

VII INTERNATIONAL CULTURAL TOURISM EXCHANGE AND III FOOD&DRINK EXCHANGE

FRIDAY 26TH OCTOBER | Pavia *Palazzo Esposizioni*

ore 09.45 REGISTRATION

ore 10.00 WELCOME

Franco Bosi President of the Chamber of Commerce of Pavia

Angelo Tortorelli President of Mirabilia Network Association

Eric Giraudier President of the Chambre de Commerce et d'Industrie (CCI) du Gard

Massimo Depaoli Mayor of Pavia

ROUND TABLE "Tourism, Culture and Agricultural Value in the UNESCO's sites and their areas"

ore 11.00 SPEECHES

Lucia Borgonzoni Secretary of State, Ministry of Culture

Philippe Daverio Art critic, Professor, Essayist

Ivana Jelinic President of Italian Federation of Associations of Travel and Tourism Company

Davide Rampello Professor, Director

Giuseppe Tripoli Secretary-General Unioncamere

Moderates

Patrizio Roversi Anchorman

ore 12.15 CONCLUSIONS

Attilio Fontana President of Regione Lombardia

Gian Marco Centinaio Minister of the Agricultural, Food, Forestry Policies and of Tourism of Italy

ore 12.30 Mirabilia ArtinArt Award



con il patrocinio del



Ministero dei beni e delle attività culturali e del turismo

in collaborazione con



Camera di Commercio Pavia



ITALIAN TRADE AGENCY
ITA - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



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ABOUT US

- > **Mirabilia Network** links **17 Chambers of Commerce** and as many UNESCO sites.
- > **Mirabilia Network** is as a project which in 2017 became **National Association**.
- > **Mirabilia Network** promotes **lesser known destinations, “jewels” and territories bound by UNESCO recognition**.
- > **Mirabilia Network** wants to show different declinations of a territory, between **history and culture, tradition and innovation, artistic craftsmanship and gastronomy**.
- > **Mirabilia Network** uses an **“interconnected” language** to enhance a new cultural tourism and to propose **top itineraries** without forgetting sustainability.
- > **Mirabilia Network** develops a network between the **Cities**, also engaging the **Municipal Administrations** where our UNESCO sites are.

CULTURE TOURISM CRAFTMANSHIP AGRI-FOOD

MEMBERS

ITALIAN CHAMBERS OF COMMERCE

UNIONCAMERE

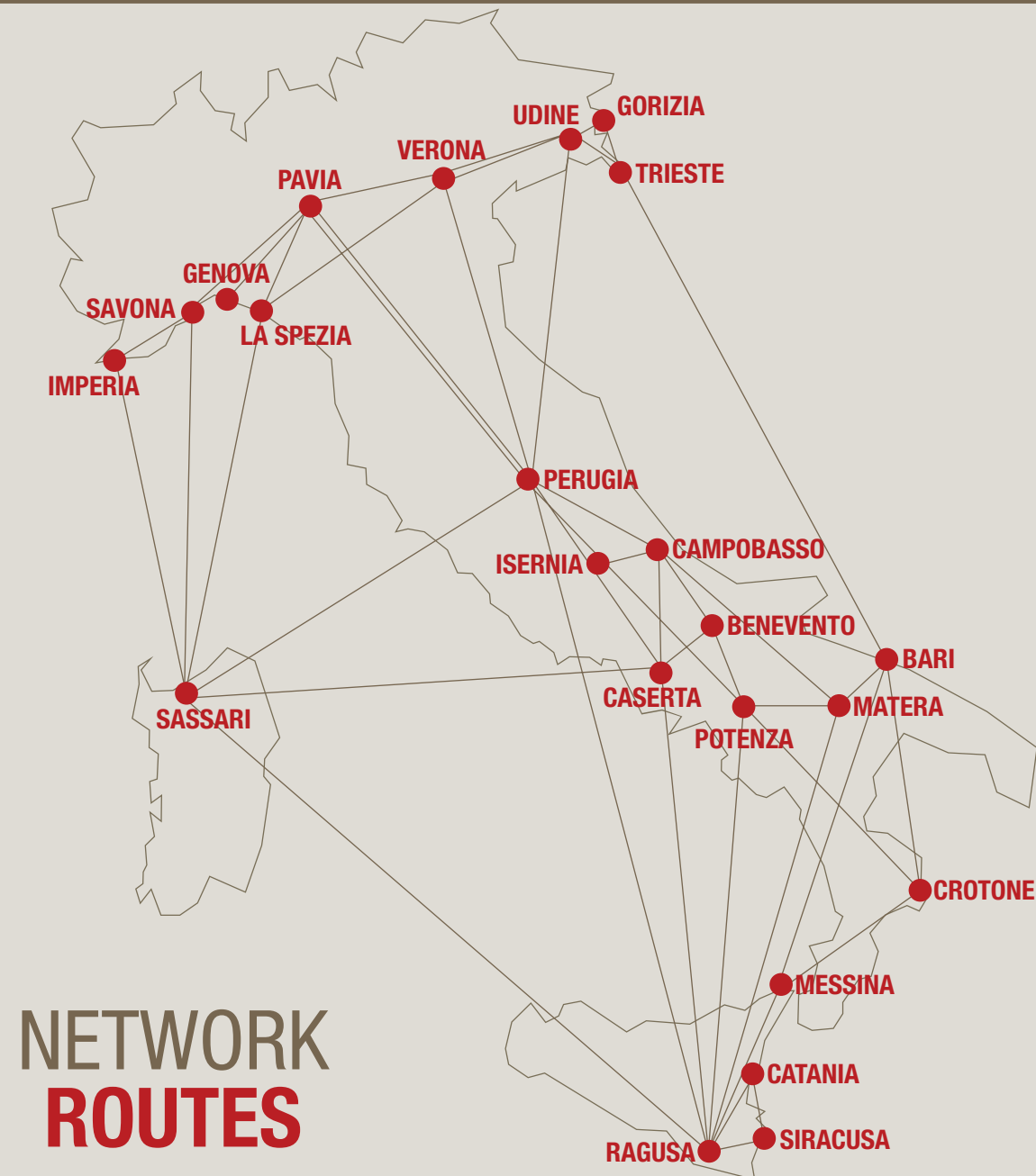
PARTNERS

EUROPEAN CHAMBERS OF
COMMERCE

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NETWORK ROUTES