



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

# SPORT AND TOURISM WORKING GROUP

## 体育旅游工作组



# INDICE 指数

## THE SPORT & TOURISM WORKING GROUP 体育和旅游工作小组

1

## FOREWORD 前言:

3

- China-Italy Chamber of Commerce (CICC)
- Italian National Tourist Board (ENIT)
- Italian Trade Agency (ICE/ITA)

## INTRODUCTION 介绍:

Italian Outdoors: The changing preferences of Chinese travelers: Pandemic effect or long-term trend? 意大利户外运动: 中国游客日益变化的喜好新冠病毒的影响还是长期趋势?

7

## PROJECTS WITHIN THE TOURISM AND SPORT SECTORS BY CICC MEMBERS

### 意大利商会成员的旅游和体育项目

15



#### B.A.O.: Italy By Appointment Only

##### 意大利定制旅游 - 仅限预约

15

Italy [B][A][O] is an Italian Travel Conciergerie, focused on exclusive and high quality services. We like to design and deliver fine and unexpected experiences both on traditional destinations and in not well known but equally amazing areas of our country.

Italy B.A.O. (意大利宝) - 是专注于定制独享, 高端的旅行服务专业机构。我们致力于为您提供设计与实现美好的意大利尊享之旅, 这将是充满惊叹而奢华的旅行, 既包括传统的旅行圣地, 还包括意大利尚鲜为人知但却令人叹为观止的地方。



#### China 2000: Italy Lifestyle and Culture

##### China 2000: 意大利生活方式和文化

19

The main services offered by China 2000 Srl are consulting and trade service assistance to Italian and Chinese companies for feasibility studies, Marketing and Commercial Promotion. The company's mission is to understand the needs of Italian and Chinese companies and establish a cooperation plan among both parties in order to open both markets. China 2000 Srl is able to offer to the Italian and Chinese companies the services necessary to support commercial actions for entry into the foreign market. The services offered are: legal, accounting and administrative, sourcing, quality control, marketing, facilitated finance, logistics, certification in import or export. China 2000 Srl is supported by qualified consultants and partners both in Italy and in China.

China 2000 Srl提供的主要服务是为意大利和中国公司的可行性研究, 市场营销和商业推广提供咨询和贸易服务支持。该公司的任务是了解意大利和中国公司的需求, 并在双方之间建立合作计划以打开两个市场。China 2000 Srl能够为意大利和中国公司提供必要的服务, 以支持进入国外市场的商业行为。提供的服务包括: 法律, 会计和行政, 采购, 质量控制, 市场营销, 财务便利, 物流, 进出口证明。China 2000 Srl由意大利和中国的合格顾问和合作伙伴提供支持。



#### Centro Turistico Cooperativo: Centro Turistico Cooperativo

##### 意大利旅游合作中心 (CTC)

23

"Cooperation in the Way" is a Confcooperative project dedicated to those who love to walk, to those who want to embark on an inner journey and do so along a path, to those in search of the beauties of less known Italy, to those who want to taste the food and wine delicacies of local producers in contact with nature. Agricultural and fishing, tourist and cultural cooperatives present along the Paths, companies that have decided to create a network to welcome the

traveler who, during his journey, will also be able to enter a farm, visit a museum, taste a good wine, and of course stay overnight after the hardships of the day.

"路上的合作"是一个 Confcooperative 项目, 致力于那些喜欢走路的人, 那些想要踏上内心旅程并沿着小路这样做的人, 那些寻找鲜为人知的意大利美景的人, 那些想与大自然接触, 品尝当地生产商的美食美酒佳肴。沿途有农业和渔业、旅游和文化合作社, 公司决定创建一个网络来欢迎旅行者, 他们在旅途中还可以进入农场、参观博物馆、品尝美酒, 以及当然是在一天的艰辛之后留宿一夜。



#### Dynamigs: Etruria Project

##### 动态: 伊特鲁里亚项目

27

Divided into the 12 city-states of antiquity, Dynamigs collected some examples to highlight the diversity and potential of an 'Etruria' itinerary, specifically adapted to the interests of the modern Chinese tourist. For each of the twelve city-states, the examples were divided into three categories: typical food and wine; Culture, through unique events; Appealing places/landscapes.

分为 12 个古代城邦, Dynamigs 收集了一些例子来突出“伊特鲁里亚”行程的多样性和潜力, 特别适合现代中国游客的兴趣。对于十二个城邦中的每一个, 这些例子被分为三类: 典型的食物和葡萄酒; 文化, 通过独特的事件; 吸引人的地方/风景。



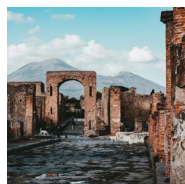
#### Etihad: Sino-Italian Cooperation Project Concepts

##### 中意合作项目理念

31

Capitalizing on the timeless charm of the ancient Silk Road, Etihad is open to partners willing to promote Italy as a destination taking advantage of a stopover in Abu Dhabi. Abu Dhabi is a city of enchanting culture, year-round sunshine and endless adventure. Promoting Italy taking advantage of a stop-over in a safe and fascinating city will definitely increase the attractiveness of the value proposition to the clever Chinese travelers.

凭借古老丝绸之路的永恒魅力, 阿提哈德航空向愿意利用在阿布扎比中途停留的机会将意大利推广为目的地的合作伙伴开放。阿布扎比是一座拥有迷人文化、全年阳光和无尽冒险的城市。推广意大利利用在一个安全而迷人的城市中途停留的机会, 肯定会增加价值主张对聪明的中国游客的吸引力。



#### Good Italy: The Treasure Hunt of the Vesuvian Coast

##### 寻宝维苏维安海岸

35

The tourism project is built as a "Treasure Hunt" divided into stages that are reached over three / five days (two / four nights), depending on the option adopted by the customers.

For each stage a series of locations are identified among the 21 of the entire area and for each location visits to sites of cultural / artistic / archaeological / landscape interest are planned combined with moments of musical entertainment and appointments at producers of food and wine excellence, workshops crafts and artistic ateliers.

The goal is to create an experience with a strong overall impact where all the senses are involved and in which the Tourist participates by following the directions that arrive on the mobile device and the suggestions of the Guide to achieve a true "immersion" in the territory they visit, transforming each participant is the protagonist of their own journey.

旅游项目被构建为“寻宝”，分为三个/五天(两/四晚)的阶段，具体取决于客户采用的选项。

对于每个阶段，在整个区域的 21 个地点中确定了一系列地点，并且对于每个地点，计划参观具有文化/艺术/考古/景观兴趣的地点，并结合音乐娱乐的时刻和与美食和葡萄酒生产商的约会，作坊工艺品和艺术工作室。

目标是创造一种具有强烈整体影响的体验，其中涉及所有感官，游客通过遵循移动设备上到达的指示和指南的建议参与其中，以实现真正的“沉浸”在该地区 他们的来访，每一个参与者的蜕变都是他们自己旅程的主角。



#### MWI: Why Sports events may represent the key to reveal unknown Italian regional destinations to China

MWI: 体育赛事何以在意大利向中国展示鲜为人知的区域目的地过程中扮演重要角色

51

To use sports event to boast visibility of new regional destinations in Italy. The project is a definition of a different approach in order to promote unknown Italian destinations.

The hint is to use the emerging trends as cornerstone of this strategy: outdoors and active tourism as dragging tool to create awareness about the areas: Italian geography and urban/rural settlements logistics allows for short transfers (within 2 hours max) to reach complete different natural scenarios – from mountains to the lakes or hills, or the sea even.

While the outdoors and the activities represents the main reason why, Italian territories are never shy of regional food and wine excellencies - still to be discovered as well – art, history, cultural apexes and of course natural beauty.

利用体育赛事宣传意大利新的区域目的地。该项目定义了一种不同的方法，以推广未知的意大利目的地。

提示是利用新兴趋势作为该战略的基石：户外活动和积极的旅游作为牵引工具，以提高对该地区的认识：意大利的地理和城市/农村住区物流允许短途转移(最多 2 小时内)以达到完全不同的自然场景——从山脉到湖泊或丘陵，甚至大海。

虽然户外活动和活动是主要原因，但意大利领土从不回避当地的美食和美酒——还有待发现——艺术、历史、文化顶点，当然还有自然美景。



#### Juventus Academy (Beijing/Tianjin)

尤文图斯足球学院(北京/天津)

39

The Juventus Football Academy is an international football academy with a focus on teaching, training and competition. All training courses in the academy are organized under the professional football system of Juventus, in a systematic, friendly, pleasant and relaxed learning and training environment, through different skill levels to comprehensively improve the football level of students and beginners.

尤文图斯足球学院是一所专注于教学、训练和比赛的国际足球学院。学院所有培训课程均在尤文图斯的职业足球体系下组织，在一个系统、友好、愉快、轻松的学习训练环境中，通过不同的技能水平，全面提升学生和初学者的足球水平。



#### Kopron China: K-Padel - Kopron Turn-Key Padel Fields

Kopron 中国: K-Padel 高浦龙板式网球场地完整解决方案

41

Padel is considered a scaled-down version of tennis. A racket sport that is becoming increasingly popular. It has gained rapid acceptance due to its simplicity and similarities to other popular racket sports. The game of padel is always a doubles game, using mainly tennis rules and scoring, with some key adaptations such as an underhand serve. The game is played in an enclosed structure and the rules allow for the use of the back wall and sidewalls resulting in longer rallies.

板式网球被认为是一种缩小版的网球。一种越来越受欢迎的球拍运动。由于它的简单，并且与其他流行的球拍运动有相似之处，所以它迅速获得了认可。板式网球一直是一种双打比赛，主要采用网球的规则和得分方法，并有一些关键的调整，如低手发球。比赛在一个封闭的结构中进行，并且规则允许使用后墙和侧墙从而导致较长的回合。



#### Progetto CMR: Football Stadium Strategic Development Plan for Italian First League

Progetto CMR: 意大利甲级联赛足球场战略发展规划

57

The company recently developed the “Football Stadium Strategic Development Plan” presented in Rome last June, for the Italian “Lega Pro” professional football association.

The study purpose is to make the “Lega Pro” football teams more competitive and self sustainable, by an economic point of view, providing them guidelines for investment related to the “stadium” as real estate asset. This approach will provide a significative improvement, in the medium-long term, also for urban regeneration, social aspects, job opportunities, environmental protection and overall safety.

该公司最近为意大利“职业联赛”职业足球协会制定了去年 6 月在罗马提交的“足球场战略发展计划”。

研究目的是从经济角度使“Lega Pro”足球队更具竞争力和自我可持续性，为他们提供将“体育场”作为房地产资产进行投资的指导方针。这种方法将在中长期内显著改善城市更新、社会方面、就业机会、环境保护和整体安全。



#### Mondo Floorings: Floorings Solutions Projects Related to the Olympics' Games

Mondo Floorings: 与奥运会相关的地板解决方案项目

47

As the official suppliers of the 12 consecutive Summer Olympics, Mondo has also supplied rubber floorings for the ice arenas of 1992 Albertville, 1994 Lillehammer, 1998 Nagano, Japan, 2002 Salt Lake City, 2006 Turin and 2010 Vancouver Winter Olympics. Now, Mondo is honored selected to provide rubber flooring products and installation services for competition venues and training venues of the 2022 Beijing-Zhangjiakou Winter Olympics, such as Shougang Park, National Speed Skating Oval, National Ice and Snow Sports Training and Research Base, National Bobsleigh and Tobogganing Center, Short Track Speed Skating Training Hall and Hebei Chengde Saihanba National Ice Sports Training Center.

作为连续12届夏季奥运会的官方供应商，盟多还为1992年阿尔贝维尔、1994年利勒哈默尔、1998年日本长野、2002年盐湖城、2006年都灵和2010年温哥华冬奥会的冰场提供橡胶地板。现在，盟多很荣幸被选中为2022年北京-张家口冬奥会首钢公园、国家速滑馆、国家冰雪运动训练研究基地、国家冰雪运动训练研究基地等比赛场馆和训练场馆提供橡胶地板产品和安装服务。雪橇和雪橇中心、短道速滑训练馆和河北承德赛罕坝国家冰上运动训练中心。

#### ABOUT CICC 关于中国意大利商会

61

# THE SPORT & TOURISM WORKING GROUP 体育和旅游工作小组

STWG, under the China-Italy Chamber of Commerce (CICC) umbrella, has been established in 2020 merging the Sport Working Group (SWG) and the Italy China Travel Club (ICTC).

This Working Group includes all the companies operating in the sport and tourism sectors, such as the design and engineering studio, sport equipment manufacturers, sport facilities developers, sport-related services companies, operators and promotion agencies, accommodations and service providers and cooperates with Italian private and public tourism sector both in Italy and in China.

The aim is promoting the know-how and the quality of Italian sport companies and products in China and promoting Italy as a travel destination to the Chinese audience.

The initiative to create a network of companies operating in both the sport and tourism sectors came to maximize business opportunities, mutual knowledge, but also partnerships and exchanges around the 2022 Winter Olympic Games in Beijing, and those to be held in 2026 in Milan-Cortina, Italy.

Composed both by Italian and Chinese professionals, the group interface with both worlds and aims to support companies in finding the right visibility and partners matching their own business profile.

## What we do

The STWG being a Working Group of the China-Italy Chamber of Commerce and supported by the Italian Embassy, is the right spokesperson for addressing institutions concerning systemic and operative issues that the professionals may face, as well as opportunities in the Sport and Tourism sectors and Sino-Italian system, representing an important point of reference to interface the market with institutional support and to analyze and resolve operational or substantial issues.

Its mission is to promote and encourage the development of Italian sport and travel industries in China through organizing events, workshops, seminars, trainings and webinars. The STWG has actively participated and organized multiple events in the past years and it plans to be even more active in the future.

## Benefits for STWG Members

- Visibility during CICC events;
- Endorsement and support by the CICC for STWG events;
- Access to all events regarding tourism, sport and all related sectors;
- Access to a whole network of public and private institutions in Italy;
- Access to Italian authorities in China;
- Seminars and workshops all around China.

For any further information please contact [info@cameraitacina.com](mailto:info@cameraitacina.com)

STWG隶属于中国意大利商会(CICC),于2020年通过合并体育工作小组(SWG)和意大利中国旅游俱乐部(ICTG)成立。

此工作小组覆盖了体育和旅游领域所有的运营公司,例如工程设计工作室、体育器械生产商、体育设施开发商、体育相关服务公司、旅行社和宣传单位、住宿和服务供应商;工作组与中意两国的意大利私人/公共旅游领域都有着密切合作。

其宗旨为在中国宣传意大利体育公司和产品,让中国受众了解相关知识,信赖意大利质量,并使意大利成为中国受众的旅游目的地。

整合体育和旅游领域运营公司网络可创造更多商业机遇,增进双边了解,促进围绕2022年北京冬奥会的合作和交流,为举办2026年意大利米兰-科尔蒂纳冬奥会蓄力。

体育和旅游工作小组吸纳了意大利和中国专业人员,负责意大利和中国的无缝衔接,让公司得到宣传和推广并找到与业务匹配的合作伙伴。

## 我们的工作

体育和旅游工作小组是中国意大利商会下设工作小组,由意大利大使馆支持,可为遇到结构和运营问题的专业人士寻找合适的支持机构,这对体育和旅游领域和中国-意大利体系来说都是一次契机,是市场与官方支持之间的关键一环,也是分析并解决运营或实质性问题的重要依靠。

其使命为组织活动、座谈会、研讨会、培训和网络研讨会,促进和鼓励意大利体育和旅游行业在中国的发展。近几年来,体育和旅游工作小组积极参与和组织了多次活动,并计划在未来为会员提供更多服务。

## STWG会员权益

- 在中国意大利商会活动中的推广;
- 通过中国意大利商会宣传和支撑该工作组的活动;
- 可参加旅游、体育和所有相关领域的所有活动;
- 与在意大利的公共/私人组织网络取得联系;
- 与在中国的意大利组织取得联系;
- 中国境内的研讨会和座谈会

如需任何其他信息,请联系[info@cameraitacina.com](mailto:info@cameraitacina.com)





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

**Paolo Bazzoni**  
Chairman of China-Italy  
Chamber of Commerce  
**保罗·巴颂尼**  
中国意大利商会会长

Sports and tourism often travel on the same track. The motor experience involved in playing a sport is well intertwined with the experiential nature of travel.

These two sectors represent two pillars of Made in Italy, thanks to the quality and excellence that our companies can offer.

To measure the economic dimension of the two sectors, we could refer to pre-pandemic data: tourism contributed to about 13% of Italian GDP while sports had an incidence of 3.6%. In Italy – a country that hosts one of the richest cultural and landscape heritages globally – sport and tourism represent a strong added value for commercial relations with foreign countries, including China. In 2019, Italy was the favorite destination of Chinese visitors in Europe – surpassing France, Germany, and Spain – with 353 million euros allocated to the cultural holidays in Italy, equal to 56.8% of the total spending.

Sport and tourism also mean eco-sustainability and attention to the individual and his well-being. On the environmental front, it is well-known how much sports activities and events have a significant impact on our planet. As for the attention to the individual, we know well the value of sport as a model for young people, as an important path of psycho-physical growth, and as a powerful tool for social inclusion.

The excellence of Made in Italy is expressed in a multiplicity of innovative, creative, and quality resources that constitute the real strength of our companies, including those located in China. Our positioning of technological innovation, the flexibility of solutions, and accumulated experience are elements of competitive advantage. The China-Italy Chamber of Commerce, as part of its mission to promote the economic growth of its members through the training, promotion, and development of the local business community, also includes the Sport and Tourism Working Group. The Working Group represents a perfect synthesis of the values and knowledge of which Made in Italy is the bearer in these two sectors. This brochure will show you our best companies' proposals and solutions of excellence.

体育和旅游经常会“殊途同归”。从性质上来看，运动带来的运动体验与旅行带来的体验也是密不可分的。

这两个行业是“意大利制造”的两大支柱，而这一切与我们企业提供的优质卓越体验是分不开的。

我们可以参考新冠疫情前的数据来度量这两个行业的经济贡献：旅游占意大利国内总产值的约13%，体育占3.6%。意大利是世界上拥有最丰富的文化和景观遗产的国家之一，体育和旅游对与包括中国在内的外国商业关系具有很强的附加值。2019年，意大利超过法国、德国和西班牙，成为中国游客在欧洲最喜欢的目的地；另一方面，意大利的文化节日支出达3.53亿欧元，占总支出的56.8%。

体育和旅游也意味着生态可持续性和对个人及其福祉的关注。在环境方面，众所周知，体育活动和赛事对地球的重大影响程度。从个人方面看，我们深知体育作为年轻人的榜样、心理-身体成长的重要途径和社会包容的有力工具的价值。

“意大利制造”的卓越性表现为革新、创造性和高质量资源多样化，这些资源构成了包括我们位于中国的企业在内的意大利企业的真正力量。我们的技术创新定位、解决方案的灵活性和积累的经验是竞争优势的要素。中国意大利商会的使命之一是通过培训、宣传和发展当地企业界促进我们会员的经济增长，而且还专门设立了体育和旅游工作组。此工作组将体育和旅游方面的意大利制造价值和知识完美结合。通过本手册，您将了解到我们最佳企业规划及卓越解决方案。



**Cristiano Varotti**  
Head of Shanghai Office, ENIT –  
Italian National Tourist Bureau  
**克里斯·瓦罗蒂**  
意大利旅游局中国上海办公室总经理

Tourism and sports are interrelated and complementary. Even though sports tourism is a relatively new concept, it generates from a unique interaction of activity, people and places and it is easily identified as one of the fastest growing sectors in the travel industry.

Without a doubt sport event can be catalysts for the long-term tourist development of destinations if successfully leveraged in terms of branding, infrastructure development and other economic and social benefits. Outdoor activities, more in general, can be an important driver to redistribute flows on the territory, to reduce the seasonality and to promote a new sustainable model of tourism in which destinations become spaces of personal exploration, passions and advanced services. Walking tourism, for example, is now one of the most popular ways to experience a destination, for it allows tourists to better engage with local people, nature and culture.

Sports enthusiasts, both as participants or spectators of sports events, are motivated by the desire to distinguish themselves. Once at destination they combine their favourite activity with other valuable experiences such as excursions, visits to historic centres, wellness, shopping, tasting of local food and wine. This complex diversification of interests makes Italy a dream country for sports enthusiasts.

In the last few years sports has become one of the main travel motivations to Italy, skiing remaining the favourite activity of sports tourists, followed by cycling and trekking. All the Italian regions offer a wide range of exciting experiences for both active and passive sports lovers. From the snowy slopes of the Alps to the rivers flowing through the woods and down to the waters of pristine lakes, all around the never-ending shores and across the green countryside, Italy is the perfect stage for travellers to engage in physical activities while enjoying the perks and pleasures of the Italian way of life.

旅游与体育相互关联、相辅相成。尽管体育旅游是一个相对较新的概念，它产生于活动，参与者与地点之间的独特交互，如今可以轻易地被确定为旅游业中增长最快的部门之一。

毫无疑问，如果在品牌、基础设施建设和其他经济和社会效益方面成功利用，体育赛事可以成为目的地长期旅游发展的催化剂。总体而言，户外体育活动可以成为重新分配客流的重要驱动，减少季节性限制，并推动一种新的可持续旅游模式，在这种模式中，目的地成为个人探索、体育热情和先进服务的空间。比如，徒步旅游现在是体验目的地最受欢迎的方式之一，因为它可以使游客更好地与当地、自然和文化互动。

到达目的地后，游客会将自己喜欢的活动与其他有价值的体验结合起来，例如短途旅行、参观历史中心、健康、购物、品尝当地美食和葡萄酒。运动爱好者，无论是作为体育赛事的参与者还是观众，被脱颖而出的愿望所驱使。拥有如此综合而多元化的资源特征使意大利成为体育爱好者的梦想之国。

在过去的几年里，运动体验已经成为去意大利旅游的主要动机之一，滑雪仍然是体育游客最喜欢的活动，其次是自行车骑行和徒步旅行。意大利所有地区都为“主动”和“被动”体育爱好者提供了广泛的激动人心的体验。从阿尔卑斯山白雪皑皑的山坡，到流经森林的河流，再到原始湖泊的水域，整体被一望无际的海岸和绿色的乡村环绕，意大利是旅行者在享受意式生活方式乐趣的同时，从事体育活动的理想场所。



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区和蒙古国总协调官

I would like to welcome the first edition of this brochure realized by the Working Group on Sport and Tourism of China-Italy Chamber of Commerce aimed at providing a useful knowledge tool about implemented projects and operating companies within sport and tourism, two essential components of contemporary leisure industry.

The link between sport and tourism bears clear economic and social impacts. In fact, there is a huge market potential to be exploited by utilizing sport within the development of tourism and vice versa and by deploying diversification and cross-marketing strategies between the two eco-systems.

In this respect, it is more and more widely recognized the importance of a collaborative approach between sport and tourism in order to promote joint investment policies, more effective facilities development and greater economic and social benefits.

To this end, Italy is a clear example of an international benchmark to follow, given the strong comparative advantages that its sport and tourism sectors traditionally enjoy and the wide range of intertwined synergies from a supply and demand perspective to be harnessed. Sport tourism or tourism sport, the newly fashionable buzzwords incorporating the osmosis between these two worlds, extend sport to leisure activities, while emphasizing the need felt in the tourism markets to develop complementary services and products, creating specific marketing niches with high returns on investment from an economic and social standpoint.

This is particularly relevant nowadays as Italy is preparing the organization of the Milano-Cortina 2026 Winter Olympic Games, after the successful completion of the 2022 Beijing edition. This mega-sport event will in fact attract the interest of many world tourists, eager to take advantage of the highly diversified spectrum of leisure and cultural opportunities that Italy could offer and that could be epitomized in the concept of "Italian lifestyle".

非常欢迎由中国意大利商会体育和旅游工作组编制的手册首版亮相。体育和旅游是当代休闲产业的两个重要组成部分。该手册旨在成为体育和旅游领域项目实施与公司运营一个有用的信息工具。

体育与旅游之间有着千丝万缕的联系，对经济和社会的影响也是显而易见的。事实上，在旅游开发中利用体育或在体育项目中利用旅游，并在这两个生态系统之间部署多样化和交叉营销战略，有巨大的市场潜力。

同时，人们越来越广泛地认识到体育和旅游之间合作对促进联合投资政策、实现更有效的设施开发及取得更大的经济和社会效益的重要性。

在体育和旅游合作方面，传统上意大利就善于从供需角度充分利用二者间广泛的相互交织协同作用，从而打造了强大的比较优势，成为业界的国际标杆。新式流行语“体育旅游”或“旅游体育”代表了这两个行业的相互渗透交融，意指将体育扩展到休闲活动，同时强调旅游市场需要开发补充服务和产品，从经济和社会的角度，创造特定的高投资回报率的营销利基。

当前，继北京成功举办2022年冬奥会后，意大利正在筹备组织米兰-科蒂纳2026年冬奥会，这本手册值此出版意义非凡。冬奥会这一大型体育活动必定会吸引全球众多游客的兴趣。游客渴望利用意大利能够提供的高度多样化的休闲和文化机会，而我们可以将这些机会体现在“意大利生活方式”的概念中。



## ITALIAN OUTDOORS

### The changing preferences of Chinese travelers: Pandemic effect or long-term trend?

The Chinese market today represents a sort of remote but tangible Eldorado, of which almost everyone has heard about the miraculous effect but has great difficulty in grasping its dynamics and above all in having a real and tangible exchange with it.

With its specific and unique ecosystem made up of local social media, influencers, and governed by different dynamics, it represents a challenge for newbies, and the well-established giants still slip on the different culture that defines this system.

A market where only in 2006, 134 countries were recognized as ADS (Approved Destination Status) and therefore eligible as destinations for tourists, and a country that only in 2008 saw the introduction of paid holidays: it is no coincidence that it is from this moment that Chinese outbound tourism was born: a business that eight years ago (2013) recorded 88 million international travelers; bringing the number up to 166 million in 2019.

According to COTRI Group, there will be 240 million Chinese international travelers by 2040. Today, Chinese passport holders make up 11% of the population.

Today, the population belonging to the middle class is about 10%, while by 2030 this social segment is expected to increase to 35%, bringing the number to 396 million. Upper-middle class people (276 million) will reach 19.7%, as of today 7.1%; high-spenders will top at 14.5% (204 million), as of today 2.6%.

The potential and repercussions are obvious. This is a market that can define hospitality trends around the world.

According to a recent survey by China Luxury Advisor - and confirmed by similar studies - Italy is in the top 5 of preferred destinations; OTAs are the preferred tool for bookings, while traditional tour operators are still operating steadily, even for the FIT segment which is clearly increasing.

## SAFETY and NATURAL ENVIRONMENT

The key factors leading to the choice of a destination, which is selected on the basis of comments, recommendations, reviews from friends, bloggers, travel guides - in nuce the factor of social visibility within Chinese social media is simply crucial.

A new element that emerges is the preference for future activities:

### OUTDOOR SPORTS, PARTICIPATION in an ATHLETIC COMPETITION and "ONCE IN A LIFETIME" are clearly increasing preferences.

This offers an interesting insight, where the psychological repercussions of the pandemic shift preferences from crowded art cities to the open spaces of nature. From culture to sports. From international hotel chains to smaller establishments, discovering the "Albergo Diffuso", which is beginning to take hold in China too. A trend that is now evident in China, observing the domestic market, which has already recovered since May 2020.

The appointment set by the 2022 Winter Olympics in Beijing (a city that will host both the summer and winter Games for the first time) and the trend set by the government in developing a ski culture are also a determining factor. This is reflected in the significant investments in ice and snow tourism from 2018 to 2020, which exceeded 139 billion dollars, while winter sports tourism in China is expected to reach 230 million visits from 2021 to 2022 and its revenue to exceed 60.39 billion dollars, according to the Chinese Academy of Tourism.

China now has 742 ski slopes, with 145 ski simulators and 45 simulator venues

China now has 742 ski slopes, with 145 ski simulators and 45 simulator venues: these are the latest cornerstones in introducing ski culture and activity to a population that does not boast large ski facilities, and paradoxically sees the largest clusters of skiers located in the south of the country.

Surfing the Olympics wave, the government is particularly promoting this sport, setting important targets: 5.4 billion EU revenue per year from 2022 and 300 million skiers.

But it should also be pointed out that while winter is the focus of particular attention at the moment, summer is actually the holiday period with the greatest flow, and this applies to the Chinese Winter Olympic venue itself - Chungli/Taizicheng - Beijing's summer holiday destination.

Outdoor as a year-round destination is the key concept for the near future. Family, extreme sports, leisure fun, gourmet, wine and traditions, history: Italy has the complete offer.

As a matter of fact, when examining and evaluating our country as a destination for the Chinese market, one must take into consideration not only holiday trends and service expectations - which are certainly fundamental - but also the modus vivendi and daily life that potential tourists experience in their everyday life: it is necessary to understand what is exciting, comprehensible, bearable and satisfying for people who live on the opposite side of the planet.

In China, 14 cities have more than 10 million inhabitants. 164 cities have more than 1 million inhabitants.

Beijing has 21 million inhabitants. Shanghai has 28. The commuting time experienced daily is about 3 hours on average. If you take a flight from Beijing, after 4 hours you are still in China.

Herein lies a fundamental aspect of Italy: within the same radius covered by the municipality of Beijing - which is only slightly greater than the area of Trentino Alto-Adige - tourists visiting the Italian territory are able to experience culture, good food and wine, history, art, the outdoors and sports: they can live a completely different experience with a transfer not exceeding their daily commute, and with the same distance reach an international airport or one of the icons of Italian tourism.

The possibility of creating synergies using well-known destinations as highlights, but local areas as experiences is the direction to distribute the right visibility to our whole territory, taking advantage of current trends: content to be promoted as a whole, and not as an alternative or antagonistic destination.

We have seen how Covid's experience has led to a preference for outdoor and less crowded destinations: taking into consideration other areas beside the mountains, trails (cammini, sentieri) are the perfect way to discover new significant routes linked to history, and to revive second-tier destinations. The traffic generated is extremely beneficial to local communities and could decongest the main destinations, redesigning a new Italian tourist route.

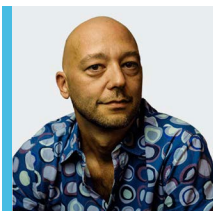
The celebration of the tourist-cultural year 2022 with China, and the support of the Chinese government

in promoting it, will be fundamental in these aspects. Second-tier destinations will certainly receive a great deal of attention, both because of the novelty of the destination, the budget options and the smaller number of visitors.

Careful storytelling and itinerary design can dramatically improve the visibility and attractiveness of these destinations.

Let's also not forget the extremely favorable sequence of appointments on the horizon, which can ensure consistent perspective and attention from the Chinese public: Italy Guest of Honour at the World Winter Sport Events(WVSE) in 2021, the Italy-China Year of Culture and Tourism 2022, the Winter Olympics in Beijing in 2022 and to close, the Milan-Cortina Winter Olympics in 2026.

The important thing is to move.



### SIMONE STURLA 西蒙尼·斯图拉

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中国意大利商会体育与旅游工作组协调员

General Manager Asian Trails China  
道成旅游总经理

## 意大利户外运动:中国游客日益变化的喜好 新冠病毒的影响还是长期趋势?

今天的中国市场就像是一个虽遥远、但可感知的理想国度,几乎所有人都听闻过其神奇的效应,但却无法很好地理解其运作方式,特别是很难与其建立真实且具体的交流。

中国拥有独特且具体的运作体系,由本土社交媒体与意见领袖构成,不同的运作方式并行,对于新手而言意味着挑战,即便是经验丰富的老手在面对这种截然不同的运作体系和文化时也会犯错误。

仅在2006年,134个国家被认定为ADS(目的地地位),成为游客出境游的首选,带薪休假制度于2008年才开始在中国实施;也就是从这时开始,中国出境游应运而生:2013年,中国出境游客人数为8800万人次;2019年,这一数字升至1.6亿人次。

根据COTRI(中国出境游研究所)调查显示,2040年,中国出境游客人数将达2.4亿。中国的中产阶级目前占总人口10%,到2030年,这一比例预计将增至35%,人数达3.96亿。中上层阶级人数预计将达2.76亿,占比或达19.7%,目前为7.1%;富裕群体人数预计将达2.04亿,占比或达14.5%,目前为2.6%。潜力与影响显而易见。

这是一个能够诠释全球酒店业发展趋势的市场。

根据中国奢侈品咨询机构近期发布的报告显示,意大利在出境游首选目的地排行中位居前5;游客倾向通过在线旅行机构(OTA)预定,传统旅行社运营依旧正常运作,散客数量也呈明显增长趋势。

意大利户外运动:中国游客日益变化的喜好  
新冠病毒的影响还是长期趋势?

**安全和自然环境是游客在选择旅行目的地时的关键因素**,游客会根据评论、推荐、亲友口碑、博客写手和导游等途径了解并做出选择;此外,在中国社交媒体上的知名度也是一个重要因素,对于未来户外运动的喜好是新晋出现的一个全新因素。

中国目前拥有742个滑雪跑道、145个滑雪模拟器、45个模拟场地

## 户外运动,参与竞技赛事和“人生必去之地”越来越受欢迎。

这是一个有趣的现象,新冠病毒所带来的心理影响将游客从拥挤的艺术城市带进广袤的大自然中。从文化到体育,从国际化连锁酒店到精品旅社,打造更多有利于生态平衡的环境友好型酒店,这一概念已经开始在中国引起反响。中国当下的趋势很明显,纵观国内市场,可以看到,自2020年5月以来,整个行业就已经开始复苏。

北京(首个既举办过夏季奥运会、又即将举办冬季奥运会的双奥之城)冬奥即将在2022年拉开帷幕,政府正在大力推广滑雪文化,这同样也是一个决定性因素。从2018年到2020年期间在冰雪旅游上的巨大投入就可见一般;根据中国旅游研究院调查统计,投资额超1390亿美元,中国2021年到2022年的冬季运动旅游人数预计将达2.3亿人次,收入或超603.9亿美元。

中国目前拥有742个滑雪跑道、145个滑雪模拟器、45个模拟场地:这些都是近期在推介滑雪文化和户外运动时的基础,因为中国的大型滑雪设施并不多见;然而奇怪的是,中国南方却拥有大批滑雪爱好者。

政府想要借助举办冬奥会的契机,大力推广滑雪运动,确立了重要的目标:从2022年起每年收入达54亿欧元,培养3亿名滑雪爱好者。

然而,同样需要指出的是,尽管冬季运动此刻正受到广泛关注,但夏天才是真正放假休闲的时间,也是客流量最多的时候。崇礼和太子城,这两个冬奥举办地,同时也是夏日度假好去处。

未来的关键理念是要打造一年四季都适合户外运动的旅行目的地。

无论是家庭出游、体验极限运动、休闲娱乐、还是品鉴美食美酒、传统文化和艺术,意大利可以满足一切需求。



其实，在审视和评估意大利作为中国旅游市场目的地时，不应只考虑到假日旅游趋势和服务品质等根本性要素，还应该注重生活方式等因素，因为游客还会去体验当地的日常生活，有必要让游客感受到地球另一端的精彩生活。

中国有14个人口超千万的城市，164个人口超百万的城市。

北京有2100万人口，上海有2800万人口，每天的通勤时间平均约3个小时。从北京搭乘航班，飞行4个小时后，目的地还在中国境内。意大利则不同：在北京所覆盖的相同半径内，北京的面积比特伦蒂诺-上阿迪杰大区稍大些，游客在游览意大利时可以体验文化、美食、美酒、历史、艺术与户外体育活动：游客在意大利无需耗费漫长的通勤时间，便可领略到不一样的风景，而且在同样的距离内便可抵达一座国际机场，或是意大利一处知名景点。

打造协同效应的可能性，突出展现知名目的地的魅力，提升区域旅行体验是提升意大利全境知名度的趋势，利用当前的趋势：从整体角度推广意大利，并非是一种替代型、或是对立型目的地。

新冠病毒使得人们更倾向于户外活动，选择不太拥挤的地方：可以考虑靠近山脉的地方，幽深的小径就是探索与历史紧密相连的全新路线，让二级目的地重新焕发活力。带来的游客量极大造福了当地社群，疏解了各大知名目的地的拥堵程度，重新设计一条意大利旅行线路。

2022中意旅游文化年揭幕在即，中国政府的支持对实现上述目标极为重要。

二级目的地一定会引发极大的关注度，因其有着独特新颖的魅力，合理的预算方案，相对偏少的游客数量。把故事讲好，行程设计好，就能显著扩大知名度，提升目的地的魅力。

不要忘了接下来即将轮番呈现的精彩活动，这些活动能够吸引众多中国观众的目光：意大利成为2021年冬博会(WWSE)主宾国，2022年中意旅游文化年即将拉开帷幕，2022年冬奥会即将在北京举行，以及2026年米兰-科尔蒂纳冬奥会。

关键在于行动起来。







**Projects within the  
tourism and sport  
sectors by CICC  
Members**

**意大利商会成员的旅  
游和体育项目**



## Italy By Appointment Only 意大利定制旅游 - 仅限预约

### The Situation / 形势分析

Italy is world-renown for its culture, art, history. The Country boasts 58 UNESCO Heritage, and traditionally has been defined as a place where the high-born should complete their education, since the Grand Tour time in the 17th century – served a rite of passage when they had come of age.

The primary value of the Grand Tour lay in its exposure to the cultural legacy of classical antiquity and the Renaissance, and to nurture contacts that would become valuable afterwards. It provided the only opportunity to view specific works of art, and possibly the only chance to hear certain music.

To breathe and savor the some of the highest cultural masterpiece the world has to offer has been high-sought by the elite of every country. The Tour would educate the soul, awake the mind and nurture the sensibility of the people that tomorrow would rule the countries. It was a fundamental part of the education, and travelers would have been assisted by a Cicero (a chaperone) in their discovery journey.

Nowadays while weights shifted to more modern, tech-themed or financial knowledge, the humanistic value remain fundamental in today's international contest – now more than ever –

As humanism stresses the importance of human values and dignity, focusing on helping people live well, achieve personal growth, and make the world a better place. Together.

“意大利BAO (By Appointment Only, 即意大利宝) 高端定制旅行机构旨在分享意大利的文化遗产, 充分利用意大利名门望族所代表的优质资源。”

”



意大利的艺术、文化和历史闻名于世。意大利境内拥有58处联合国教科文组织世界文化遗产, 传统意义上, 意大利被定义为是一个只有出身高贵的阶层才应该完成学业的地方, 自十七世纪“宏伟的旅行”时代起就被视为属于出身高贵阶层的成人仪式。

“宏伟的旅行”主要的价值在于能够接触到经典的文物并感受文艺复兴, 结交更多未来能够创造价值的人。这是唯一能够鉴赏艺术杰作、聆听音乐的机会。

感受并品鉴全球文化杰作使得每一个国家的精英阶层竞相追逐。“宏伟的旅行”能够教化心灵, 唤醒意识, 培养未来国家领袖的鉴赏力。这是教育的基本组成部分, 旅行者在引荐人的协助下开启发现之旅。

如今, 人们关注的焦点和重心转向更为现代化的高科技主题和金融等领域, 人文价值依然是当今国际竞争的根本所在, 且比以往任何时刻都更加突出。

人文主义强调人文价值和尊严的重要性, 关注如何让人们的生活更美好, 实现个人价值, 让这个世界变得更加美好。

### The Project / 项目

BY APPOINTMENT ONLY is born with the aim to share this humanistic value, getting to the core of it and employing the very depositaries of this knowledge as ambassador to the guests.

Italy has a high number of noble families located on its territory, from the sea to the alps. Families who are depositaries of the Italian history, culture and art by birth, by tradition – we actually we may say they really embody those traits as participated – as family – on defining them and often participating to crucial event in Italian history.

BAO aims to share the core of the Italian heritage, making use of the resources these noble families do represents: imagine privately visits museums or collections with the descendants of the person depicted in the paintings, reporting not facts but sharing family's memories.

Making use not of chain hotels but residing in castles, Palladian villas, private estates, city palaces and most important hosted as a faraway friend, not as a tourist.

Making good use of all the families 'connections to explore the surroundings, and get in contact with local artisans, artists, chef and winemakers, to live and see the country as these people did and do. Since centuries.

BAO (By Appointment Only, 即意大利宝) 的创立旨在分享人文价值, 理解其内核, 并将拥有丰富知识储备的人作为引领宾客的使者。

意大利境内拥有众多贵族名门, 从地中海到阿尔卑斯山。这些名门望族按照家族传统, 从出生起就见证并吸纳了意大利的历史、文化和艺术; 可以说, 这些家族真正体现了意大利的特质, 历史上经常会在重大事件中出席。

意大利BAO (By Appointment Only, 即意大利宝) 高端定制旅行机构旨在分享意大利的文化遗产, 充分利用意大利名门望族所代表的优质资源: 想象一下, 在贵族名门成员的陪同下独自参观博物馆并欣赏藏品, 其中一些油画中的人物或许正是其家族的先辈, 而他们的后代就站在你的旁边, 分享家族的历史回忆。

下榻之处并非仅限于连锁酒店, 还包括城堡、帕拉迪奥别墅、私人庄园和城市宫殿等, 最重要的是, 宾客不会简单地被视为普通游客, 而是会被视为远道而来的朋友。

充分借助贵族家庭的社交资源, 探索更多精彩, 结识当地工匠、艺术家、厨师和酿酒师等, 感受数个世纪以来这些人眼中的意大利。



“BAO aims to share the core of the Italian heritage, making use of the resources the noble families do represent.”

”



“

Will provide the Chinese operator with an innovative product, suitable for the new traveler, keener to in-depth experiences and looking for extraordinary memories to share back home.

”



## Benefit / 优势

This kind of approach will benefit immensely the guests, giving a unprecedented level and quality of experience: the possibility to understand what history's meaning is, and translating it into real life: not museums, but sharing live history and culture – living it.

The local's benefit too, as not limiting the travel industry to icon destinations, but exploring areas not well known by the international and chinese market will be beneficial to the local economy, widening the benefit of the industry to a wider span of the Country's territory: income, renovation, investment in the local economical tissue and eventually infrastructures would be the long term results.

Third but not least, this will provide the Chinese operator with an innovative product, suitable for the new traveler, keener to in-depth experiences and looking for extraordinary memories to share back home.

这样的观光方式极大提升了宾客的体验,带来前所未有的高质量感受:真正理解历史的含义,在现实生活中感悟历史:并非仅限于参观博物馆,而是分享鲜活的的历史和文化,并浸淫其中。

在全新的观光方式带动下,当地也会受益,观光业不再仅限于标志性景点,而是探索更多不被国际和中国市场熟知的地方,提升当地经济发展,将观光业所创造的收益惠及意大利境内更多的领域:包括当地经济结构中的收入、装修和投资等,从长远角度而言,拉动当地基础设施建设。

最后同样值得一提的是,这样的观光方式将会为中国旅行运营商打造创新型产品,适合新一代的观光客,特别是针对那些想要拥有深度旅行体验、可以和亲友分享非凡旅行回忆的游客群。

“

为中国运营商提供创新产品,适合新旅行者,更热衷于深入体验并寻找非凡的回忆回家分享。

”

## Services / 服务

BAO is an Italian tour operator, a travel conciergerie, a very discerning dmc. Provide unparalleled experiences in the whole of the Country. For Families, couples, small groups: creates unique memories and it's the best choice for unforgettable moments and memorable celebrations.

Our Travel Butlers are Chinese speaking: local Italian people who previously worked and lived in China, but proud of their origins and longing to introduce their own lands to the foreign guests.

This provides another level of service: local, knowledgeable and reliable, and safe. Only a person locally known may provide all the four at the highest level, and this is why we prefer to work this way: using local butlers in every location, supporting a chaperone who acts as main reference for the guests. An extra service that we happily provide if requested.

BAO (By Appointment Only, 即意大利宝)是意大利一家旅行运营商,同时也是一家眼光敏锐的目的地管理机构(DMC),旨在为家庭、情侣或夫妇、小型团体等打造无与伦比的意大利观光体验,留下独特的观光回忆和难以忘怀的瞬间。

说中文的旅行管家:配备的管家都是曾在中国工作和生活的意大利人,这些管家都为自己出生在意大利而感到自豪,期待着将意大利优美的景色介绍给外国友人。为游客提供另外一种级别的服务:安全、可靠、博学多识的管家将全程提供优质的服务。只有了解当地特色的人:在引荐人的推介下,每一个景点都可以选择聘请当地陪同管家。如有需求,乐意提供额外服务。

## Contacts / 联系方式

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E-mail / 电子邮件: [conciergerie@italybao.com](mailto:conciergerie@italybao.com)







“

We promote dialogue among cities for developing visitors exchange.

我们促进城市之间的对话,以发展游客交流。

”



### Who we are / 我们公司

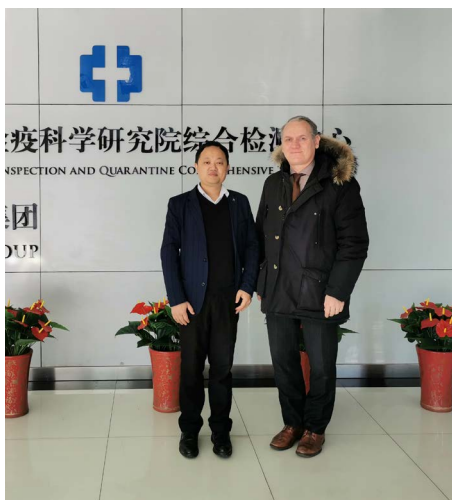
China 2000 Srl was born in 1998 as a synthesis of a long commercial activity with China started by the Taccetti family in 1946 with the importation in Italy of straw braids for the production of the Florence straw hat of Enrico Taccetti e Figli founded in 1867 and collects the legacy of the activities carried out from 1994 to 1998 by Taccetti as responsible for the Italian office of China Resources (Europe) Co. B.V in Rotterdam, the European office of China Resources (Holdings) of Hong Kong, a state owned enterprise founded in 1948 according to Mao Tze Tung intention. (www.crc.com.hk). It is also a company accredited by the Ministry of Economic Development for the consulting and services for internationalization. It is the Italian office of CAIQTEST Beijing.

China 2000 Srl诞生于1998年,是一个长期与中国商业合作的综合公司。1946年Taccetti家族从中国进口麦秆,用于生产Enrico Taccetti和他的儿子们创立于1867年的佛罗伦萨草帽生意,并在1994年到1998年间 Taccetti作为华润集团(欧洲)股份有限公司意大利分部的负责人,与鹿特丹分部以及香港华润(控股)分部一起组织了一系列活动,该国公司于1948年应毛泽东的要求下成立。(www.crc.com.hk) 同时也是经济发展部认可的为国际化提供咨询服务的公司。这是CAIQTEST北京的意大利办事处。

### Our Mission / 任务

The main services offered by China 2000 Srl are consulting and trade service assistance to Italian and Chinese companies for feasibility studies, Marketing and Commercial Promotion. The company's mission is to understand the needs of Italian and Chinese companies and establish a cooperation plan among both parties in order to open both markets. China 2000 Srl is able to offer to the Italian and Chinese companies the services necessary to support commercial actions for entry into the foreign market. The services offered are: legal, accounting and administrative, sourcing, quality control, marketing, facilitated finance, logistics, certification in import or export. China 2000 Srl is supported by qualified consultants and partners both in Italy and in China.

China 2000 Srl提供的主要服务是为意大利和中国公司的可行性研究,市场营销和商业推广提供咨询和贸易服务支持。该公司的任务是了解意大利和中国公司的需求,并在双方之间建立合作计划以打开两个市场。China 2000 Srl能够为意大利和中国公司提供必要的服务,以支持进入国外市场的商业行为。提供的服务包括:法律,会计和行政,采购,质量控制,市场营销,财务便利,物流,进出口证明。China 2000 Srl由意大利和中国的合格顾问和合作伙伴提供支持。



## Italy Lifestyle and Culture / 意大利生活方式和文化

As an initiative project promoted by commercial realities and Italian local authorities, for creating commercial opportunities between Italy and China, “Italy lifestyle and culture” aims to aggregate the excellence partners of Made in Italy from different product and cultural fields according to the historical geographical areas of origin. In the meantime, as an authorized organization and bridge, “Italy lifestyle and culture” is willing and able to develop the commercial, culture, tourism, and business activities between Italian and Chinese cities, districts and enterprises.

作为一个由意大利地方政府和商业实体推动的、以原产地的历史和地理区域为范畴、旨在意大利-中国间创建商机的一个项目,“意大利生活方式与文化”(ILSC)根据产品属地、文化和地理区域的不同,和意大利企业的优良度为原则,开展、汇总并介绍来自意大利的优秀伙伴企业的工作。同时,作为一个授权单位和桥梁单位,“意大利生活方式与文化”(ILSC)有能力并愿意推动与中国地方管理部门和企业加深经济、文化、旅游以及具体商务上的合作与交流。



With their brands and products, in synergy with the cultural and government institutions and organizations of their territory, same Italian companies, creates this group that shares a common strategy for approaching the Chinese culture and market. For enhancement the relationship of the relative regional areas in both Italy and China, on the base of the Dual-Wins policy from Italian country, the group is promoting and building dialogue with those Chinese counterparts for reaching to the relationship for finalizing partnerships, cooperation or joint ventures with chinese companies and organizations. Through this action, the scope of cooperation between Italy and China will be extended and promoted. Of course, at the same times, this is a mode to encourage the tourism development, cultural and commercial activities between both countries.

Step by step this project aims to expand its activity and presence facing the countries that are part of the Regional Comprehensive Economic Partnership (RCEP) which includes the ten members of the Association of Southeast Asian Nations (ASEAN).

根据企业品牌和产品、其所在地区的文化、政府机构和区域组织机构、共同的理念和接近中国的战略原则为基础,一些意大利企业共同协作创建了一个集团。该集团以来自于意大利政府的双赢政策为目标,通过推动与扩大中意的同行伙伴间的对话,来达到确定和创建与中国同行和组织间的伙伴关系、合作关系、或合资企业关系。通过这一行动,来扩大、促进中意间的合作范围。同时,这也是鼓励与增进两国实体和个人在旅、文化和商业交流的一种方式。

这个项目和行动,也将会逐步地,扩大到包括东南亚国家联盟(ASEAN)等十个成员国的区域综合经济伙伴关系(RCEP)的一部分国家中。

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# Centro Turistico Cooperativo 意大利旅游合作中心 (CTC)



## Scenario / 方案简述

### THE TRAILS: discovering Italy along its ancient roads

A path is a marked and mapped route that can be followed on foot, by bicycle or on horseback. It is a themed route, which can be spiritual, religious, historical, cultural or artistic. Walks are a way of enjoying Italy's natural and cultural heritage, as well as an opportunity to meet people, to learn about the culture of the areas through which they pass, to experience moments of introspection but also of sharing. The Trails cross one or more Italian regions but can also be part of European routes.

Each trail has a story to tell because it combines stories from the past, local cultures and natural beauty. At every step you can discover something!

The choice is wide: from the paths of ancient Rome, which allow you to discover the great skill of the Romans in the construction of roads, which have survived intact to this day, and which have enabled trade over the centuries, to the paths of faith, the routes that European pilgrims began to take to reach religious capitals, to the recently designed thematic paths that highlight many villages in lesser-known Italy.

Today, these routes have also taken on a central role in the development of sustainable tourism, a tourism that is attentive to the environment, to the development of local communities and to respect for the people who live in the area.

### 古道: 在古道中探索意大利

这是一条精心绘制的线路,无论是选择徒步还是骑马,都可以领略这条古道的风采;此外,这还是一条特色主题线路,宗教、历史、文化和艺术等元素蕴含其中。徒步是感受意大利自然与文化遗产的方式之一,同时也是邂逅当地民众、了解所到之处的风土文化、自省和分享的好机会。古道线路跨越意大利境内多个地区,也是欧洲古道的重要组成部分。

每一条线路都蕴藏着古老的往事和回忆,有许多结合了当地文化和自然美景的故事等待被聆听,漫步在古道中,每一步都有新发现。

多条线路可选:探索古罗马的小径,感受古罗马人在筑路过程中展现出的精湛技艺,这些古道留存至今,在数个世纪的贸易往来中扮演着重要的角色;还可以探索朝圣之路的魅力,欧洲的朝圣者沿着古老的路径前往宗教之都;此外还有一些新近开发的乡村小径特色主题线路,欣赏鲜为人知、独具特色的意大利乡村美景。

如今,这些线路在推进旅游可持续化进程中起到了至关重要的作用,打造环境友好型的观光体验,促进当地社群发展,尊重当地民众。

## The Project / 项目概览

### A network of cooperatives along the main Italian trails

More and more people are going on trips looking for something more than just a holiday.

"Cooperazione in Cammino" is a Confcooperative project dedicated to those who love to walk, to those who want to undertake an inner journey and do so by following a path, to those who are in search of the beauties of lesser-known Italy, to those who want to taste the food and wine delicacies of local producers in contact with nature.

Agricultural, fishing, tourism and cultural cooperatives along the routes, have decided to form a network to welcome travellers who, during their journey, will also be able to visit a farm, a museum, taste good wine and, of course, stay overnight after the day's efforts enjoying the atmosphere.

An all-round experience of slow tourism, with the territory, cooperatives and travellers as protagonists.

The symbol chosen to identify the project is the dandelion flower, which is present throughout Italy, as are the cooperatives. In the language of flowers, the dandelion symbolises strength, hope and trust, qualities that we hope will accompany anyone who wants to undertake this new journey together with the cooperative.

"Cooperazione in Cammino" intends to make proposals for a series of itineraries and routes in Italy, from the best-known pilgrimage routes to lesser-known paths that are no less rich in history and charm.

### 意大利观光线路沿途合作机构

越来越多的人想要的不仅仅是观光度假而已。

“在古道观光中合作 (Cooperazione in Cammino)” 是意大利合作社联盟 (Confcooperative) 发起的一个旨在为那些喜欢徒步、探索心灵历程、寻找鲜为人知的意大利美景、品尝珍馐佳酿的人群而打造的项目。

沿途有多家不同类型的合作社机构,包括农业、渔业、旅游和文化产业等,携手欢迎想要在旅途中参观农场、博物馆、品尝美食美酒、并选择在当地住宿的游客。

全方位体验慢节奏旅游,观光地、合作机构与游客是主要倡导者。

该项目的标识是一朵在意大利随处可见的蒲公英花,正如遍布意大利的各类合作机构一样。在花卉的语言中,蒲公英象征着力量、希望和信任,愿这些品质能够伴随想要与合作机构一同踏上新旅途的游客。

“在古道观光中合作 (Cooperazione in Cammino)” 将会推出多条意大利境内线路,从知名的朝圣之路到虽然鲜为人知、但同样拥有丰富历史底蕴的魅力古道。



“ 每一条线路都蕴藏着古老的往事和回忆,有许多结合了当地文化和自然美景的故事等待被聆听,漫步在古道中,每一步都有新发现。 ”





“ Each trail has a story to tell because it combines stories from the past, local cultures and natural beauty. At every step you can discover something! ”



“ Today, these routes have also taken on a central role in the development of sustainable tourism, a tourism that is attentive to the environment, to the development of local communities and to respect for the people who live in the area.. ”

如今, 这些线路在推进旅游可持续化进程中起到了至关重要的作用, 打造环境友好型的观光体验, 促进当地社群发展, 尊重当地民众。 ”

## Contacts / 联系方式

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## Referents / 参考

The promoters of this project are the agricultural and cultural sectors of the Confederazione Cooperative Italiane, Confcooperative. Confcooperative is the main organisation representing, assisting and protecting the Italian cooperative movement and social enterprises, in terms of number of enterprises (18,500), people employed (525,000), members represented (83.2 million) and turnover achieved (66 billion euros).

In view of the social function that the Italian Constitution recognises in cooperation, Confcooperative promotes its development, growth and promotion.

### Our Services

The project proposes tourist packages for the promotion and enjoyment of the routes, which offer not only accommodation but also cultural and gastronomic experiences to help tourists discover the areas through which the routes pass..

该项目发起者为意大利合作社联盟 (Confcooperative) 中的农业和文化部门。作为主要的合作机构, 意大利合作社联盟负责代表、协助并保护意大利合作机构的各项活动, 下属企业18500家, 雇员525000, 成员8320万, 营业额660亿欧元。

从社会功能角度而言, 意大利合作社联盟推崇合作共赢, 促进企业和合作机构不断发展壮大。

### 服务范围

该项目为游客推荐多个观光套餐, 游客可饱览当地美景。不仅为游客安排住宿, 还能尽享文化魅力, 品鉴特色美食, 带领游客在旅途中探索更多惊喜。



“ Globally the Instagram generation is unveiling hidden photogenic gems and creating a whole new type of tourism.

在全球范围内, Instagram一代正在不停地挖掘不为人知的拍照圣地, 创造了新的旅游方式。

”



## Theme: a story to be discovered / 主题: 发掘被尘封的故事

From the 9th century BC this unique territory was the home of one of the oldest civilizations in Italy; the Etruscans. Divided into 12 city-states, it has held a place in history as one of the great dodecapolis.

After the conquest by the Romans, Etruria continued to exist and prosper as the seventh region of the Roman Empire.

Although Etruria was reorganized by Diocletian in AD 292, its unique heritage has continued to persist to this day and can be reborn to exist as a perfect and diverse itinerary for tourists from all over the world.

从公元9世纪开始, 伊特鲁里亚这片独特的土地就已经是意大利最古老的文明发明地之一。它被划分为12个城邦, 作为最伟大的邦联之一在历史上有着不可替代的地位。

在被罗马人征服之后, 伊特鲁里亚作为罗马帝国的第七地区继续着它的辉煌和繁荣。

尽管公元292年戴克里先对伊特鲁里亚进行了重组, 它独特的文化一直传承至今, 并且为来自世界各地的游客提供了生动别致的游览旅途。

## Principles: Starting base / 原则: 基础

### Share Experiences Not Places

Globally the Instagram generation is unveiling hidden photogenic gems and creating a whole new type of tourism.

In China this effect is not reserved to a single generation but to the whole population. The modern Chinese traveler is looking for more than beautiful places, tasty meals or cultural lessons; they're looking for experiences to share.

Understanding this and guiding tourists towards perfectly sharable photo-moments whilst providing meaningful experiences is the surefire way to trend in China and consequently succeed in attracting Chinese tourism.

### 分享旅行体验而不是旅行地点

在全球范围内, Instagram一代正在不停地挖掘不为人知的拍照圣地, 创造了新的旅游方式。

在中国, 这样文化影响的不仅是新一代的年轻人, 更是整个人口。现在中国的旅行者寻找的不单止是优美景色、美味佳肴、文化课程, 更是一些他们可以在社交媒体分享的旅行体验。

理解这一点, 为游客提供可以分享的照片时刻, 打造有意义的旅行体验, 是在中国拥有热度、吸引中国游客的先行条件之一。



## Concept / 概念

Divided into the 12 city-states of antiquity, we have collected some examples to highlight the diversity and potential of an 'Etruria' itinerary, specifically adapted to the interests of the modern Chinese tourist.

我们在被分成12个城邦的伊特鲁里亚中收集了一些例子，体现“伊特鲁里亚”旅游路线的多样性和潜力的同时，突出能引起中国游客兴趣的部分。

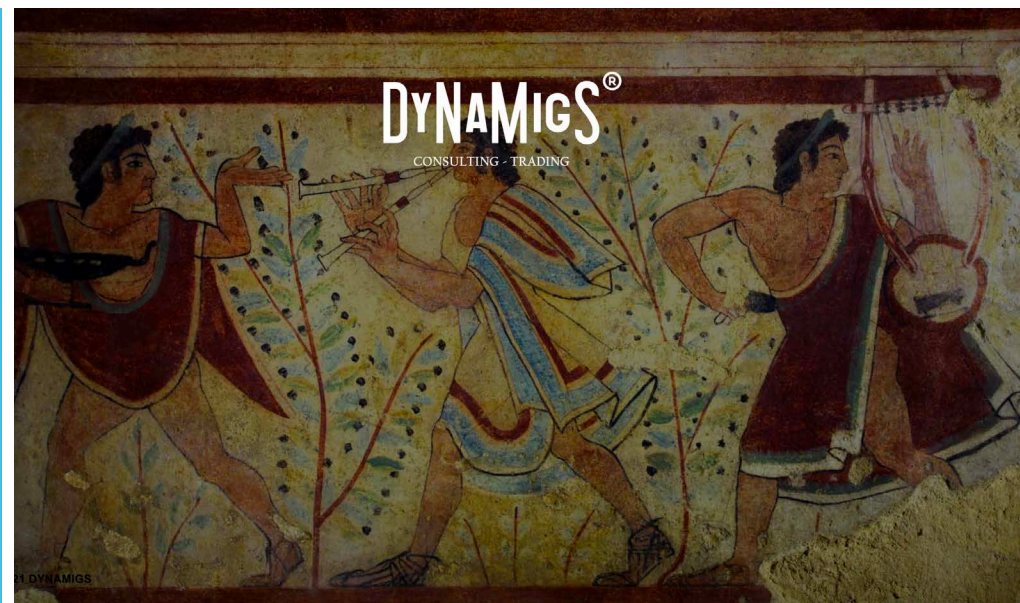


For each of the twelve city-states, the examples were divided into three categories:

- Typical food and wine;
- Culture, through unique events;
- Appealing places/landscapes

对于这12个城邦，一共有三种不同的例子类型：

- 传统食物和红酒
- 通过独特活动传递文化
- 引人入胜的风光



## Strategy / 策略

In our three step process we strategically open on a combination of OTA (Online Travel Agencies) platforms and social media channels. This creates means of increasing visibility, offering information and converting into sales.

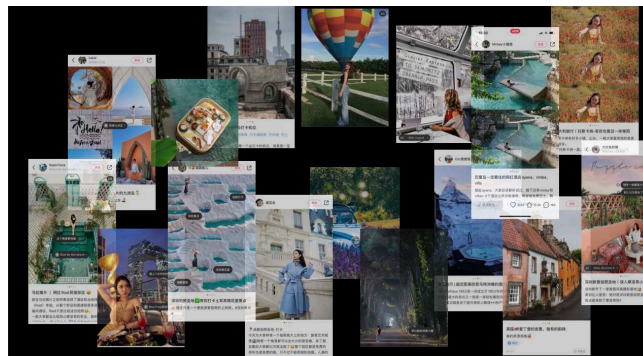
We gain traction with a combination of influencer marketing and paid media allocated meticulously based on set targets.

To follow through it's essential that we coordinate with travel destinations to make sure they are fully prepared to receive Chinese tourists, accomodate them, and convert them into KOC in order to perpetuate a word of mouth effect.

在我们的三个步骤中，我们策略性地结合了在线旅游平台和社交媒体平台，提升曝光度，为用户提供必要信息并且逐步促进交易。

我们通过分配结合意见领袖和付费媒体提升流量。

为了达到这一点，我们需要和旅游目的地进行协调，确保他们做好接待中国游客的准备，提供住宿条件，将游客转化成KOC，营造口碑效应。



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“ Globally the Instagram generation is unveiling hidden photogenic gems and creating a whole new type of tourism.

在全球范围内，Instagram一代正在不停地挖掘不为人知的拍照圣地，创造了新的旅游方式。

”

## Sino-Italian Cooperation Project Concepts 中意合作项目理念

### Destination Promotion 旅游目的地推介

#### Scenario / 情况梗概

As per data from "The road to recovery for Chinese outbound tourism", an Economist Intelligence Unit (EIU) briefing published on May 11th 2021, Italy was the first long haul destination of Chinese Outbound in 2019, after short/medium haul destinations such as, in order, Hong Kong, Macau, Thailand, Japan, Korea, Vietnam, and Singapore. This great achievement could be dented by the unpredictable developments of the post-pandemic period.

Accordingly, well thought promotional actions will be needed to re-emphasize the historical leading excellence of Italy's extremely wide tourism offering to Chinese guests, such as its UNESCO World Heritage Sites (Italy is the 1st country in the World for UNESCO Sites together with China), its Mediterranean mild climate, its shopping, food, performing arts, outdoors, beaches, and mountains, to name only a few. We know that, even if the bulk of Chinese tourism to Italy pre-Covid was traveling in big traditional series groups, demand was slowly moving towards FITs and tailor-made small groups. The pandemic will greatly accelerate these trends. Additionally, in the same EIU briefing, the United Arab Emirates (UAE) is supposed to be the first long-haul destination where Chinese pent-up demand will be attracted to after the pandemic.

Leveraging on these trends, on the imminent China-Italy Year of Culture and Tourism, and on the popular interest for the ancient silk-road connecting these two ancient civilizations via the Middle East, Etihad sees an opportunity to promote Italian itineraries including a free stop-over in Abu Dhabi, our main hub, a modern cosmopolitan metropolis with an old-world charm and a passion for innovation.



根据经济学人智库 (Economist Intelligence Unit, EIU) 简报于2021年5月11日发布的“中国出境游复兴之路”的数据, 2019年新冠大流行以来, 意大利是继香港、澳门、泰国、日本、韩国、越南和新加坡等中、短期旅游目的地之后, 中国出境游的第一个长途目的地。但这一伟大成就可能因不可预测的新冠疫情影响而受到影响。

因此, 推介活动需要经过深思熟虑, 要反复强调意大利为中国游客提供丰富的旅游历史领先优势, 例如联合国教科文组织世界遗产景点 (意大利和中国是联合国教科文组织世界文化遗产数量最多的国家)、温和的地中海气候、购物、美食、表演艺术、户外、海滩、山岳等, 只举几个名字即可。我们知道, 即使在新冠之前到意大利旅游的大部分中国游客都是以大型的传统旅游团的形式前往, 但需求也在慢慢转变, 越来越多的人选择自由行 (FIT) 和定制小团。此次新冠大流行将大大加速这种趋势。此外, 在同一期经济学人智库 (EIU) 简报中, 阿联酋应该是在新冠疫情之后吸引中国游客释放被压抑旅行需求的第一个长途目的地。

我们要借助这一良好趋势, 在即将到来的中意文化旅游年以及人们对通过中东连接这两个文明古国的古丝绸之路的兴趣, 阿提哈德航空 (Etihad) 看到了这一机会, 向中国游客推介意大利旅游, 包括在我们的主要枢纽之一阿布扎比免费停留。阿布扎比是一座现代化的国际化大都市, 它拥有古老世界的魅力, 同时还不乏对创新的热情。

#### The Project / 方案

Capitalizing on the timeless charm of the ancient Silk Road, Etihad is open to partners willing to promote Italy as a destination taking advantage of a free stop-over in Abu Dhabi. Abu Dhabi is a city of enchanting culture, year-round sunshine and endless adventure. Historic landmarks and dramatic desert landscapes meet vibrant nightlife, white beaches, sparkling coastline and world-class golfing. Guests will be able to choose different options of stop-over, picking from the wide selection of outstanding hotel brands present in the UAE.

Additionally, Abu Dhabi is one of the cities in the world that best dealt with the pandemic ([www.dka.global/covid-city-ranking](http://www.dka.global/covid-city-ranking)) as much as Etihad did as an airline. In 2020 we launched 'Etihad Wellness', a comprehensive program following the highest standards of hygiene at every stage of the journey (catering, aircraft cabin deep-cleaning, health screening, inflight product, crew interaction, ground transportation, etc.). As a result, we were awarded the Diamond status in the 'APEX Health Safety' audit for efforts in ensuring hospital-grade standards of cleanliness. This is a recognition that Etihad is one of the safest airlines in the world.

These assets will be key in developing targeted communications via live-streaming and KOLs engagement for the growing number of Chinese travelers that are looking forward to traveling abroad once it is safe to do so.

“Etihad sees an opportunity to promote Italian itineraries including a stop-over in Abu Dhabi, our main hub, a modern cosmopolitan metropolis with an old-world charm and a passion for innovation. 阿提哈德航空 (Etihad) 看到了这一机会, 向中国游客推介意大利旅游, 包括在我们的主要枢纽之一阿布扎比停留。”

利用古老丝绸之路的永恒魅力, 阿提哈德航空 (Etihad) 向愿意利用在阿布扎比免费停留的机会宣传意大利为目的地的合作伙伴开放。阿布扎比是一座拥有迷人的文化、终年充足的阳光和无尽冒险的城市。历史性地标和戏剧性的沙漠景观相遇, 加上充满活力的夜生活, 白色的海滩, 闪闪发光的海岸线和世界级的高尔夫球场。游客可以从阿联酋众多优秀酒店品牌中选择不同的中途停留方式。

此外, 阿布扎比是世界上应对新冠疫情最好的城市之一 ([www.dka.global/covid-city-ranking](http://www.dka.global/covid-city-ranking)), 就像阿提哈德航空 (Etihad) 一样好。2020年, 我们推出了“健康卫生计划”, 这是一项全面的计划, 在旅程的每个阶段都遵循最高的卫生标准 (餐饮、机舱深度清洁、健康检查、机上产品、机组人员互动、地面运输等)。因此, 我们在‘航空乘客体验协会 (APEX) 健康安全’审查工作中被授予钻石级别, 以表彰我们在确保医院级的清洁和卫生标准方面所做的努力。这是对阿提哈德航空 (Etihad) 是世界上最安全的航空公司之一的认可。

对于越来越多的中国游客来说, 通过流媒体直播和网络大V (KOL) 的参与, 这些资产将成为有针对性传播的关键, 一旦安全, 他们将期待出国旅游。





## Main Services / 主要服务

Etihad is rated a Five-Star Global Airline by the Airline Passenger Experience Association (APEX). The award was presented to the airline at the virtual APEX Award Ceremony, part of the FTE APEX Virtual Expo, on 9 December 2020. The APEX Official Airline Ratings™ were created based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with TripIt® from Concur®, the world's highest-rated travel-organizing app. Using a five-star scale, nearly one million flights were rated by passengers across more than 600 airlines from around the world. The APEX Official Airline Ratings™ were independently certified by a professional external auditing company.

- Abu Dhabi Stop Over Free Hotel Services
- Promotional support
- Wellness Kits for all passengers including masks, sanitary gel and gloves, and our COVID-19 global insurance cover
- Sustainability is at the core of Etihad's business and a pillar of its future growth and expansion. Etihad recently launched many products and services related to sustainability. One good example is Conscious Choices: the first green airline loyalty program. It allows members to earn miles if they decide to offset the carbon emissions of their flights, to fly lighter or to make other environmentally friendly choices in their everyday life (see: [www.etihadguest.com/en/conscious-choices.html](http://www.etihadguest.com/en/conscious-choices.html))

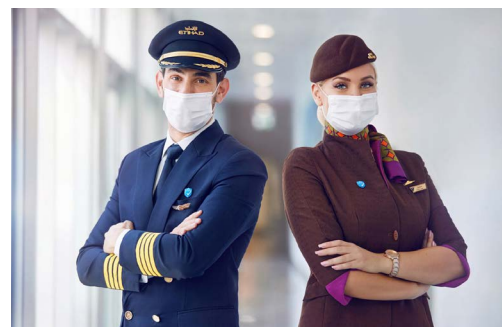
These services are available at the time of brochure publication, but there is no guarantees of activation at a later time. For the latest information regarding our services please visit [www.etihad.com](http://www.etihad.com).

阿提哈德航空 (Etihad) 被航空乘客体验协会 (APEX) 评为全球五星级航空公司。该奖项于2020年12月9日在 FTE APEX 网络博览会的虚拟 APEX 颁奖典礼上颁发给航空公司。APEX官方航空公司评级™ (APEX Official Airline Ratings) 是基于中立的第三方乘客反馈和通过 APEX 与来自全球评级最高的旅游组织APP——Concur®的 TripIt® 合作收集的见解而创建。该Concur®采用五星评分法,来自世界各地的600多家航空公司的乘客对近100万次航班进行评分。APEX官方航空公司评级™ (APEX Official Airline Ratings) 由专业外部审计公司独立认证。

- 阿布扎比中途免费停留酒店套餐
- 促销支持
- 适用于所有乘客的健康包,包括口罩、消毒凝胶和手套,以及我们的COVID-19全球保险
- 可持续发展是阿提哈德航空业务的核心,也是其未来增长和扩展的支柱。阿提哈德航空最近推出了许多与可持续发展有关的产品和服务,其中“Conscious Choices - 全球首个绿色常旅客计划”就是一个很好的例子,此举措支持会员通过抵消航班碳排放、轻装乘机 and 环保生活赚取里程 (详情查阅: [etihadguest.com/en/conscious-choices.html](http://etihadguest.com/en/conscious-choices.html))。

这些服务在宣传册出版时提供,但不保证以后仍然有效。有关我们服务的最新信息,请访问[www.etihad.com](http://www.etihad.com)。

“ Etihad is rated a Five-Star Global Airline by the Airline Passenger Experience Association (APEX). ”



“ 阿提哈德航空 (Etihad) 被航空乘客体验协会 (APEX) 评为全球五星级航空公司。 ”

## Impact and Benefits / 影响和益处

Promoting Italy taking advantage of a free stop-over in a safe and fascinating city will definitely increase the attractiveness of the value proposition to the clever Chinese travelers. This advantage can be leveraged with specific ad-hoc tactical campaigns or with longer term cooperation projects with more than one partner. Etihad is particularly keen to focus on tailor-made and customized itineraries specifically catered to small group of friends and families, as these kinds of groups seem to have the potential to become the fastest growing product of outbound tourism in China following the pandemic.

在一个安全、迷人的城市里,利用免费停留的机会,推介意大利无疑会增加价值主张对精明的中国游客的吸引力。这一优势可用于特定的点对点推介活动或与多个合作伙伴的长期合作项目。阿提哈德航空 (Etihad) 特别热衷于为一小群亲朋好友量身定制旅游线路,因为这类旅行团有潜力成为新冠疫情后增长最快的出境旅游产品。

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# The Treasure Hunt of the Vesuvian Coast

## 寻宝维苏维安海岸

### Premise / 摘要

The geographical area of reference is the coastal stretch that in the province of Naples from Portici reaches Vico Equense (photo 1) integrated by the hinterland that embraces the Vesuvius National Park (photo2).

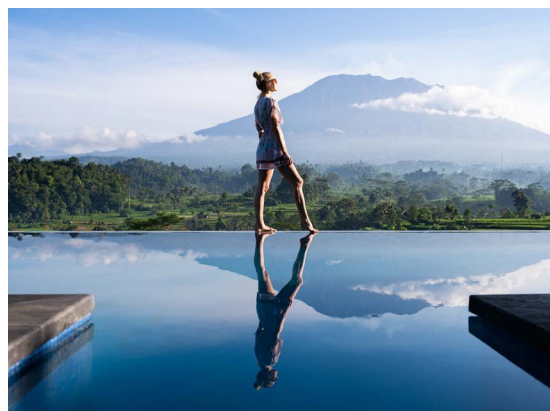
It is not the Sorrento Coast (which begins after Vico Equense) and it is not the city of Naples (which is located before Portici), but a stretch of sea which is given the name of Vesuvian Coast due to the close link with the municipalities of hinterland that lie at the foot of Vesuvius, the volcano that characterizes the whole territory in its past history and in its present.

A total of 21 municipalities that contain biodiversity, food and wine excellence, quality craftsmanship, starred restaurants, unique museums in the world, archaeological and landscape sites, UNESCO heritage; and which still preserve local traditions, guaranteeing an "immersive" offer such as that requested by tourists today.

### The Scenery / 风景

• **Wide, diversified, valuable but above all widespread cultural heritage.**

Despite the presence of some symbolic places known internationally (sites declared by UNESCO as cultural heritage of humanity such as Pompeii and Herculaneum, cities of art, churches, landscapes, museums, etc.), the real characterizing element of the area is the extreme diffusion of tangible and intangible cultural heritage. This allows the visitor, with short trips, to enjoy extremely diversified and high quality cultural attractions.



参考的地理区域是那不勒斯省从 Portici 到达 Vico Equense (照片 1) 的海岸线, 该地区由包含维苏威火山国家公园 (照片 2) 的腹地整合而成。

它不是索伦托海岸 (始于 Vico Equense 之后), 也不是那不勒斯市 (位于波蒂奇之前), 而是一片因与市政当局的紧密联系而被命名为维苏威海岸的海域, 它位于维苏威火山脚下的腹地, 这座火山在过去和现在的历史都是整片土地的特色之处。

这里总共有 21 座城市, 都包含生物多样性、卓越的食品和葡萄酒、优质工艺、星级餐厅、世界上独一无二的博物馆、考古和景观遗址、联合国教科文组织遗产; 并且仍然保留了当地的传统, 保证了今天游客所要求的“身临其境”的服务。

• **广泛、多样、有价值但最重要的是广泛的文化遗产。**

尽管存在一些国际知名的象征性的地方 (被联合国教科文组织宣布为人类文化遗产的遗址, 如庞贝古城和赫库兰尼姆、艺术之城、教堂、景观、博物馆等), 该地区真正的特征元素是极端扩散的物质和非物质文化遗产。这让游客可以短途旅行, 享受极其多样化和高品质的文化景点。

• **Places rich in history and traditions.**

Alongside the tangible heritage is the intangible heritage as expressed by the traditions recalled by multiple rites, events, manifestations, anniversaries.

• **Villages.**

Smaller towns that represent a mine of suggestions and innovative proposals for the latest generation tourist, less hasty, more curious and attentive to the discovery of minor beauties.

• **Aesthetic quality of the landscape.**

The beautiful coast from Portici to Vico Equense and the hinterland with the Vesuvius National Park.

• **Authenticity and quality of life.**

Tourists tend to recognize a high level of quality in the lifestyle of the local population and the ability of residents to relate in a genuine way with the guest.

• **Food and wine and authenticity of food.**

The area is characterized by absolute agricultural and agri-food productions, often highlighted by obtaining the various internationally protected quality marks (DO, GI) where organic crops also have a certain importance. Therefore, a quality chain, controlled and enhanced by the use of agricultural products in the traditional local cuisine, which is varied, original, imaginative, with each territory capable of offering typical dishes capable of representing local history and traditions. Among the various products, wines, oil, vegetables, tomatoes, fruit, dairy products, flours stand out for their indisputable value.

• **Events.**

The Area offers a wide and diverse range of events by type (cultural, musical, folkloric, sporting, etc.) and relevance to major events. However, the analysis on the demand carried out in recent years, show a strong appreciation especially by foreign guests for the myriad of markets, festivals, historical re-enactments and festivals that especially in spring and summer animate the lives of residents and tourists in a widespread manner in the whole area.

• **Quality of reception of accommodation and catering facilities.**

The accommodation offers ranges from B & Bs to widespread hotels to hotels of various types including those belonging to international chains, without forgetting the campsites and hostels, with great coverage throughout the area. The restaurant boasts numerous starred restaurants.

• **Quality of infrastructures.**

The area has the international airport of Capodichino and the high-speed line.

• **Long seasonality.**

The mild temperatures allow you to plan a tourist season spread over all twelve months, with the possibility of also crossing the holidays of the Chinese calendar.

• **历史和传统丰富的地方。**

除了有形遗产之外, 还有由多种传统仪式、活动、示威活动、纪念日所唤起的传统所表达的非物质遗产。

• **村庄。**

较小的城镇代表了最新一代游客的建议和创新建议, 不那么仓促, 更加注重令人好奇的地方和小众的美丽景点。

• **景观的审美。**

从波蒂奇美丽的海岸维克艾库塞并与维苏威火山国家公园腹地。

• **真实性和生活质量。**

游客往往认可当地居民的高品质生活方式以及居民与客人真诚相处的能力。

• **食物和酒以及食物的真实性。**

该地区的特点是绝对的农业和农业食品生产, 通常通过获得各种国际保护的质量标志 (DO, GI) 来突出强调, 其中有机作物也具有一定的重要性。因此, 一个质量链, 通过在传统地方美食中使用农产品来控制 and 增强, 这是多样的、原创的、富有想象力的, 每个地区都能够提供能够代表当地历史和传统的典型菜肴。在各种产品中, 葡萄酒、油、蔬菜、西红柿、水果、乳制品、面粉以其无可争议的价值脱颖而出。

• **活动。**

该地区按类型 (文化、音乐、民俗、体育等) 和与重大事件的相关性提供广泛多样的活动。然而, 近年来对需求的分析表明, 特别是外国客人对无数的市场、节日、历史重演和节日表示强烈赞赏, 特别是在春季和夏季, 这些节日使居民和游客的生活充满活力。在整个地区广泛传播。

• **住宿和餐饮设施的接待质量。**

住宿提供范围从民宿到分布广泛的酒店, 再到各种类型的酒店, 包括属于国际连锁酒店的酒店, 不要忘记露营地和旅馆, 覆盖整个地区。餐厅拥有众多星级餐厅。

• **基础设施的质量。**

该地区有卡波迪基诺国际机场和高速线。

• **长季节节性。**

温和的气温让您您可以计划整个十二个月的旅游季节, 也有可能跨越中国日历的假期。





## The Description / 说明

The most recent analyzes dedicated to forecasting innovation factors in tourism and the guidelines for the evolution of tourism consumption agree in pointing out some crucial elements in guiding the process of choosing a holiday destination by an ever-increasing number of tourists.

Beyond the contingent limitations connected to the COVID 19 pandemic, in fact, the global tourist demand is focusing on some precise indicators: the tourist offer is asked for environmental and social sustainability, an emotional / experiential / identity character, usability also by means of tools digital.

The tourism project is built as a "Treasure Hunt" divided into stages that are reached over three / five days (two / four nights), depending on the option adopted by the customers. For each stage a series of locations are identified among the 21 of the entire area and for each location visits to sites of cultural / artistic / archaeological / landscape interest are planned combined with moments of musical entertainment and appointments at producers of food and wine excellence, workshops crafts and artistic ateliers.

The goal is to create an experience with a strong overall impact where all the senses are involved and in which the Tourist participates by following the directions that arrive on the mobile device and the suggestions of the Guide to achieve a true "immersion" in the territory they visit, transforming each participant in the protagonist of their own journey. The use of local means of transport, the use also of the Italian currency for small purchases, participation in typical collective rites (fairs / markets / festivals ...), the use of the territory according to slow rhythms and respectful of the local ecosystem guarantee I also plan to adhere to the 2030 Agenda criteria.

致力于预测旅游创新因素和旅游消费演变指南的最新分析一致指出,在指导越来越多的游客选择度假目的地的过程中,一些关键因素是一致的。

除了与 COVID 19 大流行病相关的限制之外,事实上,全球旅游需求正集中在一些精确的指标上:要求旅游产品的环境和社会可持续性、情感/体验/身份特征、可用性也通过工具数字的。

该旅游项目被构建为“寻宝”,分为三个/五天(两/四晚)的阶段,具体取决于客户采用的选项。

对于每个阶段,在整个地区的 21 个地点中确定了一系列地点,并且每个地点都计划参观文化/艺术/考古/景观景点,结合音乐娱乐时刻以及与卓越食品和葡萄酒生产商的约会,作坊手工艺品和艺术工作室。

目标是创造一种具有强烈整体影响的体验,其中涉及所有感官,并且游客可以按照移动设备上的指示和指南的建议参与其中,以实现真正的“沉浸”在领土中他们参观、改造每个参与者都是自己旅程的主角。

使用当地交通工具,也使用意大利货币进行小额采购,参加典型的集体仪式(集市/市场/节日.....),根据缓慢的节奏使用领土并尊重当地生态系统保证 我还计划遵守 2030 年议程。

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“ The goal is to create an experience with a strong overall impact where all the senses are involved.

目标是创造一种具有强烈整体影响的体验,其中涉及所有感官。 ”



## Impact and Benefits on the Sector / 对该行业的影响和收益

### Direct - Indirect - Induced economic effects

Not only are the effects that the tourism expenditure foreseen by the Project produces not only on the structures immediately recipients of the tourist expenditure (catering, accommodation, generic and specific ancillary services, archaeological, museum, cultural sites, etc.) but also the effects that are realized on the territory as a whole, involved in the stages with multiplications of effectiveness that reach food and wine, craftsmanship, professionalism and so on, triggering continuous processes of enhancement of each locality, alone and in the relationship with the other locations, also in terms of increasing the workforce needed for all positions and roles that may become necessary.

### 直接 - 间接 - 诱发的经济影响

项目预见的旅游支出不仅对直接接受旅游支出的结构(餐饮、住宿、一般和特定辅助服务、考古、博物馆、文化遗址等)产生影响,而且是在整个土地上实现的,涉及到食品和葡萄酒、工艺、专业等的有效性倍增的阶段,触发每个地方的持续增强过程,单独与其他地方的关系,还包括增加所有可能需要的职位和所需的劳动力。

The type of tourism (so-called slow and immersive tourism) envisaged by the Project also integrates the criteria of tourism sustainability required at European and international level:

- Ensures respect for local communities with their authenticity and traditional values
- Contributes to improving the quality of life of the communities involved in the Stages
- Strengthens the level of multicultural understanding between tourist and locals
- Increase the participation of community stakeholders

该项目设想的旅游类型(所谓的慢速和沉浸式旅游)还整合了欧洲和国际层面要求的旅游可持续性标准:

- 确保尊重当地社区的真实性和传统价值观
- 有助于提高参与阶段的社区的生活质量
- 加强了游客和当地人之间的多元文化理解水平
- 增加社区利益相关者的参与



# Juventus Academy (Beijing/Tianjin) 尤文图斯足球学院(北京/天津)

“The football courses offered by the Juventus football academy follow the same guideline and curriculum set out by the Juventus Football Club. 学院所有练是在尤文图斯专业球体系编排下在一个系统、友善、愉快、轻松的学习与练环境下不同技术等级全面提升学生与初学的球水平。”

Waitex Group family affiliate company is the global partner and authorized academy operator of the Italian football club Juventus, a world renowned football team with a history of more than 120 years. The first Juventus football academy by Waitex Group family affiliate company was opened in Tianjin in September 2018 and Beijing in 2019. Further Juventus football academies are planned to be opened in many cities across China.

The football courses offered by the Juventus football academy follow the same guideline and curriculum set out by the Juventus Football Club and is operated by a team of international and professional instructors. The current football field used is built to FIFA standard, outfitted with a complete range of training props and equipment. All the training courses of the Juventus football academy are set out by Juventus, based on their professional and systemic training methodologies, combined with friendly, pleasant and relaxing learning and training environment, with clear training goals and milestones, the courses offered at the academy are sure to provide all-round improvement for all levels of students in football.

The school has an all-English training environment, supplemented by Chinese translation when necessary. In addition to building students' passion for football, enhancing their skills and understanding of the game, the courses and training also emphasize teamwork, sportsmanship and leadership. The ultimate goal of the school curriculum is to help children develop before they become footballers. The Academy welcomes all young people between the ages of 4 and 18 to enter the Juventus Football Academy, even if it is just for the beginning experience, even if you are new to football.

作为拥有120多年历史的，意大利尤文图斯足球俱乐部的全球合作伙伴及品牌授权方，威特集团家族相关企业与尤文图斯合作的首家尤文图斯足球学院已于2018年9月落户天津，此后北京的第一所学院也已于2019年落地。与此同时，威特集团也在大力推进尤文图斯学院在其他城市的落地工作。

尤文图斯足球学院是一所以足球训练与比赛活动为主的国际化足球学院。当前学院足球场完全采用FIFA(欧盟)标准，足球设施完备，运动道具丰富。学院所有训练都是在尤文图斯专业球体系编排下，在一个系统、友善、愉快、轻松的学习与训练环境下，通过不同技术等级，全面提升学生与初学者的足球水平。

学院拥有全英文训练环境，辅以必要时的中文翻译。学院各类训练除了为建立学员对足球的热情，提升赛场技术与对足球运动的认知外，同时还强调学院的团队协作，运动员精神及领导力。我们的最终目的是先帮助孩子成长，再把学员打造成球员。学院欢迎所有4-18岁的青少年走进尤文图斯足球学院，哪怕只是为了初级体验，哪怕你还是刚刚认识足球。



## The Juventus Way / 尤文图斯训练体系

### STYLE OF PLAY

Dictate proceedings, Keep possession of the ball and stay calm. Focus on individual initiative and collective hard work.

### TECHNICAL ABILITY

Honed through dynamic drills that aim to perfect every technical skill. The development of each individual player is placed at the heart of every exercise.

### TACTICAL ABILITY

Run through several detailed individual and team match situations, to be alternated through the week.

### MENTAL FACTOR

Train the individual to make effective decisions in match situations. Develop their speed of thought to adapt with changeable tactical and technical scenarios.

### EMOTIONAL AND SOCIAL FACTOR

Promote an identity fostering the values of sacrifice, bravery and teamwork, to be applied both on and off the pitch.

什么是“尤文图斯训练体系”？根据我们的足球哲学，我们致力于通过不同的角度包括技术，精神，情绪，人际关系几种层面来提高足球运动员的综合能力。我们的训练体系可总结为以下5点。

**踢球风格：**主导比赛，掌握球权，保持冷静，专注于个人主动性及对团队整体协作的付出。

**技术能力：**目标将所有技术细节打磨到近乎完美。通过每次训练来提高个体球员的技术能力。

**战术能力：**每周通过交替进行个人或分组合对抗比赛的方式演练足球战术

**精神属性：**训练学员如何在比赛中做出正确且有效的决定。提高学员思维的敏捷度以适应比赛中瞬息万变的战术及技术要求。

**情绪与社会属性：**培养学员具备牺牲精神，勇气与团队精神的价值观念，并实际应用于球场内外。

## Contacts / 联系方式

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## Company Description / 公司介绍

Waitex Group was founded in New York, USA in 1981 by Chairman and CEO, Mr. Howard Li. The group has prospered over a span of 41 years into a successful global enterprise. The group's scope of business includes global logistics and supply chain services, retail chains and fashion design, production, wholesale, high-end commercial real estate investment, development and operation. The group owns several modern logistic centres in New York, New Jersey and California with total building space of several million sqft. The group has several hundred employees in the United States, responsible for processing more than USD 5 billion of goods annually for more than 500 well-known brands and clients.

威特集团于1981年在美国纽约市由董事长兼首席执行官李学海先生创办。经过41年的稳健发展，今天的威特集团已成为业务遍布全球，颇具规模的跨国企业。集团业务范围包括全球物流与供应链服务、驰名品牌代理和自创品牌时装设计、生产、批发零售，高端商业地产投资开发运营等。集团在美国纽约州，新泽西州和加州拥有多个现代化物流中心，总建筑面积约数百万平方尺，在美国有数百名员工，每年为500多家著名大公司客户配送零售价值超过50亿美元的商品。



## K-Padel - Kopron Turn-Key Padel Fields

### K-Padel - 高浦龙板式网球场完整解决方案

#### Scenario / 背景简介

##### What is Padel / 什么是板式网球

Padel is considered a scaled-down version of tennis. A racket sport that is becoming increasingly popular. It has gained rapid acceptance due to its simplicity and similarities to other popular racket sports.

The game of padel is always a doubles game, using mainly tennis rules and scoring, with some key adaptations such as an underhand serve. The game is played in an enclosed structure and the rules allow for the use of the back wall and sidewalls resulting in longer rallies.

板式网球被认为是一种缩小版的网球。一种越来越受欢迎的球拍运动。由于它的简单,并且与其他流行的球拍运动有相似之处,所以它迅速获得了认可。

板式网球一直是一种双打比赛,主要采用网球的规则和得分方法,并有一些关键的调整,如低手发球。

比赛在一个封闭的结构中进行,并且规则允许使用后墙和侧墙从而导致较长的回合。

##### The History of Padel / 板式网球的历史

1930 A Sport like Tennis with solid stringless rackets was played in NY City.

In 1969, Mexican Enrique Corcuera invented it. In 1975, landed in Spain, at Marbella Tennis Club. During 1976 to 1990, Padel Tennis became a major sport in Argentina, and gradually spread to many parts of the world, such as Brazil, Uruguay, Chile and Europe.

Thanks to the loyalty of its players, it was gradually extended to North America and Canada. In 1991, the International Padel Federation (FIP) was established in Madrid. In 2005, the first World Padel Tournament was held. Padel Tennis grew up in Australia and United Kingdom in 2011.

1930年,一种类似网球的运动在纽约举行,这种运动使用实心无弦球拍。

1969年,墨西哥人恩里克·科奎拉发明了它。1975年,登陆在西班牙的玛贝拉网球俱乐部。1976年至1990年,板式网球成为阿根廷的一项主要运动,并逐渐传播到世界许多地方,如巴西、乌拉圭、智利和欧洲。

由于球员的忠诚,它逐渐扩展到北美和加拿大。1991年,国际板式网球联合会(FIP)在马德里成立。2005年,举办了第一届世界板式网球锦标赛。板式网球于2011年在澳大利亚和英国逐渐壮大。

“

Padel is considered a scaled-down version of tennis. A racket sport that is becoming increasingly popular.

板式网球被认为是一种缩小版的网球。一种越来越受欢迎的球拍运动。

”



##### Padel Worldwide / 世界范围内的板式网球

Padel Tennis has developed well in all European countries, and there are more than 50 countries with a National Padel Association, including Germany, Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Spain, Finland, Holland, France, Guatemala, India, Italy, Japan, Lithuania, Mexico, Monaco, Paraguay, Portugal, Dominican Republic, Sweden, Switzerland, United Kingdom, United Arab Emirates, United States, Uruguay.

Padel is the fastest growing sport across the globe with some sports psychologists even calling the Padel as the “growth monster” of the decade. In Spain alone as per statistics presented in 2019, Padel is currently the Second Largest participation sport, and more interestingly, even ahead of tennis, only after football.

Also, there are more than 20,000 Padel courts worldwide today compared to the 5,000 courts that were in use in 2007.

板式网球在欧洲各国发展良好,目前已有50多个国家建立了国家板式网球协会,其中包括德国、阿根廷、澳大利亚、奥地利、比利时、巴西、加拿大、智利、西班牙、芬兰、荷兰、法国、危地马拉、印度、意大利、日本、立陶宛、墨西哥、摩纳哥、巴拉圭、葡萄牙、多米尼加共和国、瑞典、瑞士、英国、阿拉伯联合酋长国、美国、乌拉圭。板式网球是全球发展最快的运动,一些运动心理学家甚至称板式网球为近十年来的“增长怪物”。

根据2019年公布的统计数据,仅在西班牙,板式网球目前是第二大参与性运动,更有趣的是,甚至超过了网球,仅次于足球。

此外,与2007年使用的5000个球场相比,如今全球有超过20000个板式网球场。



## Padel Growth in Asia / 板式网球在亚洲的发展

Padel is relatively new in Asia, but already count with Federations in Japan, Australia, India, UAE, China, Russia, Iran and some other countries expected to join in 2020. (World Padel Federations grew from 35 to 50 in 2019).

First Padel Club of Thailand already counts 300 Club Members.

The Largest Club in Japan has FOUR Padel Courts, and 1500 members.

Japan just opened its 7th Padel Club. China already a certain number of Padel Courts but a big effort must be done to build more courts and manage them professionally.

板式网球在亚洲相对较新,但已经把日本、澳大利亚、印度、阿联酋、中国、俄罗斯、伊朗和其他一些预计将在2020年加入的联盟协会一起计算在内。(2019年,世界板式网球联合会成员国家从35个增加到50个)。

泰国第一家板式网球俱乐部已经有300名会员。

日本最大的俱乐部有四个板式网球场地和1500名会员。

日本的第七家板式网球俱乐部刚刚开业。

中国已经有了一定数量的板式网球场,但还需要付出很大努力来建造更多的场地,并进行专业管理。

## The Project / 产品呈现

### Provision of Turn-Key Padel Fields / 板式网球场建造规格

The playing field should be a rectangle 10 meters wide and 20 meters long, enclosed by walls. At the middle of the playing field there will be a net dividing the court in two.

The minimum height between the playing field and an obstacle (for e.g. the ceiling) is 6 meters. A padel court is slightly smaller than the boundary area of a singles tennis court. Two official size padel courts can easily be constructed within the area of a full size tennis court.

Courts can be built either outdoors or indoors with the same considerations as a tennis court. Kopron, compared to other suppliers, has the advantage to provide all the solution for indoor and outdoor padel fields.

比赛场地应为宽10米、长20米的长方形,四周有围墙。在球场的中央有一个网球场一分为二。

运动场与障碍物(如,天花板)之间的最低高度为6米。

板式网球场比单打网球场的边界面积略小。一个全尺寸网球场的面积内可以很容易地建造两个常规的板式网球场。

球场可以建在室外,也可以建在室内,考虑的因素与网球场相同。

与其他供应商相比,高浦龙在提供室内和室外板式网球场地的所有解决方案方面更具优势。

#### ARTIFICIAL TURF

Fixed with silica sand and is supplied and laid for 205 mq. Type "120 Grip" in blue color.

#### LIGHTING SYSTEM

8 headlights with extensions for the poles and related cross-masts.

#### CUSTOMIZATION

The structure can be customized with colors on request.

#### STRUCTURE GUARANTEED 10 YEARS

#### 人造草皮

用硅砂固定,并提供和铺设205 平方米。型号为“120 Grip”,颜色为蓝色

#### 照明系统

8个照明大灯,带有延伸的杆和相关的交叉桅杆。

#### 定制

结构可根据客户要求定制颜色。

#### 结构质保10年

“ The purpose of the Kopron project is to be able to provide its solutions to the different stakeholders. 高浦龙项目的目的是能够为参与中国体育整体发展的不同利益相关者提供解决方案。 ”



## Impacts and Benefits / 影响与收益

The purpose of the Kopron project is to be able to provide its solutions to the different stakeholders, involved in the development of the Sport as a whole in China, efforts indicated and driven by the Institutions of P.R. China.

Here below some points which can indicate the path for the potentialities of Padel in China:

• At National level, the forecast see the sports sector to be worth 5 trillion yuan by 2025, a 70 per cent increase from 2019 levels

• The National Development and Reform Commission of the People Republic of China stated that 1,000 sports parks nationwide will build or expand by 2025, released on Oct 29 by State organs. These parks should be built in open, natural spaces where sports facilities do not occupy too many vegetated areas. No less than 65 percent of the land area of the sports parks should be vegetated, stressing that the building of these parks must not cross the country's ecological red lines or do harm to the ecosystems. Sports facilities in these parks should meet the demand from all age groups, such as fitness trails for the elderly or football pitches for the youth. Here there are big spaces for the launch and the growth of the padel.

• Moreover China is to put greater emphasis on physical education in its high-school entrance exam in an effort to push schools and parents to ensure children get more exercise. It follows repeated warnings that Chinese children have high levels of obesity and poor eyesight,

高浦龙项目的目的是能够为参与中国体育整体发展的不同利益相关者提供解决方案。国家相关机构颁布的相关政策为这些利益相关者指明了努力发展的方向。

以下几点可以为板式网球在中国的发展指明方向:

•在全国层面预计到2025年,体育产业的价值将达到5万亿元,相比2019年增长70%

•10月29日,国家机关发布消息称,中华人民共和国国家发展和改革委员会表示,到2025年,全国将新建或扩建1000个体育公园。

这些公园应该建在开放的、自然的空间里,这样体育设施不会占用太多的植被区域。体育公园植被覆盖率不低于65%,强调体育公园建设不得越过国家生态红线,不得对生态系统造成危害。

公园内的体育设施应满足各年龄组的需求,如老年人的健身步道或青少年的足球场。在这里,有很大的空间推出和发展的板式网球。

•此外,中国将在高中入学考试中更加重视体育教育,以推动学校和家长,确保孩子得到更多的锻炼。此前多次警示称,中国儿童严重肥胖和视力不良是由于中国中小学往往忽视体育教育而偏爱学术课程。

with physical education often neglected in China's primary and middle schools in favor of academic subjects. Recently the Ministry of Education announced plans to give sports a higher weighting in the nation's high-school entry exam, the zhongkao, putting it almost on a par with academic subjects such as Chinese, math and English.

• China plans to increase exercise opportunities at schools to help children and teenagers become more physically active. Students at primary, middle and high schools will learn basic sports knowledge and receive athletic skills training. More competitive sports activities will also be held to improve their mental and physical well-being.

• Students should exercise for at least an hour a day at school and get an additional hour of physical activity off campus. In order to achieve these goals, more effort will be made to address the severe shortage of physical education tutors and sports facilities at schools.

最近,教育部宣布计划在全国高中入学考试中中考中赋予体育更高的权重,使其几乎与语文、数学和英语等学科同等重要。

•中国计划增加学校的锻炼机会,以帮助儿童和青少年更加积极地锻炼身体。在小学、初中、高中阶段,学生将学习基本的体育知识,接受体育技能训练。更多的竞技体育活动也将举行,以改善他们的身心健康。

•学生应该在学校每天至少锻炼一个小时,在校外应该多做一个小时的体育活动。为了实现这些目标,将作出更多的努力来解决学校体育教师和体育设施严重短缺的问题。

## Services of our Company / 公司所提供的服务

### Provision of Turn-Key Padel Fields / 板式网球场地建造规格

KOPRON is promoting as PROVIDER OF TURN-KEY PADEL FIELDS in China.

高浦龙正逐步成为中国板式网球解决方案的提供者

Kopron is an Italian brand, present in China with a company and a manufacturing centre in Wuxi.

Kopron is the one of the main supplier of Solutions for the Sports, in terms of Structures and Accessories.

Kopron has decided to work with passion in sports and especially in Padel and is nowadays able to provide not just the padel field, with different models (Standard and Panoramic), but also the Covers for the fields.

高浦龙是一个意大利品牌,目前在中国无锡有一家公司及制造中心。

在结构和配件方面,高浦龙是体育场地解决方案的主要供应商之一。

高浦龙决定带着激情从事体育运动行业,特别是在板式网球。现在不仅能够提供不同型号(标准和全景)板式网球球场的解决方案,也可以覆盖该领域。

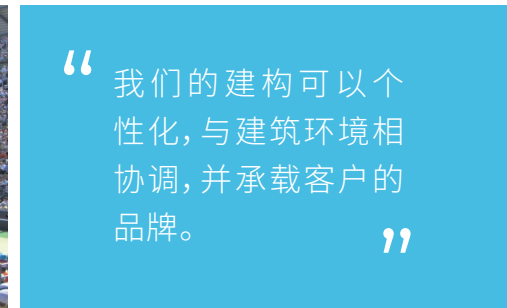
## Padel Field Covers / 板式网球场地顶棚

The carrying structure is in hot-dipped galvanized steel with a covering either in PVC, or sandwich panels or corrugated metal sheet.

Our structures can be personalized and harmonized with the architectural environment and carry customer's brand.

承载结构是热浸镀锌钢,表面覆盖PVC,或夹心板材或金属瓦楞板。

我们的建构可以个性化,与建筑环境相协调,并承载客户的品牌。



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## Company Introduction

### 公司介绍



In 1948, Mondo was established in Alba, Italy. At the beginning it was a manufacturer of ball products. Today Mondo has developed into an international group with nine manufacturing plants in Italy, Spain, Luxembourg, and China, and sales subsidiaries in Europe, North America, and Asia. Mondo Group has entered the Chinese market since the 1990s and established Mondo flooring (China) Co., LTD in Beijing in 2006.

After a long period of research and learning, Mondo revolutionary created the world's first prefabricated rubber track in 1969. From 1976 Montreal Olympic Games to 2020 Tokyo Olympic Games, Mondo was the official supplier for 12 consecutive Olympic Games. Official partner of World Athletics, official supplier and official sponsor of more than 100 sports federations and associations. Mondo is the sole official supplier of track and field equipment for the Tokyo 2020 Olympic and Paralympic Games. Mondo was also the official supplier of the 12th IAAF World Championships and the 14th IAAF Indoor World Championships. More than 70 percent of the world records recognized by the IAAF have been set on Mondo tracks.

Main products of Mondo include: Sports Floorings and Equipments, contract PVC and Rubber Floorings, Balls and Toys. Sports floor includes prefabricated rubber track, indoor rubber floor, wood floor system, PVC floor, artificial grass and other products, which can cover track and field, basketball, tennis, volleyball, table tennis, badminton, football, handball, fitness and other sports. Mondo sports flooring has been certified by WA, FIBA, BWF, ITF and other international professional associations, and has been used in a number of world top competitions. As a global

MONDO盟多集团成立于意大利阿尔巴, 1948年创立之初是球类产品制造商。如今, 盟多已发展为一家国际集团, 在意大利、西班牙、卢森堡和中国设有9家制造工厂, 销售子公司遍及欧洲、北美和亚洲。盟多集团自20世纪90年代进入中国市场, 2006年在北京正式成立盟多地板(中国)有限公司。

经过长期研究学习, 盟多于1969年革命性地创造了世界上第一条预制型橡胶跑道。从1976年加拿大蒙特利尔奥运会到2020东京奥运会, 盟多是连续12届奥运会官方指定供应商。世界田联WA的官方合作伙伴, 100多个体育联合会和协会的官方供应商和官方赞助商。盟多是2020年东京奥运会和残奥会田径跑道和器材的唯一官方供应商。盟多同时也是12届世界田径锦标赛和14届室内世界田径锦标赛的官方供应商。国际田联认可的世界纪录中, 70%以上产生在盟多跑道上。

主要产品包括: 运动地板和器材、商用PVC和橡胶地板、球和玩具。盟多运动地板包括预制型橡胶跑道、室内橡胶地板、木地板系统、运动PVC地板、人造草等产品, 可以覆盖田径、篮球、网球、排球、乒乓球、羽毛球、足球、手球、健身等多种运动。盟多运动地板获得了世界田联WA、国际篮联FIBA、国际羽联BWF、国际网联ITF等多个国际专业协会的产品认证, 使用在多项世界顶级大赛中。盟多橡胶地板曾服务于2006都灵冬奥会和2010温哥华冬奥会冰场。2019年盟多成为国家冰雪运动训练科研基地和首钢冬训中心橡胶地板和预制橡胶跑道供应商。2020年, 盟多成为国家速滑馆橡胶跑道独家供应商。

leader of sports flooring, Mondo rubber flooring was selected for the Ice Arenas of 2006 Torino Winter Olympics and 2010 Vancouver Winter Olympics. In 2019, Mondo became the supplier of National Ice and Snow Sports Training and

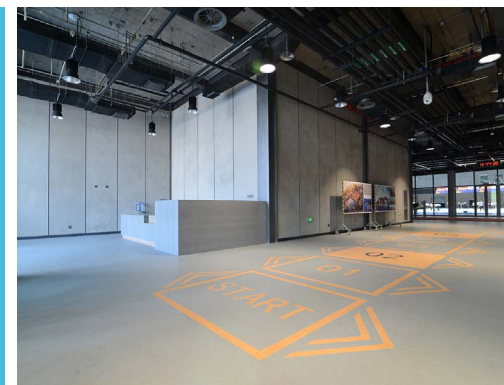
Research Base and Shougang Winter Training Center in rubber floorings and athletic tracks. In 2020, Mondo became the sole supplier of rubber tracks for the National Speed Skating Oval.

With more than 70 years of continuous innovation and the pursuit of quality details, Mondo flooring has achieved athletes and sports enthusiasts more outstanding performance, providing safe sports protection and comfortable sports experience.

We Innovate, You Win!

盟多地板以七十余年持续的创新精神和对品质细节的追求, 成就运动员和运动爱好者更卓越的运动表现, 提供安全的运动保护和舒适的运动体验。

我们创新, 您是赢家!



## Beijing Winter Olympic Games / 北京冬奥会

The 2022 Beijing Winter Olympics has successful closed on February 20, 2022. As the official suppliers of the 12 consecutive Summer Olympics, Mondo has also supplied rubber floorings for the ice arenas of 1992 Albertville, 1994 Lillehammer, 1998 Nagano, Japan, 2002 Salt Lake City, 2006 Turin and 2010 Vancouver Winter Olympics. Now, Mondo is honored selected to provide rubber flooring products and installation services for competition venues and training venues of the 2022 Beijing-Zhangjiakou Winter Olympics, such as Shougang Park, National Speed Skating Oval, National Ice and Snow Sports Training and Research Base, National Bobsleigh and Tobogganing Center, Short Track Speed Skating Training Hall and Hebei Chengde Saihanba National Ice Sports Training Center. National Speed Skating Oval.

The National Speed Skating Oval is the landmark venue in Beijing main competition area of 2022 Beijing Winter Olympics and the only new ice competition arena. The main venue has a construction area of about 80,000 square meters and can accommodate about 12,000 spectators. The exterior is a smooth elliptical curved surface spliced with 3360 pieces of glass. The glass surface has the colored glaze printing to create a light and elegant ribbon effect, symbolizing the speed skaters' racing trajectory, and it is also why the venue has the nickname of "Ice Ribbon".

As a sole supplier of rubber track for the National Speed Skating Oval, Mondo provides prefabricated rubber track, rubber floorings and installation

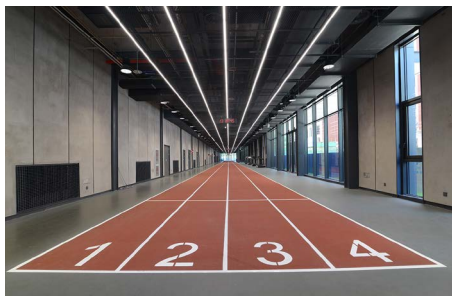
2022年北京冬季奥运会, 已于2月20日闭幕。作为连续12届夏季奥运会官方供应商的盟多, 曾为1992年法国阿尔贝维尔、1994年挪威利勒哈默尔、1998年日本长野、2002年美国盐湖城、2006年意大利都灵、2010年温哥华冬奥会的冰上场馆提供橡胶地板。而今, 盟多有幸再为2022年北京-张家口冬奥会的比赛场馆及训练场馆提供橡胶产品以及安装服务。首钢园、国家速滑馆、国家冰雪运动训练科研基地、国家雪车雪橇中心、短道速滑训练馆、河北承德塞罕坝国家冰上项目训练中心都使用了盟多的橡胶地板和橡胶跑道产品。

国家速滑馆, 是2022年北京冬奥会北京主赛区标志性场馆、也是唯一新建的冰上竞赛场馆。主场馆建筑面积约8万平方米, 能容纳约12000名观众。外部由3360块玻璃拼接出外观自由流畅的椭圆形曲面, 玻璃表面通过彩釉印刷营造出轻盈飘逸的丝带效果, 象征着速滑选手的竞速轨迹, “冰丝带”的别称也由此而来。

盟多作为国家速滑馆橡胶跑道独家供应商, 为国家速滑馆提供了橡胶跑道和橡胶地板产品以及安装服务。盟多高强度橡胶地板, 具有高抗压、耐划痕耐冲击和防滑性能, 可用于经常接触冰刀区域, 如冰场周边、健身房(包括力量训练区、有氧训练区等)、卫生间淋浴间、换鞋区或更衣室、冰车房及冰车通道; Sportflex系列跑道产品, 可用于训练区跑道; 多功能训练型橡胶地



services for National Speed Skating Oval. Mondo's skate and weight resistance rubber flooring has unsurpassed tensile strength, tear strength, abrasion resistance, crack growth resistance and slip resistance, so it can be used in areas that often expose to ice skates, such as surrounding areas of ice rinks, gyms (including strength and aerobic training areas, etc.), dressing rooms, ice car rooms and ice car passages; Sportflex series tracks can be applied in the fitness area; multi-functional rubber flooring with unsurpassed features of slip resistance, intense and shock absorption can be used in multi-functional training areas to prevent sports injuries in comprehensive training.



板,具有防滑、高弹性、运动缓冲性好等特点,可用于多功能训练区,减少综合训练运动损伤。

“ More than 70 % of the world records recognized by the IAAF have been set on Mondo tracks.

国际田联认可的世界纪录中,70%以上产生在盟多跑道上。

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## Shougang Ice Sports Training Center / 首钢冰上训练中心

After Beijing successfully bid for the 2022 Winter Olympics, Shougang became the head office of Beijing Winter Olympics Organizing Committee's, the ice sports training base of the national team, and the competition venue of snowboarding with large jumper of Beijing Winter Olympics. The Shougang Park is the location of the first supporting venue for the Beijing Winter Olympics and is currently the largest training base for ice competitions in Beijing. At present, there are four Winter Olympic training venues appearing in the north area of Shougang Park. Among them, only the ice hockey training center is a new construction, while the curling center, figure skating center and short track speed skating center are renovated from the original clean coal workshop. After repeated demonstrations, Shougang Corporation finally selected Mondo as the rubber flooring supplier of all four ice arenas.

With the rich technical service experiences of major ice arenas in Canada, the United States and Europe, the Technical Service Department of Mondo has assisted the American Gensler Design and Research Institute and Tsingshang Architectural Design and Research Institute to design installation plan for Curling, Figure Skating and Short Track Speed Skating arenas.

北京成功举办2022年冬奥会后,首钢成为了北京冬奥组委办公区、国家队冰上项目训练基地、北京冬奥会单板大跳台项目竞赛场地的所在地。首钢园区是北京冬奥会的首个配套场馆所在地,也是目前北京最大的冰上项目训练基地。目前首钢园区北区已呈现四座冬奥训练场馆,其中仅冰球训练馆是新建场馆,冰壶馆、花滑馆、短道速滑馆则由原精煤车间改造而成。首钢总公司在经过多方论证后,最终确定四个场馆全部采用了盟多MONDO公司的地板产品。

盟多公司技术部结合加拿大、美国以及欧洲各大冰上运动中心场馆案例,以及多年冰场橡胶地板铺设经验,协助美国Gensler设计研究室及清尚设计院为冰壶、花滑、短道速滑馆提供了铺装方案。

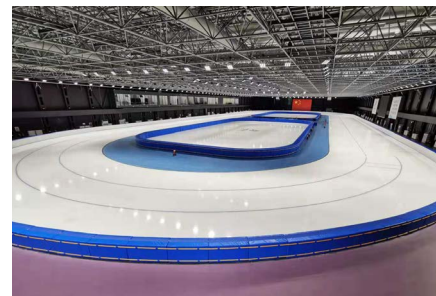
## Contacts / 联系方式

E-mail / 电子邮件: selenexu@mondochina.com.cn

Phone / 电话: 010-61598814

## National Ice and Snow Sports Training and Research Base / 国家冰雪运动训练科研基地

The National Ice and Snow Sports Training and Research Base is a supporting project for the Beijing 2022 Winter Olympics. After its completion, it will become a training base of the national team to prepare for the Beijing 2022 Winter Olympics. It has a total construction area of about 58,600m<sup>2</sup>, consisting of speed skating oval, roller skating oval, staff dormitory and rehabilitation health center (natatorium). Mondo supplied rubber flooring and PVC flooring for the National Ice and Snow Sports Training and Research Base.



国家冰雪运动训练科研基地是北京2022年冬奥会的配套工程,建成后将成为国家队备战北京2022年冬奥会的训练“大本营”基地总建筑面积约5.86万平方米。包括速滑馆、轮滑馆、职工宿舍和康复医疗中心(游泳馆)。盟多为国家冰雪运动训练科研基地提供了橡胶地板和PVC运动地板。



## National Snowmobile Sleigh Center / 国家雪车雪橇中心

The National Snowmobile Sleigh Center has the first sliding sport track in China and the third track in Asia. The center has 2000 seats and 8000 standing seats. After the end of the Winter Olympics, the center will be used to host international competitions and also become the training venue for the Chinese national team. Mondo supplied rubber flooring and rubber track for the National Snowmobile Sleigh Center.

With excellent product quality, professional technical team, good sense of responsibility, high-quality service attitude and selfless dedication, Mondo has successfully completed the construction and guarantee work of the venues of the Beijing Winter Olympic Games, contributing to the operation of the venues and the perfect holding of the games. And received a letter of thanks from the national speed skating team. Mondo has quietly served the Beijing Olympic Games for two times and continued to participate in more international and domestic competitions with professional technology and superb service, together to the future!

国家雪车雪橇中心拥有中国第一个滑行运动赛道,也是亚洲范围内的第三个赛道。该中心可容纳2000个坐席以及8000个站席。冬奥会结束后,该中心将被用来举办国际比赛,同时也将是中国国家队的训练场地。盟多为国家雪车雪橇中心提供了橡胶地板及橡胶跑道产品。

MONDO盟多以优良的产品质量、专业的技术团队、良好的责任意识、优质的服务态度和无私奉献精神,圆满完成了北京冬奥会各场馆的建设保障工作,为各大场馆的运行和赛事的完美举办,贡献了MONDO盟多力量。并收到了国家速滑馆团队的感谢信。盟多默默的为北京两届奥运会服务着,并继续以专业的技术及精湛的服务参与更多国际、国内大赛,一起向未来!

## Why Sports Events May Represent the Key to Reveal Unknown Italian Regional Destinations to China

### 体育赛事何以在意大利向中国展示鲜为人知的区域目的地过程中扮演重要角色

#### Scenario / 方案简述

We had the privilege in this year to observe first hand a change in affluent Chinese travelers preferences toward travels and leisure-time activities.

May well have been a second psychological effect of Pandemia, we notice in domestic market a different attitude in destination choices, and from the industry point of view a new raise of diffused and remote hospitality solutions.

Remote regions, natural, isolated and "unknown" places became trendy destinations.

Outdoor activities and sports, hiking, camping, cycling became the target of an holiday – for singles, friends and families alike.

Anticipating or following the trend, ethnic camp lodges or sustainable boutique properties became to appear, close to main metropolitan hubs as well as in the total wilderness: for the first time – a trend which is well developed in western destinations, and not only, but totally unheard before.

This level of service thou still lack the experience that western destinations are able to put into operations, and this reveals a key factor which affluent Chinese travelers soon enough became to complain about, while dreaming again to being able to travel overseas, where also activities 'choice and level of service still differ very much. This is a positive point for overseas destinations, as tour operators started to realize the best part of their clients is more and more looking for quality too, and therefore they are now more open to receive information on new destinations than before.

今年能够有幸观察到，富裕的中国游客在出游及休闲活动喜好方面出现的变化。

或许是新冠病毒带来的次级心理效应，国内游客在目的地选择方面的态度不尽相同，从行业角度而言，发散与远程型接待方案开始升温。

偏远地区、自然景观和鲜为人知的景点正逐渐成为时髦的出游目的地。

户外体育活动、徒步、露营、骑行等成为单身贵族、亲朋好友和全家出游的首选。

许多具有民族特色的露营旅社与环境友好型精品酒店随着新的出游趋势应运而生，分布范围较广，有些靠近都市，有些位于荒野郊外；此前只有西方国家的知名景点拥有如此完备的条件，这样的发展趋势之前在中国闻所未闻。

与西方高品质的出游运营服务相比，中国仍然显得缺乏经验，这反映出一个关键讯息，那就是中国较为富裕的游客很快就开始抱怨，同时再次梦想着能够到海外旅行，因为海外的出游选择和服务水准品质较高。这对于海外旅行目的地来说是一个积极的信号，旅游运营商开始意识到，客人逐渐开始追求品质，且比以往任何时候都更倾向于了解更多关于全新出游目的地的信息。

“ Outdoor activities and sports, hiking, camping, cycling became the target of an holiday – for singles, friends and families alike.

户外体育活动、徒步、露营、骑行等成为单身贵族、亲朋好友和全家出游的首选。

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Different reports highlighted the fact that both among millennials and older generations alike a strong interest in topics like "once in a lifetime", "participating in sporting events and sport competition", "watching live sports events abroad", "health and fitness" and "participating in outdoor sports" while considering traveling abroad is definitely rising, up to constituting the very reason to travel for.

Another key factor concerning how destination are chosen: safety, natural environment and weather are the first three top motivations, followed by iconic landmarks (read: instagrammability), political climate and online reviews.

We would say Italy has all the chances to classify as one of the top destinations, also taking into consideration the very lucky sequence of international events which will happens soon: 2022 China-Italy Cultural and Tourism Year, The Beijing Winter Olympics, followed then by the Milan – Cortina Winter Olympics.

Only one small black dot appears: Chinese travelers nowadays have no idea Italy boast a spectacular fan of options concerning outdoors.

Montebianco is Mont-blanc, for China. Alps are French, Swiss, Austrian: all countries that invested heavily in their presence and promotion here on this topic.

Then...where to start?



据多家媒体调查显示，无论是“千禧一代”、还是岁数稍微年长的人群而言，都对“人生必去之地”、“参加体育运动和竞赛”、“在国外观看实况体育赛事”、“健康养生”、“参加户外运动”等主题颇感兴趣，随着出国游热度逐渐回升，这些主题会促使更多人选择外出旅行。

另外一个影响出游目的地选择的三大首要关键性因素分别为：安全、自然环境和气候，其次是知名地标（可参考社交媒体上的图片分享）、政治环境与在线评论。

意大利完全有机会成为出国游首选目的地之一，与此同时，伴随着国际赛事接踵而至：2022中国-意大利文化旅游年、北京冬奥会、以及米兰-科尔蒂纳冬奥会。

只出现了一个小黑点：中国游客目前并不了解意大利在户外活动方面拥有众多的选择和丰富的资源。

在密集的宣传攻势下，中国游客都知道勃朗峰 (Mont Blanc)，法国、瑞士和奥地利境内的阿尔卑斯山等，这些国家在对外宣传和旅游推广方面都倾注了巨资。

那么...从何入手？



## The Project / 项目简述

To use sports event to boast visibility of new regional destinations in Italy.

The project is a definition of a different approach in order to promote unknown Italian destinations.

The hint is to use the emerging trends as cornerstone of this strategy: outdoors and active tourism as dragging tool to create awareness about the areas: Italian geography and urban/rural settlements logistics allows for short transfers (within 2 hours max) to reach complete different natural scenarios – from mountains to the lakes or hills, or the sea even.

While the outdoors and the activities represents the main reason why, Italian territories are never shy of regional food and wine excellencies – still to be discovered as well – art, history, cultural apexes and of course natural beauty.

To push on theme travel would be rudimentary and limited, while synergy among the different options would create a composite offer no other country is able to match: for quality, variety and service.

Longevity of the destination is assured as well as the opportunity to attract clusters widened to families, singles, millennials (very prone to sport activities and once in a lifetime) or cultured elderly.

In this optic Sports Event may well act as catalyze, as for their own definition the event epitomizes in a unique moment the quintessence of the activity in a specific place, giving maximum visibility to the destination and make it appear on the map for the public: this is the fundamental first step to be taken into consideration today.

Needless to say, the travelers 'cluster able and willing to travel abroad to join sport competition or to witness it, is largely affluent, curious and well-traveled. Those are the people that will be the destination's ambassadors among their friends and on social media – a destination able to grant them a unique moment in their life, and that they feel confident to recommend, as able to cater for almost any preference, actually.

Beside the fundamental activity of promoting toward the public, in order to help the retrievability of the destination is good to work with industry players as well: OTA and Tour Operators. Those will not surely act as promoter (no need to invest in a new destination, as long as the people travel anyway), while will be prompt to include in their product a destination suiting the trends. In this view, and for the set of approaching events already mentioned would be a good idea to promote Italian outdoor destination through in presence workshops.

利用体育赛事提升意大利地区旅游目的地的知名度。

该项目旨在通过不同的方式推广意大利鲜为人知的旅行目的地。

利用新兴趋势作为战略基础:户外和积极出游方式作为打造认知度的推动工具:根据意大利的地理环境和城乡居住地的数据显示,意大利境内可轻松实现短途转乘(2小时内),感受完全不同的自然景观,从绵延的山脉到清澈的湖泊和山丘、甚或蔚蓝的大海。

这些丰富多彩、各具特色的户外活动意味着,在意大利这片富饶的土地上,从来都不缺乏美食和美酒,当然,更不缺乏悠久的历史、艺术、文化和自然美景。

推广主题是基础,具有局限性,不同选项之间的协同合作将打造出任何国家都无法与其比拟的效应:无论是品质、种类还是服务。

保障旅行目的地的可持续性,借此吸引不同的出游群体,包括家庭、单身人士、千禧一代(特别倾向于选择体育活动,受到“人生必去之地”宣传的影响)、或是有学识的老年人。

从这个角度而言,体育赛事或起到助推的作用,在特定的时刻和地点,成为此类活动的典范,最大限度提升旅行目的地的曝光和知名度,使其出现在公众的视野中:这是当下的首要任务。

无须多言,那些有意愿出国欣赏体育赛事的大都是富裕的群体,这些人求知欲强、且见多识广。这群人在各自的亲朋好友中、以及在社交媒体上将成为旅行目的地的代表,这样的旅行目的地将赋予其特殊的时刻,使其在推介时信心满满,几乎能够满足各种喜好。

除了最基本的推广方式外,为了帮助提升旅行目的地的可检索性,还需要与行业内同行携手:包括在线旅行机构(OTA)和旅游运营商。这些未必能起到推广的作用(没必要投资全新的旅行目的地,只要游客能够选择出游就可以),及时在产品中添加有利于趋势发展的内容。从这个角度而言,以及鉴于上述提到的重大体育赛事,在工作坊活动中推广意大利户外旅行目的地不失为一个好主意。



“ The project is a definition of a different approach in order to promote unknown Italian destinations.

该项目旨在通过不同的方式推广意大利鲜为人知的旅行目的地。

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## Impact and Benefits / 影响与收效

Benefits could be various: in Italy this movement will run against over tourism, distributing income to a wider extent of our Country, differentiate the tourism flow, while very possibly having a positive impact on economical, employment and then infrastructure on local level.

We are not inventing a new cluster: we are simply entering an arena that France, Austria and Switzerland claim for themselves years ago. A profitable niche, which we may well engage with higher returns in terms of longevity and variety.

As Italians, we would make the best of the international events to come (Tourism Year, Winter Olympics), as it would be supposed to be.

Event-only guests (ref. Olympics) are welcome, but we may really transform this granted visibility to define new destinations, and to make them last - in Chinese travelers' preferences.

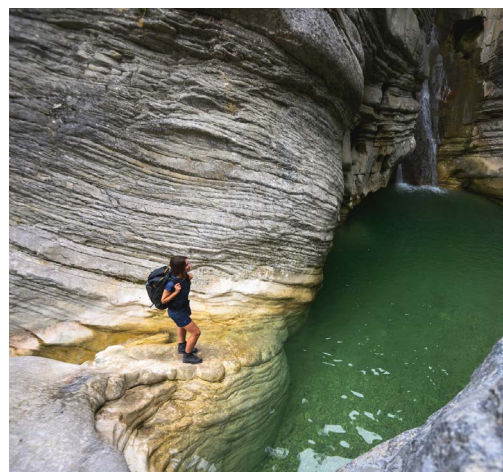
多重收效: 在意大利, 这样的活动将在旅游业产生积极的效应, 使整个国家的收益最大化, 实现旅游流差异化, 甚或在经济、就业、以及本土基建方面产生积极的影响。

并非旨在另起炉灶: 只是意在加入法国、奥地利和瑞士多年前为自身所搭建的平台而已。一个有利可图的商机, 在可持续性和多样性方面获取更多的回报。

最为意大利人, 要尽可能地利用好举办国际赛事的机遇 (旅游年, 冬奥会)。

欢迎出席活动的嘉宾 (例如冬奥会), 尽可能利用好难得的机遇, 提升知名度, 诠释全新的旅行目的地, 根据中国游客的喜好做出调整, 使其长久发展下去。

- Distribute income and tourism flow to the territories
- Enter a new market where only France, Austria and Swiss now reign
- Intercept the new wave of trends and interests among affluent Chinese travelers
- Making the most from the next international events repercussions (Olimpics in BJ and Cortina)



- 收益分配与带动旅游流
- 进入目前由法国、奥地利和瑞士支配的全新市场
- 把握好全新的发展趋势, 激发中国富裕游客的兴趣
- 尽可能利用好国际赛事带来的机遇 (北京冬奥会和科尔蒂纳冬奥会)

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PROGETTO  
CMR

## Progetto CMR 波捷特(北京)建筑 设计顾问有限公司



### Scenario / 背景

Among the projects done by Sportium, a company part of Progetto CMR Group, can mention the "The Rings", the new Milan stadium, finalist among the last two proposals and result has to be still declared, the New Stadium of Cagliari, the Varese Ice & Pool Sport center, the Sondrio new Sport Centre and the Enjoy Sport Center nearby Milan.

The company recently developed the "Football Stadium Strategic Development Plan" presented in Rome last June, for the Italian "Lega Pro" professional football association.

The study purpose is to make the "Lega Pro" football teams more competitive and self sustainable, by an economic point of view, providing them guidelines for investment related to the "stadium" as real estate asset. This approach will provide a significant improvement, in the medium-long term, also for urban regeneration, social aspects, job opportunities, environmental protection and overall safety.

Actually, according to the analyzed group, half of the Italian football stadium, are under renovation, upgrade or total reconstruction. The research, which has involved the 53 football clubs of the Italian sports season 2020/2021, confirms that the facilities are located in the center of urban area and are easily accessible also thanks to the capillarity of the road networks and neighboring public mobility.



“The stadium assumes a strategic value for the urban regeneration process of the individual cities.”

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This also happens for many stadiums in the first League (Serie A). All the stadiums therefore assume a strategic value for the urban regeneration process of the individual cities. It is not just about architectural impact. The stadium will play an increasingly important role in social inclusion policies. The clubs already promote numerous activities in the cities, especially towards young people, families and the weakest categories. The new facilities, the ability to include many functions and activities throughout the week, to offer digitized and flexible facilities for the most diverse events, will be the opportunity for a new development of large urban areas.

“体育场对各个城市的城市更新过程具有战略价值。”

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在Progetto CMR集团下属的Sportium公司参与的项目中，“The Rings”项目，暨新米兰体育场项目是尤其值得一提的。该项目目前正处在方案竞赛的最后阶段，将从两个方案中选择优胜的一方。此外，Sportium还参与的卡利亚里新体育场项目，瓦雷泽冰上和水上运动中心项目，松德里奥新体育中心和位于米兰城边的运动休闲中心项目。

近日，Sportium还为意大利职业足球协会“Lega Pro”于去年6月在罗马制定并发布了“足球场地战略发展计划”。

该研究计划旨在从经济角度出发，使意大利足球协会领导下的球队在未来根据竞争力，增强其可持续发展性，并使得体育场，足球场更具房地产投资价值。如此的发展策略同时还将使球队所在城市极大获益，从中长期的发展来看，这样的发展模式，将在城市更新、社交通勤、就业发展、环境保护和整体城市治安方面做出贡献。

事实上，定向分析结果之处，半数意大利足球俱乐部的足球场整处于部分或整体翻新改造中。研究表明，2020/2021赛季中的53家意大利足球俱乐部都证实其位于市区中心位置的足球场，极大地受益于城市的毛细血管状的道路系统及邻近的公共交通系统，这些因素极大的增加了足球场管的可达性。

许多处于意大利足球甲级联赛的俱乐部也对此感同身受。因此，体育场馆应在城市更新的过程中，赋予更重要的角色，不仅仅是从建筑的角度出发，而要体现其战略价值。未来，体育场馆将在城市的社交，对年轻人，对家庭及弱势群体的吸引上起到至关重要的作用。体育场馆将成为城市中各类活动的举办场所，承担着多重的身份和作用，因此其现代化，电子化和功能设施的灵活性将变得至关重要，这些特性将是体育场馆能够承接各类活动，并为城市大区的发展提供新的机会。

### Project / 项目

The new stadium of Cagliari, in Italy, will replace the previous stadium of Sant'Elia, in the process of demolition. Construction will start in 2022 the works are scheduled to last two years, with a planned opening in 2024.

Sportium, company member of Progetto CMR Group, was appointed to develop the feasibility study, the concept design and the final integrated project of the new football arena.

The new venue from 25.000 seats - increasing up to 30.000 - will be included in the tender proposal

目前正在被拆除的圣埃利亚体育场将被新设计的卡利亚里体育场所取代，体育场的兴建工作将于2022年启动，计划施工时间两年，于2024年对外开放。

Progetto CMR集团的成员公司之一，Sportium公司为该项目的提供方，为项目提供了可行性报告，概念设计，方案设计以及整个体育场周边与足球场的融合交互设计。

该场馆的设计容量从最初的25,000个坐席上升到了



that will be presented by Italy to host the European football championships in 2028.

The stadium was designed to fully comply with the European Union requirements about sport venues and in full compliance with the present law code in terms of active and passive safety; this will allow Cagliari to return again among the top level cities.

The new building will become the destination for visits besides the match day, visitors will have chance to enjoy also the attractive surroundings.

With specific reference to the hospitality, it is planned to create a hotel complex, equipped also with rooms with views of the playing field. It will be integrated in the building itself and equipped with a large roof garden with outdoor swimming pool.

The arena will have a number of peculiarities which will make it one of the most interesting projects in the field of sports infrastructure. Among these it can be mentioned: the ergonomic design of the seats, the easy access to every sectors of the stadium, the complete and satisfactory view of the football match from every seating area, the roof which incorporate high energy efficient equipment, the availability of elegant and functional hospitality areas, several catering spots, high quality lighting system, several technical solution aimed to create a "smart arena" and, last but not least, the design solution adopted will acoustically enhance the Cagliari fans support, creating the "twelfth man" effect and to develop the so-called "fan experience" to the best, without any negative impact on the neighborhood area.

For its innovative design and green areas, the project was awarded of the EcoTechGreen Award in the category "Iconic Landscape".

## Impact and Benefits / 相关影响及益处

Investments in sports equipment generate a direct, indirect and induced social and economic return, both in the short, medium as well as long term. As also demonstrated by studies carried out on numerous infrastructures, already in the construction phase, each invested amount then triplicate the newly generated value.

Benefit can be seen also when the operation starts, in particular about the social value. The district become more attractive, other sites get renovated and, if the stadium project, has correctly interpreted the core characters of the area where is located, then synergies will be even more substantial!

30,000个坐席, 同时还将作为意大利申请举办2028年欧洲杯比赛的官方场地之一。

该场馆的设计完全遵循欧盟关于体育场馆的新规要求, 并完全符合对体育场馆的主动、被动安全措施的要求; 该场馆的落成, 将极大增加卡利亚里的城市竞争力, 助力卡利亚里重回一线城市之列。

为了强化该场馆的对外开放功能, 场馆内还设立了一个酒店综合体, 部分房型能够直接观赏到球场内的赛事。酒店的设计融入了场馆的外形设计, 并具备一个室外游泳池和大型屋顶花园。

该场馆还将成为城市的休闲目的地, 让游客们能够在比赛日之外的时间里, 也从中找到生活的乐趣。

该体育场馆的设计十分考究, 场馆设施具备诸多特点, 让这座场馆变得独一无二。场馆中的座椅均基于人体工学设计, 场馆的每一个朝向均设计了快速出入的通道, 通过对高度和角度的精细把握, 让球场内每处的座椅都能拥有整个场地的宽阔视野, 场馆的顶棚也采用了高效能的产品, 优雅贴心的接待区, 数个餐饮区域, 高品质的照明系统, 通过多种技术手段以打造智能竞技场这一概念。与此同时, 场馆的设计的还从声学方面入手, 通过独特的声学设计, 让球迷的呐喊声响彻天际, 打造球场的“第十二人”, 并尽量减小对周遭环境的影响。

凭借对场馆主体和周围绿地的极富创造性的设计, 该项目获得了EcoTechGreen Award (绿色生态大奖) 奖项中的Iconic Landscape (地标景观) 奖项。

对于体育设施的投资, 将能够在短期, 中期乃至长期都获得直接或间接的社会和经济回报。根据对于目前正在建的诸多体育设施项目的研究, 每笔投资将有望增值三倍。

当项目投入运营后, 回报将尤为明显, 尤其是从社会发展的层面来看。因此, 当相关的体育设施得到翻新时, 将极大提升地区的吸引力, 并以此创造出地区协同发展的新机遇。

## Company Introduction / 公司介绍

ProgettoCMR Group is the leading Italian integrated design firm and ranked among the Top 100 world design firms since 2010. Progetto CMR Milan was founded in 1994. The Group Headquarters are Milan, world capital of design, and has worldwide presence with 10 offices around the world. Offices are in: Milan – Rome – Istanbul – Moscow – Prague – Beijing – Tianjin – Hanoi – Jakarta – Athens. The presence in Europe is consolidated by its network of partner offices, The European Architects Network.

Progetto CMR (Beijing), started to operate in China in 2002, registered in 2005.

It is a leading foreign company in China. Along these years of operation in China over 2 million sq m of designed projects were built and over 200 sq km areas were planned.

Late 2019 it was inaugurated the Group new Headquarters, The House of Italian Architecture, which will be a hub to create synergies, knowhow sharing then integrated actions with the stakeholders engaged in the design, construction and management process.

The Group employees over 160 professionals including 130 architects, 15 engineers, 4 industrial designers, 6 H&S experts, and 5 project-site management team, and has solid track record in the following activities: Master-plan, Corporate Design, Hotel, Retail, Public building, Healthcare, Sports venue, Residential.

**The Group:** Progetto CMR Milan, Progetto CMR (Beijing), Sportium, Progetto Design & Build, Progetto DVA, BIM Factory, FBN, Progetto CMR Indonesia, Progetto CMR Asia.

Progetto CMR 集团在意大利领先的一体化设计服务商, 自2010年起稳居世界建筑设计公司百强。Progetto CMR 米兰 成立于1994年集团总部位于世界设计之都——米兰, 全球共有10处分部: 米兰-罗马-伊斯坦布尔-莫斯科-布拉格-北京-天津-河内-新加坡-雅加达-雅典。集团与欧洲建筑师网络中的合作伙伴联系紧密, 在整个欧洲有着强劲的表现。

波捷特 (北京), 2002年进入中国, 2005年正式成立注册公司。

该公司是一家在华的头部外资企业, 自入华以来, 参与设计的项目面积已经超过二百万平方米, 参与规划的项目面积已超过二百平方公里。

2019年下旬, 集团搬入了全新总部大楼, 暨意大利建筑设计之家, 该总部大楼将为业主方带来与设计、建设施工、过程管控等阶段相交互的空间与机会, 为相关企业与潜在业主的交流提供空间。

集团共有逾160名专业员工, 其中130名建筑师, 15名工程师, 4名工业设计史, 6名健康与运动领域专家和5支项目施工管理团队, 在如下领域颇有建树: 总体规划, 办公楼设计, 酒店, 商业, 公共建筑, 健康医疗, 体育场馆及住宅。

**集团成员包括:** Progetto CMR米兰, Progetto CMR北京, Sportium, Progetto CMR Design & Build, BIM工厂, Progetto CMR印度尼西亚, Progetto CMR亚洲。

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## About CICC / 关于中国意大利商会

The China-Italy Chamber of Commerce (CICC) is the only business organisation recognised by both the Italian Government (Ministry of Economic Development, MISE) and People's Republic of China (Ministry of Civil Affairs, MoCA) that aims to boost the internationalization of Italian business and to promote the "Made in Italy" in the PRC.

Established in 1991, CICC has now offices in Beijing, Chongqing, Chengdu, Guangzhou, Shenzhen, Shanghai and Suzhou.

The CICC Members (over 800 Members and Friends until December 2021) represent the Italian business community such as public-invested and multinational corporations, small and medium-sized enterprises (both manufacturing and commercial), service companies etc.

To companies settled in China and those with ongoing business within the Chinese market, the CICC offers informative, training and business networking opportunities. Besides, the CICC qualifies itself as a voicing platform for them to share topics of common interest. To companies interested in strengthening their business in China, the CICC offers consultancy, assistance and marketing services.

The established network together with the institutional endorsement provided the CICC with the opportunities to organise several activities boosting private businesses, b2b, institutional and business missions, participation to fairs both in China and in Italy, networking events, gala dinners, awarding ceremonies, culinary events, concerts, career days, etc.

中国意大利商会(CICC)是唯一得到意大利政府(意大利经济发展部)和中国政府(中华人民共和国民政部)共同认可的意大利企业家和专业人士组成的协会,其宗旨是推动意大利企业在华的国际化、提升意大利制造在中国的知名度。

中国意大利商会于1991年成立于北京,现已在北京、重庆、成都、广州、深圳、上海和苏州七个城市分设有联络办公室。

截止到2021年12月,中国意大利商会的会员和之友数量达到800个,其中涵盖意大利的主体实业(意大利国有控股和跨国企业),中小型制造和贸易型企业,咨询公司等。

中国意大利商会能够为已在中国落户的外资企业以及从事贸易活动的商贸人士提供信息服务、培训机会以及分享业务资讯,多年来的努力成果使得中国意大利商会成为一个有影响力的、聚焦于共同利益话题的权威性平台。此外,对于那些有兴趣扩大在华业务的意大利企业家和专业人士,中国意大利商会提供定位、宣传和推广等辅助性服务。

凭借多年积累的庞大联系网络以及作为机构获得的官方认可,中国意大利商会实现了许多便利企业间达成共识的倡议和活动,包括B2B会谈,组织政府和企业家代表团,个人或者组团参加中意两国的国际展会,商业社交活动,颁奖典礼,晚会,美食节,演唱会,招聘会等。

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## ITALY B.A.O. By Appointment Only 意大利定制旅游 - 仅限预约

After globe-trotting the world and settling down in different countries, sharing a brief holiday back home we were finally struck by our own country's tremendous beauty. We fell back in love with our art, culture, food, nature, wine, fashion, landscapes, design.

We realized that Italy - a very small country, with a very long history and exquisite culture - is the perfect backdrop to experience some of the best traits of life.

Italy [B][A][O] is an Italian Travel Conciergerie, focused on exclusive and high quality services. We like to design and deliver fine and unexpected experiences both on traditional destinations and in not well known but equally amazing areas of our country.

Italy has a tremendous diversity, where beauty is equally shared. Due to our wide web of contacts and constant research, we are very well able to provide some out of the box experiences; and to deliver it in the right way.

Often foreign operator find themselves in despair proposing Italy: a destination saturated and confusing, unable - so it seems - to offer anything more than the classical and well-known cities of art: all in the same old, and often overpriced, fashion.

长时间以来, 我们提供定制旅行服务, 对风景、对不同尝试与体验和对美好事物的激情成就了我们的茁壮成长。

在环游世界和旅居世界各国之后, 我们做短期的回国度假, 蓦然回首才发现, 意大利原来是如此多姿与美妙。

于是我们再次坠入对我们的艺术、文化、美食、美景、美酒、时尚、设计的爱河之中。

我们意识到, 尽管意大利是个很小的国家, 但却拥有令人神往的悠久历史, 令人着迷的精致文化, 值得人们去了解与体验, 将成为人生记忆中绚烂的一笔。

Italy B.A.O. (意大利宝) - 是专注于定制独享, 高端的旅行服务专业机构。我们致力于为您设计与实现美好的意大利尊享之旅, 这将是一次充满惊叹而奢华的旅行, 既包括传统的旅行圣地, 还包括意大利尚鲜为人知但却令人叹为观止的地方。

由于我们长期持续的求索和不断开拓广泛的关系网, 我们能够提供一些打包定制体验, 并以最贴心的服务供您尊享。

Italy [B][A][O] is an Italian Travel Conciergerie, focused on exclusive and high quality services.

Italy B.A.O. (意大利宝) - 是专注于定制独享, 高端的旅行服务专业机构。



## ITALY B.A.O. By Appointment Only 意大利定制旅游 - 仅限预约

Italy [B][A][O] stands on solid cornerstone crafted through personal and professional experience, and a team that belongs to very different fields. Every aspect and detail has been thoughtfully arranged, and is constantly monitored directly by our organization during the travel, so that you can enjoy Italy at best.

We work with passion. We are discreet, fully aware of different international standards, and deeply connected among our peninsula.

Human touch is essential, as you are looking for some tailor-made experience, not industrial-crafted emotions. To feel like a welcome guest, not a tourist.

We know Italy. All too well.

往往来意大利的外国游客会感到困惑, 总是行走那些著名而经典的艺术城市, 永远徘徊于古旧的时尚当中。

Italy [B][A][O] 立足于专业的个性化服务, 我们的团队精英涉及不同的领域。每一个细节, 每一个方面都是我们的工作范围, 旅途全程跟踪服务, 让您尽兴于意大利的华美当中。

我们用百分百的激情投入工作。我们持有高度谨慎而缜密的工作态度, 我们十分了解不同国家的标准, 会周密的考虑到这些, 融入您的旅行计划。

您加入我们的旅行, 不是作为一般的游客, 而是与众不同的贵宾, 我们将时刻为您提供贴心而超凡的人性化服务, 您是否也愿意享受这个量身定制的美好体验呢?

我们了解意大利, 深深地了解。

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E-mail / 电子邮件: [conciergerie@italybao.com](mailto:conciergerie@italybao.com)



Human touch is essential, as you are looking for some tailor-made experience, not industrial-crafted emotions.

您加入我们的旅行, 不是作为一般的游客, 而是与众不同的贵宾, 我们将时刻为您提供贴心而超凡的人性化服务。



## About China 2000 SRL 关于中国2000 SRL

China 2000 SRL was born in 1998 as a synthesis of a long commercial activity with China started by the Taccetti family in 1946 with the importation in Italy of straw braids for the production of the Florence straw hat of Enrico Taccetti e Figli founded in 1867 and collects the legacy of the activities carried out from 1994 to 1998 by Taccetti as responsible for the Italian office of China Resources (Europe) Co. B.V in Rotterdam, the European office of China Resources (Holdings) of Hong Kong, a state owned enterprise founded in 1948 according to Mao Tze Tung intention. (www.crc.com.hk). It is also a company accredited by the Ministry of Economic Development for the consulting and services for internationalization. It is the Italian office of CAIQTEST Beijing.

China 2000 SRL 诞生于1998年,是一个长期与中国商业合作的综合公司。1946年Taccetti家族从中国进口麦秆,用于生产Enrico Taccetti和他的儿子们创立于1867年的佛罗伦萨草帽生意,并在1994年到1998年间Taccetti作为华润集团(欧洲)股份有限公司意大利分部的负责人,与鹿特丹分部以及香港华润(控股)分部一起组织了一系列活动,该国有公司于1948年应毛泽东的要求下成立。(www.crc.com.hk) 同时也是经济发展部认可的为国际化提供咨询服务的公司。

China 2000 Srl was born in 1998 as a synthesis of a long commercial activity with China.

China 2000 Srl 诞生于 1998 年,是与中国长期商业活动的综合体。



## About China 2000 SRL 关于中国2000 SRL

The main services offered by China 2000 SRL are consulting and trade service assistance to Italian and Chinese companies for feasibility studies, Marketing and Commercial Promotion. The company's mission is to understand the needs of Italian and Chinese companies and establish a cooperation plan among both parties in order to open both markets. China 2000 SRL is able to offer to the Italian and Chinese companies the services necessary to support commercial actions for entry into the foreign market. The services offered are: legal, accounting and administrative, sourcing, quality control, marketing, facilitated finance, logistics, certification in import or export. China 2000 SRL is supported by qualified consultants and partners both in Italy and in China.

China 2000 SRL提供的主要服务是为意大利和中国公司的可行性研究,市场营销和商业推广提供咨询和贸易服务支持。该公司的任务是了解意大利和中国公司的需求,并在双方之间建立合作计划以打开两个市场。China 2000 SRL能够为意大利和中国公司提供必要的服务,以支持进入国外市场的商业行为。提供的服务包括:法律,会计和行政,采购,质量控制,市场营销,财务便利,物流,进出口证明。China 2000 SRL由意大利和中国的合格顾问和合作伙伴提供支持。

### Contacts / 联系方式

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Web / 网站: www.italylifestyleandculture.com

Web / 网站: www.china2000.it

The company's mission is to understand the needs of Italian and Chinese companies and establish a cooperation plan among both parties.

公司的使命是了解意大利和中国公司的需求,并在双方之间建立合作计划。





## Confcooperative Culture Tourism Sport (CTC) 意大利旅游合作中心

Centro Turistico Cooperativo is a system company of Confcooperative, the largest association representing cooperatives in Italy.

1,322 cooperatives, 144,500 members, which employ over 15,000 people, for an aggregate turnover of 820 million euros.

It's the aggregator of the thousands of tourist offers today proposed by their members, which have often been seen as "secondary" (Eco-tourism, accessible tourism, slow tourism, community tourism, enhancement of inland areas, etc.) compared to profitable and mass tourism, but today promoting the keywords of the market's trend.

Currently our main modus operandi is to contract large cooperatives (thousands of employees) to use the "catalogue" of the Cooperative Tourist Centre as a preferential route for company welfare interventions or Mice activities.

旅游合作中心 (CTC) 隶属于意大利最大的合作社联盟 Confcooperative。

Confcooperative Culture Tourism Sport 有 1322 个合作社, 144,500 名成员, 雇用超过 15,000 人, 总营业额为 8.2 亿欧元。

它是其成员今天提出的数以千计的旅游产品的汇总者, 与盈利和大众旅游相比, 这些旅游产品通常被视为“次要的”(生态旅游、无障碍旅游、慢速旅游、社区旅游、内陆地区的改善等), 但今天却在促进市场趋势的关键词。

目前, 我们的主要运作方式是与大型合作社 (数千名员工) 签订合同, 使用合作旅游中心的“目录”作为公司福利干预或 Mice 活动的优惠途径。

CTC is a system company of Confcooperative, the largest association representing cooperatives in Italy.

旅游合作中心 (CTC) 隶属于意大利最大的合作社联盟 Confcooperative。



## The Italian Proposal for Accessible and Sustainable Tourism 意大利可持续与无障碍旅游构想

The CTC is therefore the Italian subject that proposes, at national level, the most original proposals for Sustainable Tourism and Accessible. Walks, outdoor, inland areas, villages, sea, mountains... are more than 100 proposals that the CTC offers to all fans of the "Bel Paese". Just from this sensitivity and attention to the values of inclusion of cooperation, was born the project "Accessible Outdoor Tourism", that the CTC is building together with a network of realities between Italy and China, including the Italy-China Chamber of Commerce.

旅游合作中心 (CTC) 属实体性机构, 负责为可持续与无障碍旅游发展计划制定独创性提议。主题包括但不限于徒步、户外、内陆地区、乡村、海洋和山脉等。旅游合作中心 (CTC) 已向“美丽的国度”爱好者制定了百余条提议。

旅游合作中心 (CTC) 凭借敏锐的直觉, 本着合作和包容理念, 在中国和意大利多家机构的合作和支持下, 包括中国意大利商会。

### Contacts / 联系方式

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Via Torino 146, 00184 Roma

Walks, outdoor, inland areas, villages, sea, mountains...are more than 100 proposals that the CTC offers to all fans of the "Bel Paese".

主题包括但不限于徒步、户外、内陆地区、乡村、海洋和山脉等。



**DyNAmIGS®**  
CONSULTING - TRADING

## About Dynamigs

### 关于墟梵(上海)商务咨询服务有限公司

Since 2018, DYNAMIGS has helped companies' strategy and implement their international visions. Our growing Agency is driven by passionate, international thinkers who work closely with each brand to create strategies that produce tangible results.

自 2018 年以来, DYNAMIGS 致力于为品牌制定市场策略, 帮助实现品牌的国际化愿景。我们不断壮大的团队是由富有激情的国际化人才组成的, 我们与品牌无间合作, 打造具有切实成果的市场策略。

**DyNAmIGS®**  
CONSULTING - TRADING

## About Dynamigs

### 关于墟梵(上海)商务咨询服务有限公司

Social media management, campaign creation and execution.

社交媒体管理、活动营销和执行。

E-commerce activation, store management & commercial integration cross channel.

电商运营、店铺管理、跨渠道商业整合。

Import and Export, fully licensed in China for global shipments.

在中国获得许可证进行进出口贸易, 可用于全球运输。

Event production & Promotion for corporate, promotional and private events.

企业、促销和个人活动的活动策划和推广。

More services towards localization, including design, legal services, support for government grants and consulting.

包括设计、法律服务、政府拨款支持和商业咨询等更多的本地化服务。

## Contacts / 联系方式

DYNAMIGS (SHANGHAI) CONSULTING CO. LTD.

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Since 2018, DYNAMIGS has helped companies strategy and implement their international visions.

自 2018 年以来, DYNAMIGS 致力于为品牌制定市场策略, 帮助实现品牌的国际化愿景。

We gain traction with a combination of influencer marketing and paid media allocated meticulously based on set targets.

我们通过分配结合意见领袖和付费媒体提升流量。





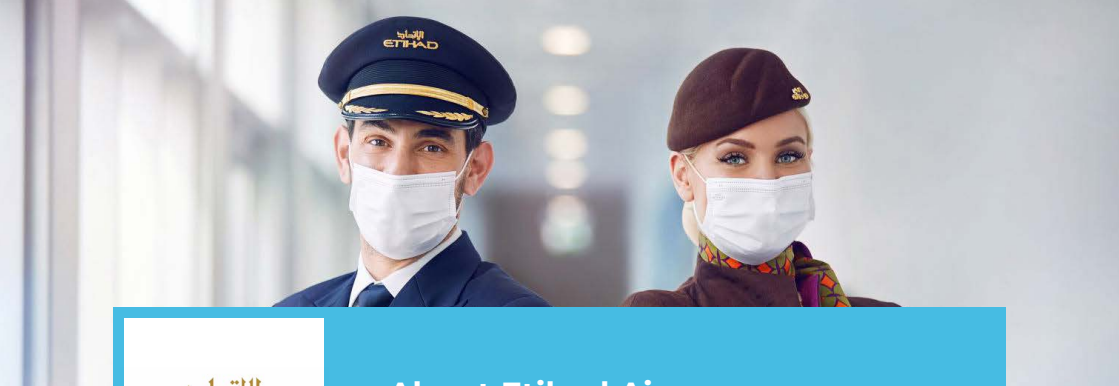
## About Etihad Airways 关于阿提哈德航空

Etihad Airways, the national airline of the UAE, is one of the world's leading airlines. Our journey started in Abu Dhabi, UAE's capital, a modern cosmopolitan metropolis with an old-world charm and a passion for innovation. From Abu Dhabi, we fly to more than 70 destinations in the world, including connections between China and Italy. Our Business Connect product ([www.etihadbusinessconnect.com](http://www.etihadbusinessconnect.com)) is the most generous loyalty program for SMEs, maximizing savings from their travels: companies earn miles that can then be redeemed against flights and upgrades across all our partner airlines, while the employees can continue to earn in addition its own personal miles.

阿提哈德航空公司作为阿联酋国家航空公司是世界领先的五星级航空公司之一。我们的启程于阿联酋首都阿布扎比——一座现代化的国际大都市，同时具有古老的魅力和对创新的热情。从阿布扎比出发，我们飞往全世界包括中国和意大利之间航线的70多个目的地。我们的Business Connect产品 ([www.etihadbusinessconnect.com](http://www.etihadbusinessconnect.com)) 是针对中小企业最慷慨的忠诚度计划，可以最大限度地节省差旅费用：公司赚取里程的同时员工也可以累计自己的个人里程，里程可以兑换阿提哈德及所有合作伙伴航空公司的机票和升舱服务。

Etihad Airways, the national airline of the UAE, is one of the world's leading airlines.

阿提哈德航空公司作为阿联酋国家航空公司是世界领先的五星级航空公司之一。



## About Etihad Airways 关于阿提哈德航空

In 2020 we launched 'Etihad Wellness', a comprehensive program following the highest standards of hygiene at every stage of the journey (catering, aircraft cabin deep-cleaning, health screening, inflight product, crew interaction, ground transportation, etc.). All our passengers receive a free Wellness Kit including masks, sanitary gel and gloves. As a result, we were awarded the Diamond status in the 'APEX Health Safety' audit for efforts in ensuring hospital-grade standards of cleanliness. This is a recognition that Etihad is one of the safest airlines in the world.

2020年，我们启动了“阿提哈德健康卫生计划”，遵循旅程中每个阶段的最高卫生标准（餐饮，机舱深层清洁，健康检查，机上产品，机组人员互动，地面运输等）。我们还为所有乘客免费提供包括口罩、卫生啫喱和手套在内的健康包。由于我们的努力，阿提哈德航空在首届APEX健康安全机构的审计中获得钻石大奖，以表彰我们在确保医院级的清洁和卫生标准方面所做的努力。被授予钻石奖项是对阿提哈德航空公司是世界上 safest 航空公司之一的认可。

## Contacts / 联系方式

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阿提哈德航空 (Etihad) 中国团队: [china@etihad.ae](mailto:china@etihad.ae)

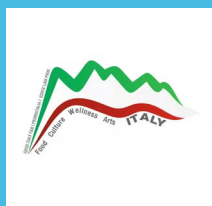
We were awarded the Diamond status in the 'APEX Health Safety' audit for efforts in ensuring hospital-grade standards of cleanliness.

由于我们的努力，阿提哈德航空在首届APEX健康安全机构的审计中获得钻石大奖，以表彰我们在确保医院级的清洁和卫生标准方面所做的努力。





E-mail / 电子



## About Good Italy Group

### 关于公司

Good Italy is a network of four companies operating in different and complementary sectors on the Chinese territory.

The Good Italy Group main purpose is the dissemination of Italian culture in China, into very variety forms and in particular the promotion of Italian food and wine culture, the support for the internationalization of Italian companies in China, through the marketing of authentic Italian products, tourism promotion of the Italian territory, general and educational services.

In addition to the Italian promotional events, Good Italy also co-organized the first online F&B fairs in China with another important group, the Chinese giant 21FOOD, and sponsored other events with the sole purpose of promoting the Italian supply chain. The Network is composed by: MIC Hong Kong active since 2015 in the consultancy and trade sector, Shanghai Good Italy Ltd founded in 2017 previously called Kairos Event brand since 2014 in Shanghai, operating in the promotion, events and consultancy sector, Shanghai Shenfeng Imp. & esp. Co. Ltd created in 2019 to support and export Italian products to China and finally the latest arrival in 2020 Shenzhen Goodeatly Trading Co. Also operating in southern China in the consulting and trading sector.

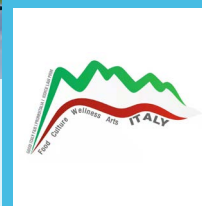
Good Italy actively collaborates with the Association for the Promotion of Italian Food and Wine Culture and for the Enhancement of the Italian Catering Technique in China, Hong Kong and Macao (shortly Promoltalia) as it shares the statutory purposes.

In particular, for this specific project in the tourism and sports sector, Good Italy and

Promoltalia have decided to combine both the skills and the experiences gained over these years in China.

Good Italy provides the project with its organization, its connections in the Chinese territory, the optimal and widespread contacts and relationships with Chinese authorities and entrepreneurs. Promoltalia makes available to the project the experience gained since 2018 in the promotion of Italian food and wine culture and the Mediterranean diet on the Chinese territory through activities and events organized. Among others, in Xi 'An (Exhibition "The Loggia of Cupid and Psyche" di Raffaello), in Shanghai (Week of Italian Cuisine in the World, 5 editions; Forum of Italian Cuisine and the Mediterranean Diet, 2 editions) in Chongqing (World Day against food waste) which allowed to build a bridge between food culture Italian and Chinese, respecting the different habits but with the aim of strengthening the friendship between the two populations.

Good Italy avails itself of the Iodice law firm (SLI) of Naples as a privileged provider for corporate consultancy, contractual, and intellectual property law issues, in particular for the food & beverage and tourism sector in which SLI boasts thirty years of experience. In the last five years, among the many activities, for the food and wine tourism and wellness sector, SLI has supported the establishment and management of the first Business Network (called Great Vesuvius) of tourism services in the Campania Region destined for China and has provided legal services for tourist packages (2018/2019) intended for Chinese delegations (Buyers and Investors) interested in knowing and visiting places and production processes of Italian food excellence.



## About Good Italy Group

### 关于公司

Good Italy 是一个由四家公司组成的网络, 这些公司在中国境内不同且互补的领域开展业务。

Good Italy 组的主要目的是通过多种形式在中国传播意大利文化, 特别是推广意大利美食和美酒文化, 支持意大利公司在中国的国际化, 通过营销正宗的意大利产品, 意大利领土的旅游推广、一般和教育服务。

除了意大利的推广活动, Good Italy 还与另一个重要集团——中国巨头 21FOOD 联合举办了首届中国在线美食美酒展, 并赞助了其他旨在推广意大利供应链的活动。网络包括: 2015 年起活跃于咨询和贸易的 MIC Hong Kong, 2017 年成立的上海 Good Italy Ltd, 前身为 Kairos Event 品牌, 2014 年起在上海运营, 从事促销、活动和咨询, 上海申丰进出口有限公司, 有限公司, 特别是。有限公司成立于 2019 年, 以支持意大利产品对中国的出口, 终于在 2020 年, 最新到来的深圳 Goodeatly 贸易有限公司也进入了华南地区的咨询和贸易领域。Good Italy 与中国大陆、香港和澳门的意大利美食美酒文化促进会 (简称 Promoltalia) 积极合作, 因为它具有共同的法定目的。

尤其是针对这个旅游和体育领域的具体项目, Good Italy 和 Promoltalia 决定结合在中国多年积累的技能

和经验。Good Italy 为该项目提供了组织、在中国的联系, 以及与中国当局和企业家的最佳和最广泛的联系和关系。Promoltalia 通过有组织的活动将 2018 年以来在中国境内推广意大利美食美酒文化和地中海美食的经验带到项目中。

其中, 西安 (展览“丘比特和 Psiche 的凉廊”的 Raffaello), 上海 (第五届世界意大利美食周; 第二届意大利和地中海美食论坛), 重庆 (世界反对食物浪费日), 在意大利和中国的饮食文化之间架起一座桥梁, 尊重习惯差异, 但旨在加强两国人民的友谊。

Good Italy 利用那不勒斯的 Iodice 律师事务所 (SLI) 作为公司咨询、合同和知识产权法律问题的特权提供者, 特别是在 SLI 拥有 30 年经验的食物和饮料和旅游领域。在过去的五年中, 在众多活动中, 在美食美酒旅游和健康领域, SLI 支持建立和管理了坎帕尼亚地区第一个运往中国的旅游服务商业网络 (称为大维苏威火山), 并已成为有兴趣了解和参观意大利美食的地方和生产过程的中国代表团 (买家和投资者) 提供旅游套餐 (2018/2019) 的法律服务。

维苏威海岸: 康体文化海岸。

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## About Juventus Academy Beijing/Tianjin 关于北京/天津尤文图斯学院

Waitex Group family affiliate company is the global partner and authorized academy operator of the Italian football club Juventus, a world renowned football team with a history of more than 120 years. The first Juventus football academy by Waitex Group family affiliate company was opened in Tianjin in September 2018. Further Juventus football academies are planned to be opened in many cities across China.

The Juventus Football Academy is an international football academy with a focus on teaching, training and competition. All training courses in the academy are organized under the professional football system of Juventus, in a systematic, friendly, pleasant and relaxed learning and training environment, through different skill levels to comprehensively improve the football level of students and beginners.

The school has an all-English teaching environment, supplemented by Chinese translation when necessary. In addition to building students' passion for football, enhancing their skills and understanding of the game, the courses and training also emphasize teamwork, sportsmanship and leadership.

The ultimate goal of the school curriculum is to help children develop before they become footballers. The Academy welcomes all young people between the ages of 4 and 18 to enter the Juventus Football Academy, even if it is just for the beginning experience, even if you are new to football.

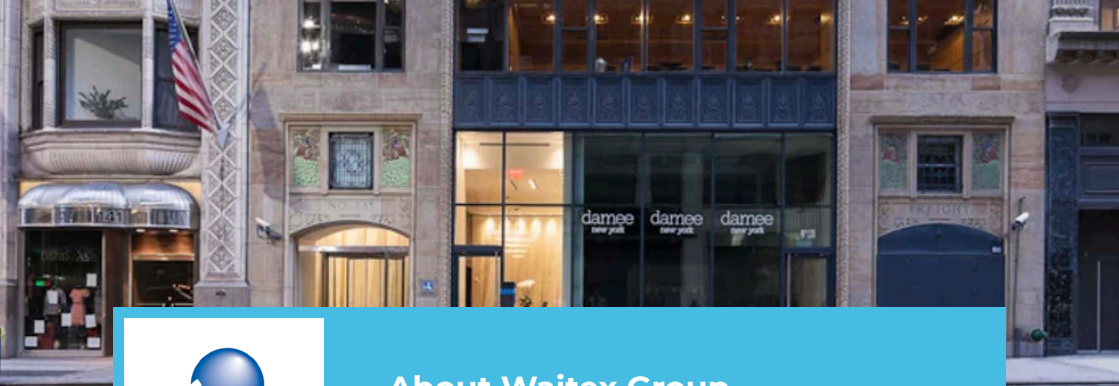
作为拥有120多年历史的，意大利尤文图斯足球俱乐部的全球合作伙伴及品牌授权方，威特集团家族相关企业与尤文图斯合作的首家尤文图斯足球学院已于2018年9月落户天津。与此同时，也在大力推进尤文图斯学院在其他城市的落地工作。

尤文图斯足球学院是一所以足球课程教授、训练与比赛活动为主的(国际化)足球学院。

学院所有训练课程都是在尤文图斯体系专业足球体系编排下，在一个系统、友善、愉快、轻松的学习与训练环境下，通过不同技术等级，全面提升学生与初学者的足球水平。

学院拥有全英文授课环境，辅以必要时的中文翻译。学院各类课程与训练除了为建立学员对足球的热情，提升赛场技术与对足球运动的认知外，同时还强调学院的团队协作，运动员精神及领导力。学院课程服务最终目的是先帮助孩子成长，再把学员打造成球员。学院欢迎所有4-18岁的青少年走进尤文图斯足球学院，哪怕只是为了初级体验，哪怕你还是刚刚认识足球。

The Juventus Football Academy is an international football academy with a focus on teaching, training and competition.  
尤文图斯足球学院是一所以足球课程教授、训练与比赛活动为主的(国际化)足球学院。



## About Waitex Group 关于威特集团

Waitex Group was founded in New York, USA in 1981 by Chairman and CEO, Mr. Howard Li. The group has prospered over a span of 40 years into a successful global enterprise. The group's scope of business includes global logistics and supply chain services, retail chains and fashion design, production, wholesale, high-end commercial real estate investment, development and operation.

Waitex Group family affiliate company investments in China include high-end commercial properties and residential projects. Waitex Group family affiliate company is the founding partner of 7 Florentia Village Luxury Designer Outlets, a joint venture with an Italian, Hong Kong and a major US investment fund. As a founding shareholder, Waitex Group family affiliate company has invested in and developed the Creativo Designer Lifestyle Experience Mall. Waitex Group family affiliate company and Sino-Ocean Group have jointly invested and developing the V1 Auto World project, with 800,400 sq m and GBA 600,000 sq m.

威特集团于1981年在美国纽约市由董事长兼首席执行官李学海先生创办。经过40年的稳健发展，今天的威特集团已成为业务遍布全球，颇具规模的跨国企业。集团业务范围包括全球物流与供应链服务、驰名品牌代理和自创品牌时装设计、生产、批发零售，高端商业地产投资开发运营等。

威特集团家族相关企业在中国投资开发，高端商业地产和住宅等房地产开发项目。其家族相关企业作为创始股东与意大利、香港资本及美国大型基金共同投资开发了7个佛罗伦萨小镇名品奥特莱斯。同时，作为创始股东投资建设创意米兰时尚生活体验广场。威特集团家族相关企业与远洋集团合资开发建设了V1汽车世界项目，该项目是一个占地面积1,200亩，建设面积60万平方米的大型汽车创新生态园。

### Contacts / 联系方式

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The group has prospered over a span of 40 years into a successful global enterprise.  
经过40年的稳健发展，今天的威特集团已成为业务遍布全球，颇具规模的跨国企业。





## Kopron is Promoting as Provider of Turn-Key Padel Fields in China 高浦龙正逐步成为中国板式网球解决方案的提供者

Kopron is an Italian brand, present in China with a company and a manufacturing center in Wuxi.

Kopron is the one of the main supplier of Solutions for the Sports, in terms of Structures and Accessories.

Kopron has decided to work with passion in sports and especially in Padel and is nowadays able to provide not just the Padel field, with different models (Standard and Panoramic), but also the Covers for the fields.

高浦龙是一个意大利品牌，目前在中国无锡有一家公司及制造中心。

在结构和配件方面，高浦龙是体育场地解决方案的主要供应商之一。

高浦龙决定带着激情从事体育运动行业，特别是在板式网球。现在不仅能够提供不同型号(标准和全景)板式网球球场的解决方案，也可以覆盖该领域。



## Padel Field Covers 板式网球场顶棚

The carrying structure is in hot-dipped galvanized steel with a covering either in PVC, or sandwich panels or corrugated metal sheet.

Our structures can be personalized and harmonized with the architectural environment and carry customer's brand.

承载结构是热浸镀锌钢，表面覆盖PVC，或夹心板材或金属瓦楞板。

我们的建构可以个性化，与建筑环境相协调，并承载客户的品牌。

### Contacts / 联系方式

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## Mondo Company Introduction 公司介绍

In 1948, Mondo was established in Alba, Italy. At the beginning it was a manufacturer of ball products. Today Mondo has developed into an international group with nine manufacturing plants in Italy, Spain, Luxembourg, and China, and sales subsidiaries in Europe, North America, and Asia. Mondo Group has entered the Chinese market since the 1990s and established Mondo flooring (China) Co., LTD in Beijing in 2006.

After a long period of research and learning, Mondo revolutionary created the world's first prefabricated rubber track in 1969. From 1976 Montreal Olympic Games to 2020 Tokyo Olympic Games, Mondo was the official supplier for 12 consecutive Olympic Games. Official partner of World Athletics, official supplier and official sponsor of more than 100 sports federations and associations. Mondo is the sole official supplier of track and field equipment for the Tokyo 2020 Olympic and Paralympic Games. Mondo was also the official supplier of the 12th IAAF World Championships and the 14th IAAF Indoor World Championships. More than 70 percent of the world records recognized by the IAAF have been set on Mondo tracks.

Main products of Mondo include: Sports Floorings and Equipments, contract PVC and Rubber Floorings, Balls and Toys.

MONDO盟多集团成立于意大利阿尔巴, 1948年创立之初是球类产品制造商。如今, 盟多已发展为一家国际集团, 在意大利、西班牙、卢森堡和中国设有9家制造工厂, 销售子公司遍及欧洲、北美和亚洲。盟多集团自20世纪90年代进入中国市场, 2006年在北京正式成立盟多地板(中国)有限公司。

经过长期研究学习, 盟多于1969年革命性地创造了世界上第一条预制型橡胶跑道。从1976年加拿大蒙特利尔奥运会到2020东京奥运会, 盟多是连续12届奥运会官方指定供应商。世界田联WA的官方合作伙伴, 100多个体育联合会和协会的官方供应商和官方赞助商。盟多是2020年东京奥运会和残奥会田径跑道和器材的唯一官方供应商。盟多同时也是12届世界田径锦标赛和14届室内世界田径锦标赛的官方供应商。国际田联认可的世界纪录中, 70%以上产生在盟多跑道上。

主要产品包括: 运动地板和器材、商用PVC和橡胶地板、球和玩具。

Mondo was the official supplier for 12 consecutive Olympic Games.  
Mondo 连续 12 年成为奥运会的官方供应商。



## Mondo Company Introduction 公司介绍

Sports floor includes prefabricated rubber track, indoor rubber floor, wood floor system, PVC floor, artificial grass and other products, which can cover track and field, basketball, tennis, volleyball, table tennis, badminton, football, handball, fitness and other sports. Mondo sports flooring has been certified by WA, FIBA, BWF, ITF and other international professional associations, and has been used in a number of world top competitions. As a global leader of sports flooring, Mondo rubber flooring was selected for the Ice Arenas of 2006 Torino Winter Olympics and 2010 Vancouver Winter Olympics. In 2019, Mondo became the supplier of National Ice and Snow Sports Training and Research Base and Shougang Winter Training Center in rubber floorings and athletic tracks. In 2020, Mondo became the sole supplier of rubber tracks for the National Speed Skating Oval.

With more than 70 years of continuous innovation and the pursuit of quality details, Mondo flooring has achieved athletes and sports enthusiasts more outstanding performance, providing safe sports protection and comfortable sports experience.

We Innovate, You Win!

### Contacts / 联系方式

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Main products of Mondo include: Sports Floorings and Equipments, contract PVC and Rubber Floorings, Balls and Toys.  
主要产品包括: 运动地板和器材、商用PVC和橡胶地板、球和玩具。

盟多运动地板包括预制型橡胶跑道、室内橡胶地板、木地板系统、运动PVC地板、人造草等产品, 可以覆盖田径、篮球、网球、排球、乒乓球、羽毛球、足球、手球、健身等多种运动。盟多运动地板获得了世界田联WA、国际篮联FIBA、国际羽联BWF、国际网联ITF等多个国际专业协会的产品认证, 使用在多项世界顶级大赛中。盟多橡胶地板曾服务于2006都灵冬奥会和2010温哥华冬奥会冰场。2019年盟多成为国家冰雪运动训练科研基地和首钢冬训中心橡胶地板和预制橡胶跑道供应商。2020年, 盟多成为国家速滑馆橡胶跑道独家供应商。

盟多地板以七十余年持续的创新精神和对品质细节的追求, 成就运动员和运动爱好者更卓越的运动表现, 提供安全的运动保护和舒适的运动体验。

我们创新, 您是赢家!



Made With Italy  
意大利制造

#### Our Mission: We Inspire

The Chinese market today represents a sort of Eldorado, remote but tangible, of whose miraculous effect almost everyone has heard and many have experienced the difficulties in grasping its dynamics and above all in having a real and fruitful exchange with it.

China is characterized by a very specific and closed social ecosystem: local knowledge and skills are needed to navigate this arena. And that's not all: language, social specificities, history of tourism and social development determine a different world, with its own rules and trends.

MWI creates solutions to allow companies working in the hospitality sector, DMOs and DMCs, sports and outdoor brands an understanding of the market and its dynamics, and actions to approach it reaching their goals of visibility and engagement. MWI.

#### Contacts / 联系方式

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We help Italian companies to truly understand the Chinese outbound tourism market.

通过与合作伙伴建立联系、规划长期战略,吸引目标客户群,帮助意大利公司真正了解中国出境游市场。

#### 宗旨与使命: 灵感赋予

今天的中国市场充满着无限的机遇和发展潜力,虽然遥远,但却真实存在,其神奇的效应几乎每个人都能感知,却很难领悟,特别是很难与其建立富有成效的互动。

中国的社交生态体系较为封闭且具体,需要利用本土知识和技能来应对;此外,语言、社交特性、旅游历史和社会发展进程等因素都预示着这里是一个不同的世界,拥有自己的规则和动态走向。

MWI 为服务型行业、目的地营销机构或公司、运动和户外品牌提供解决方案,了解市场及其运作方式,制定可行性方案,提升品牌知名度,实现既定目标。



Made With Italy  
意大利制造

#### Our Services

We propose a synergistic approach aimed at engaging and educating the Chinese partner, while defining a business ecosystem that allows easy access to your service.

We help Italian companies to truly understand the Chinese outbound tourism market, connecting with the right partners and defining a long-term strategy capable of attracting the right customer cluster.

We constantly monitor initiatives and events that involve the sector in order to offer maximum visibility to our customers in an arena of high competitiveness such as China.

Choose to have a physical presence in this market and participate in trade shows, roadshows and create ad hoc events to directly engage your potential customers: to avoid low efficiency make use of a local presence to interact and integrates China-Italy synergies and monitors opportunities.

- B2B MEETING IN PRESENCE
- B2C EVENTS & SELECTED PARTNERS COLLABORATIONS MATCHMAKING
- ORGANIZATION OF FAM AND KOL TOURS
- DIGITAL MARKETING
- REPRESENTATIVE SERVICE

#### 我们的服务

提出协同性解决方案,与中国合作伙伴建立联系,并提升其知识和技能,打造能过轻松获得服务的商业生态体系。

通过与合作伙伴建立联系、规划长期战略,吸引目标客户群,帮助意大利公司真正了解中国出境游市场。

通过利用所提供的办公室,在市场中树立品牌形象,参加贸易展销会、路演、并举行临时性活动,让潜在客户群直接参与其中。如果缺少中国-意大利整合性协同效应,且没有一个能够把控与当地机构建立互动的机构,那么中国市场对于中小企业而言依旧意味着巨大的损失和低效。

- 产品定制
- 商业发展
- 企业与客户之间的沟通&与选定的合作伙伴合作
- 牵线搭桥
- 组织考察团(FAM)和关键意见领袖(KOL)式的旅行项目
- 代表服务
- 数字通信

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提出协同性解决方案,与中国合作伙伴建立联系,并提升其知识和技能,打造能过轻松获得服务的商业生态体系。





## Progetto CMR Company introduction 波捷特(北京)建筑设计顾问有限公司

Progetto CMR Group is the leading Italian integrated design firm and ranked among the Top 100 world design firms since 2010. Progetto CMR Milan was founded in 1994. The Group Headquarters are Milan, world capital of design, and has worldwide presence with 10 offices around the world. Offices are in: Milan – Rome – Istanbul – Moscow – Prague – Beijing – Tianjin – Hanoi – Jakarta – Athens. The presence in Europe is consolidated by its network of partner offices, The European Architects Network.

Progetto CMR (Beijing), started to operate in China in 2002, registered in 2005.

It is a leading foreign company in China. Along these years of operation in China over 2 millions sq m of designed projects were built and over 200 sq km areas were planned.

Late 2019 it was inaugurated the Group new Headquarters, The House of Italian Architecture, which will be a hub to create synergies, knowhow sharing then integrated actions with the stakeholders engaged in the design, construction and management process.

Progetto CMR 集团在意大利领先的一体化设计服务商,自2010年起稳居世界建筑设计公司百强。Progetto CMR 米兰成立于1994年集团总部位于世界设计之都——米兰,全球共有10处分部:米兰-罗马-伊斯坦布尔-莫斯科-布拉格-北京-天津-河内-新加坡-雅加达-雅典。集团与欧洲建筑师网络中的合作伙伴联系紧密,在整个欧洲有着强劲的表现。

波捷特(北京),2002年进入中国,2005年正式成立注册公司。

该公司是一家在华的头部外资企业,自入华以来,参与设计的项目面积已经超过二百万平方米,参与规划的项目面积已超过二百平方公里。

2019年下旬,集团搬入了全新总部大楼,暨意大利建筑设计之家,该总部大楼将为业主方带来与设计、建设施工、过程管控等阶段相交互的空间与机会,为相关企业与潜在业主的交流提供空间。

Progetto CMR Group is the leading Italian integrated design firm and ranked among the Top 100 world design firms since 2010.

Progetto CMR Group 是意大利领先的综合设计公司,自2010年以来一直位列世界设计公司100强。



## Progetto CMR Company introduction 波捷特(北京)建筑设计顾问有限公司

The Group employees over 160 professionals including 130 architects, 15 engineers, 4 industrial designers, 6 H&S experts, and 5 project-site management team, and has solid track record in the following activities: Master-plan, Corporate Design, Hotel, Retail, Public building, Healthcare, Sports venue, Residential.

The Group: Progetto CMR Milan, Progetto CMR (Beijing), Sportium, Progetto Design & Build, Progetto DVA, BIM Factory, FBN, Progetto CMR Indonesia, Progetto CMR Asia.

集团共有逾160名专业员工,其中130名建筑师,15名工程师,4名工业设计史,6名健康与运动领域专家和5支项目施工管理团队,在如下领域颇有建树:总体规划,办公楼设计,酒店,商业,公共建筑,健康医疗,体育场馆及住宅。

集团成员包括:Progetto CMR米兰,Progetto CMR北京,Sportium,Progetto CMR Design & Build,BIM工厂,Progetto CMR印度尼西亚,Progetto CMR亚洲。

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Company has solid track record in the following activities: Master-plan, Corporate Design, Hotel, Retail, Public building, Healthcare, Sports venue, Residential.

公司在以下活动中拥有良好的业绩记录:总体规划、企业设计、酒店、零售、公共建筑、医疗保健、体育场馆、住宅。



