



June 2018

### **Made in Italy Trade Expo Auckland November 2018**

The Italian Chamber of Commerce in New Zealand is delighted to announce the second annual **Made in Italy Trade Expo**, to be held this year at the Royal New Zealand Yacht Squadron on Tuesday and Wednesday, 20<sup>th</sup> and 21<sup>st</sup> November.

We are also pleased to extend a special invitation to you to express your interest in taking part in the **Made in Italy Trade Expo** - the only trade fair in New Zealand dedicated to the promotion of Italian products.

With the Italian Embassy in Wellington as its principal sponsor, the **Made in Italy Trade Expo** is a business-to-business event, created to showcase the breadth and quality of Italian products. The **Expo** will provide a unique opportunity for exhibitors and sponsors to increase the visibility of their products and grow the **Made in Italy** brand, for sellers to meet buyers across a range of business sectors, and for participants to network - all in a distinctively Italian environment.

VIP trade visitors and other special guests will have exclusive, early access to the **Expo** on the afternoon of Tuesday 20<sup>th</sup> November. On Wednesday 21<sup>st</sup> November, the **Expo** will be open to all trade visitors.

The Royal New Zealand Yacht Squadron, minutes from the Auckland CBD, is an ideal location to highlight the beauty and functionality of Italian products. Adjacent to the beautiful Waitemata Harbour, it is home to the club behind winning America's Cup campaigns and where we anticipate seeing The Prada Cup Challenger Selection Series raced in January - February 2021.

A range of exhibitor options is available to meet your needs, including single exhibitor stands, co-exhibition of complementary products on a single stand and product catalogue displays.

If you are unable to attend as an exhibitor, we invite you to consider a financial sponsorship or support by way of products or services that can be used at the **Expo**. With these options, your branding would feature at the **Made in Italy Trade Expo 2018** and on associated promotional materials. You might also like to consider a promotional article in the **Made in Italy Trade Expo** Directory. Our team is ready to discuss other ideas to support the promotion of your products at the **Expo**.

The **Made in Italy Trade Expo 2018** Directory will contain profiles of all exhibitors, sponsors and supporters.

We strongly encourage you to consider participating in the **Made in Italy Trade Expo 2018**. Express your interest as soon as you can by completing and returning the attached form. We will then send you an information pack and registration form.

If you wish to know more send an email to [ItalyExpoNewZealand@iccnz.com](mailto:ItalyExpoNewZealand@iccnz.com) and one of our team will be in contact with you.

We look forward to seeing you in Auckland in November 2018.

Cordiali saluti

**Cav. Carolina Izzo**  
President ICCNZ