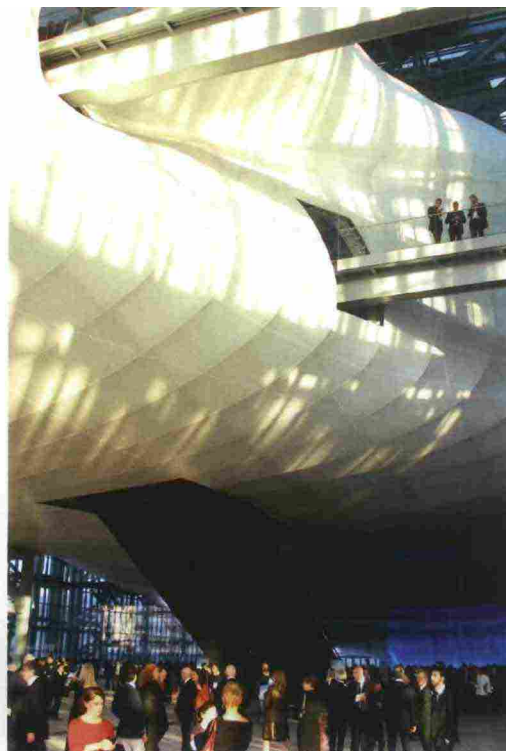


HOT TOPICS

Italy:
a practical guide

International events in Italy? Yes!

The **AIM** Group, an Italian PCO with 16 branch offices in Europe and the US, demonstrated its capacity to anticipate market trends bringing highly prestigious congresses to Italy for the first time

 MATTEO ROCCA

Italian cities are increasingly popular on the global market as locations for events and congresses. Credit is due not only to Italy's winning image as an ideal destination for business travellers, but also to the numerous case histories of late and undeniable improvements in the congressional infrastructure, which have led to Italy's successful management of prestigious events in recent years.

For more than 50 years, **AIM** Group International has proven to be an excellent resource in the Italian congressional industry, experiencing constant growth as regards its global presence. It secured the very large ESC congress (European Society of Cardiology – Rome, August 2016), in Italy for the first time, successfully conquering the challenge of hosting 35,000 doctors in the capital, an unprecedented feat. This experience has convinced the **AIM** Group that something

is changing in the perception of the large international associations with regards to Italy. Indeed, Milan also hosted a large-scale medical event this year with ERS (European Respiratory Society – September 2017), the biggest congress in the respiratory field.

Signs such as these confirm the fact that Milan's MiCo has earned the reputation of a champion site for the international market. The Nuvola in Rome, a brand new venue that is on the cutting edge and is held in high esteem, is rapidly attracting the attention and interest of foreign Mice planners too. Another large-scale congress is scheduled to be held at the Nuvola in October and the **AIM** Group is the organiser behind it. Iba 2018, the International Bar Association congress, will bring 6,000 lawyers to Rome from all over the world to represent 190 international law firms. This big event will have a significant emotional impact owing to the extensive social programme being planned with extravagant scenography that a city like Rome can offer.

Another big international event that the **AIM** Group is planning in Italy is the annual ERA-EDTA congress for the European Association of Nephrology,

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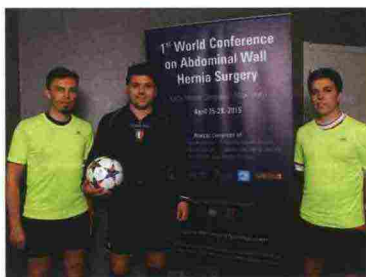


which decided to return to Milan in 2020 after a ten-year hiatus. MiCo is the venue, like it was with ERS, and it is expecting to host more than 9,000 delegates. MiCo will also be the venue in 2019 for the Annual Conference of Alzheimer's Disease International, the international association that gathers together all of the industry stakeholders: clinicians, volunteers and relatives of the patients.

«We have cropped up among fierce competitors like Brussels and Barcelona», explains Flaminia Roberti, Director of Sales for the AIM Group. «Three factors have been decisive: efforts on the part of the Italian scientific community, which is highly motivated to bring congresses to Italy and in particular to Milan; MiCo's flexibility and negotiating skills; and the city's planning system, which has effectively provided international clients the opportunity to take advantage of a destination where the stakeholders are all rowing in the same direction towards the same goal, establishing stamina and wherewithal as common factors».

Indeed, the synergy between the PCO and the local committee is extremely important for a successful international candidacy, as seen in the case of the World Tunneling Congress (WTC), which will bring 2,000 delegates to Naples next year. «Wtc 2019 was another case that proved the importance of the work done by Italian promoters, who helped us build a very strong candidacy that won over competing destinations like Istanbul and London» says Roberti. «In this case, the prestige of Italian engineering bolstered the intense commitment of the sponsors».

This positive trend can also be seen outside of the scientific arena. AIPPI World Congress, the event for the association that deals with protecting intellectual property, chose



Milan in 2016 because, as the promoters explained, «Homeland of fashion, industry and design, this is the optimal environment to discuss hot topics having to do with intellectual property...».

This event united thousands of lawyers, jurists and consultants from more than 80 countries. Their expectations for a stimulating environment were met fully. "Italianness", beauty and excellence were at the core of the truly special social programme comprising the famous Teatro alla Scala, the Brera Museum with an exclusive night-time visit and cocktail reception, and dinner in the extraordinary post-industrial Bicocca Hangar, the new hub of contemporary art.

Art and style continue to be winning cards that Italy plays to attract large-scale international events. Obviously, creativity and the ability to offer unconventional team building activities are key, such as during the First World Conference on Abdominal Wall Hernia Surgery, where the participating surgeons were divided into two football teams that faced off on the legendary pitch at San Siro Stadium in a match between Italy and the rest of the world.

Clearly, the AIM Group International continues to root for Italy in the great competition of international events!

In the pictures, some events organised by the AIM Group International in Italy



AIM Group International

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