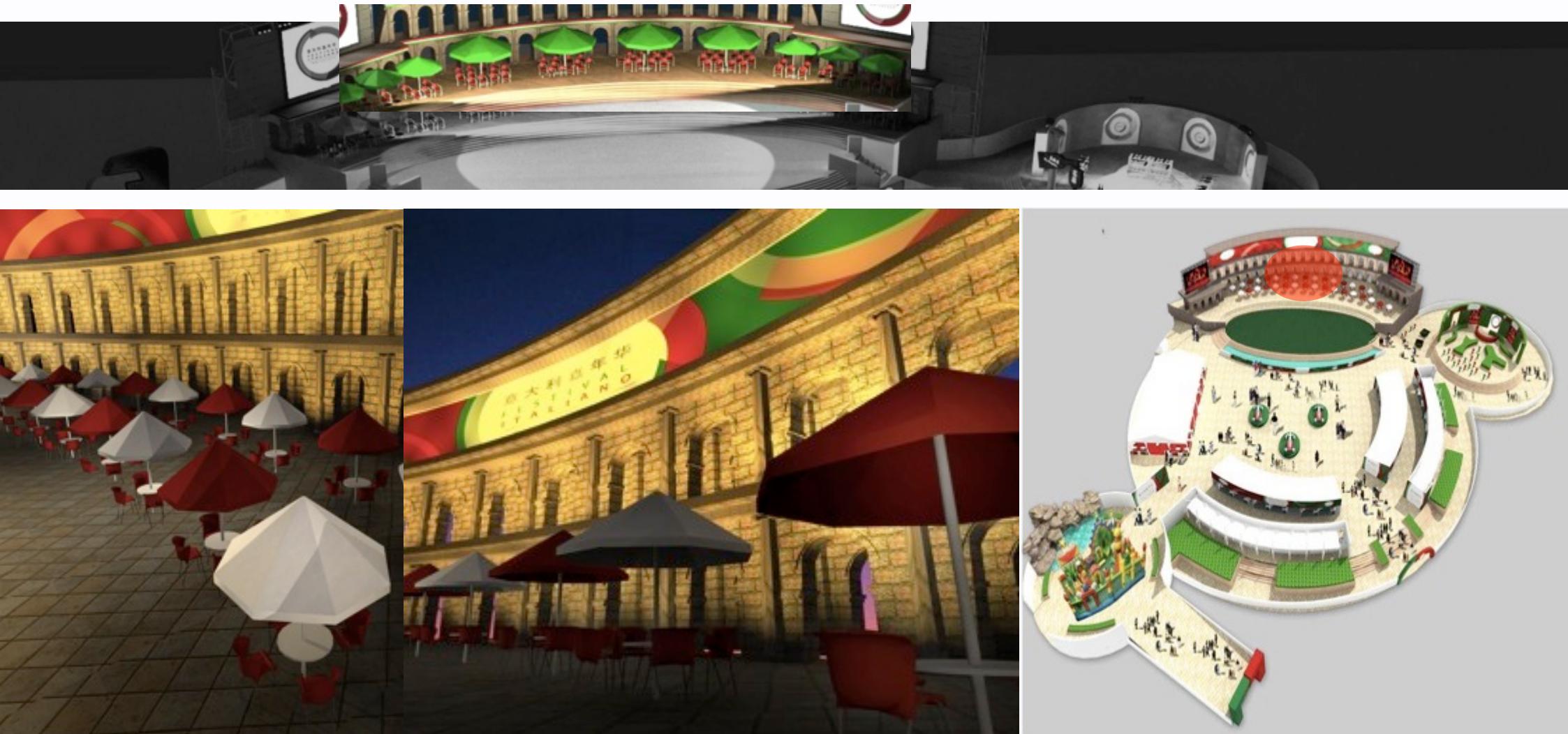
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FESTIVAL ITALIANO

VIP LOUNGE AREA (75 x 14)

贵宾休息区 (75x14)



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WINE TASTING AREA (27 x 27)

品酒区 (27x27)



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FESTIVAL ITALIANO

FOOD & LIFESTYLE BAZAR STREET

食品&生活方式集市街



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HOW TO GET INVOLVED

怎么加入

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FESTIVAL ITALIANO

Areas identification

区域识别



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FESTIVAL ITALIANO

SPONSORING OPTIONS

赞助商选项



■ PLATINUM: PRODUCT EXHIBITION

铂金赞助商: 产品展示

- CENTRAL EXHIBITION AREAS 中心展示区
- KIDS AREA 儿童区
- WINE TASTING AREA 品酒区

■ GOLD: BRAND VISIBILITY

黄金赞助商: 品牌知名度

- STAGE AREA 舞台区
- VIP LOUNGE AREA 贵宾休息区
- CORPORATE ENTERTAINMENTS AREA 企业娱乐休息区

■ SILVER: BOOTH RENTAL

白银赞助: 展台区

- FOOD & LIFESTYLE BAZAR STREETS
- 食品和生活方式集市街

■ SUPPORTIVE: VIDEO ADVERTISING

支持赞助: 视频广告

- MEGASCREENS ON STAGE AREA 舞台区大屏幕



Organised by



FESTIVAL ITALIANO

PLATINUM SPONSORSHIP

白金赞助



■ PRODUCT EXHIBITION 产品展示

- CENTRAL EXHIBITION AREAS 中心展览区域
- KIDS AREA 儿童区
- WINE TASTING AREA 品酒区

RIGHTS 权利

Exclusivity on the area 专营权

Media Visibility during Press Conference and Media Exposure 新闻发布会和媒体曝光

1 Minute of Video on Mega-Screen (for each round of video broadcasting)

大屏幕1分钟的视频（循环播放）

15 ENTRANCE IN VIP LOUNGE

15个VIP休息区名额

Name Integration in Festival Guide 节目指南整合

100.000 rmb (+8% taxes)



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FESTIVAL ITALIANO

GOLD SPONSORSHIP 黄金赞助



■ BRAND VISIBILITY 品牌知名度

- STAGE AREA 舞台区
- VIP LOUNGE AREA 贵宾休息区
- CORPORATE ENTERTAINMENTS AREA
企业休息娱乐区

RIGHTS 权利

Visibility on the area (stage: max 8 sponsors)

舞台区可见度（最多8个赞助商）

-Vip lounge: max 10 sponsors

贵宾休息区：最多10个赞助商

-Corporate entertainment: max 4 sponsors

企业娱乐区：最多4个赞助商

30 sec. Video on Mega-Screen (for each round of video broadcasting) 30秒大屏幕视频（循环播放）

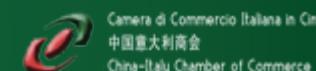
10 ENTRANCE IN VIP LOUNGE 10个贵宾休息区名额

Name integration into Festival Guide 节目指南整合

35.000 rmb (+8% taxes)



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FESTIVAL ITALIANO SILVER SPONSORSHIP 白银赞助



- **BOOTH RENTAL 展位租赁**
- **FOOD & LIFESTYLE BAZAR STREETS**
食品&生活方式集市街

RIGHTS 权利

Brand visibility on the area (multiple sponsors)

品牌可见度 (赞助商区域)

15 sec. Video on Mega-Screen (for each round of video broadcasting) 15秒大屏幕视频 (循环播放)

5 ENTRANCE IN VIP LOUNGE 5个贵宾休息区名额

Possibility of selling products 潜在的产品销售

Name integration into Festival Guide 节目指南整合

25.000 rmb (+8% taxes)



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FESTIVAL ITALIANO

SUPPORTIVE SPONSORSHIP

支持赞助



■ **VIDEO ADVERTISING** 视频广告

- MEGASCREENS ON STAGE AREA
- 舞台区大屏幕区域

RIGHTS 权利

15 sec. Video on Mega-Screen (for each round of video broadcasting)

15秒大屏幕视频（循环播放）

5 ENTRANCE IN VIP LOUNGE

5个贵宾休息区名额

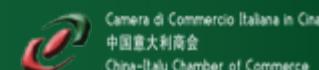
Name integration into Festival Guide

节目指南整合

15.000 rmb (+8% taxes)



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