



**COVER STORY. EMEC 2009: A GREAT SUCCESS**

## **Turin & Piedmont: Passion & Commitment for Large International Events**

*Thanks to EMEC, Turin is further enhancing its position as a site for large international events. And the rest of Piedmont has been no slouch either in bolstering its market for events*

**I**t was Torino the destination for the European MICE professionals. From 1st to 3rd March, the city of Mole Antonelliana hosted the EMEC - European Meetings and Events Conference with great success. EMEC, the most important networking and educational event, gathered 500 operators from the international congress sector.

Great satisfaction for Torino Convention Bureau, head of the Local Host Committee which led the logistics and organisation of the conference together with MPI International, with the support of Regione Piemonte and the other local institutions.

In addition to 45 educational sessions focusing on the challenges and opportunities facing the meetings sector from an operational and management perspective, the 2009 edition of the conference was characterized by the unforgettable networking events: the opening ceremony at Palavela with an exciting on-ice show that recreated the Olympic atmosphere; the Rendezvous Europe party on the banks of the River Po at the "Circolo

Esperia", Torino's famous rowing club, in one of the most famous nightlife area; and the sumptuous Gala Dinner, with the best Piedmontese chefs awarded with Michelin stars, for the closing ceremony at the Reggia di Venaria Reale, the "Versailles" of Torino.

"Organising and hosting the EMEC was an unique experience" Marcella Gaspardone, the director of Torino Convention Bureau and the Host Committee chair, declared. "We had been working for months and now we are very satisfied. I'd like to thank the local institutions, especially Regione Piemonte which gave us a fundamental contribution and all local sponsors without them we couldn't have carried out what we did."

"We are very proud of the number of the attendees to the congress in Torino and of their enthusiastic comments about the locations which hosted the seminars and the networking events, above all the Royal Residence of Venaria" Mrs Gaspardone added. "We were honoured gathering here in Torino the most important meeting and event profes-

sionals from all over Europe and the world and we are confident that EMEC will be the launch pad for Torino as premiere destination in the international meeting industry."

### **A rich event schedule**

Torino already has a rich calendar full of large events: from 23rd to 25th September there will be the international congress of College of Psychosomatic Medicine (1,500 pax); in 2010 the World Figure Skating Championships in March and from 2nd to 7th July the Euroscience Open Forum, when Torino, as European Capital of Science, will host 5,000 scientists, researchers academics and some Nobel Prize Awarders in addition to 100,000 visitors attracted by the rich programme of science dissemination events. In addition other important medical congresses between 2011 and 2013 such as FEBS - Federation of Biochemical Society (3,000 pax, July 2011), SIRM - Italian Society of Radiology (6,000 pax May 2012) and IALP - International Association of Logopedics and Phoniatics, (1,000 pax August 2013).

And finally we can't forget the celebration of Italy's 150th anniversary in 2011 when Torino will be the stage of a series of events from March to November which will tell past, present and future of Italy.

### **Piedmont: an ideal location**

Passion and commitment: these are the two words that have best summarized the promotional spirit of Piedmont in recent years. "Passion" in the sense of an Olympian emotion, of love for one's region and an ability to seduce visitors with an unlimited array of options; and a "commitment" to upholding high standards of quality and guaranteeing that both a domestic and international clientele receive a top-notch reception. These are the twin rails upon which the congress and trade-fair sector – a long-time pillar of the region's tourist industry – also moves.

Piedmont is, in fact, the ideal location for any event. Just consider the region's natural heritage, combined with latest-generation congress centres and accommodation facilities, historical buildings from all eras

Palavela

