



*European towns' festival*

# European Towns' Festival

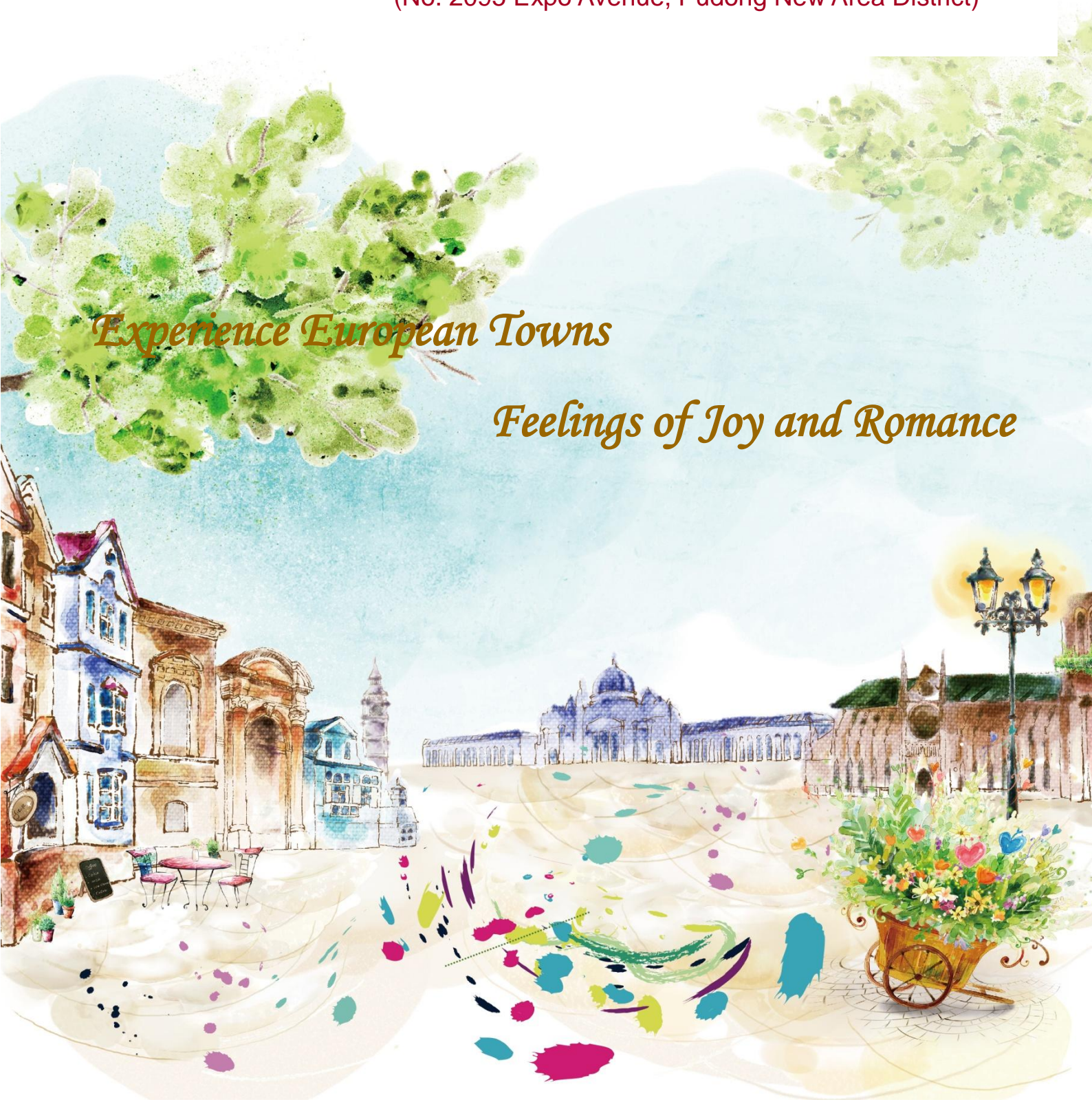
**2014.9.23-10.7**

**Shanghai Italian center**

(No. 2095 Expo Avenue, Pudong New Area District)

*Experience European Towns*

*Feelings of Joy and Romance*














# Shanghai Italian center



Shanghai Italian center is the Italian pavilion of the Shanghai World EXPO, Now the center demonstrate Italian culture, art, design, cuisine and also more into commercial activities or entertainment.

Italy is the birthplace of the European renaissance which will create a nice atmosphere for this festival.

## Media Channel

Medium	Introduction	Circulation	Extend method	Publish date	Publish form
<b>Newspaper</b>					
	Comprehensive financial daily	400,000 daily published	Advertorial	Two days before event	Advertorial promotion
	Concern about world affairs, concern for people's lives	750,000 daily published	Advertorial	Two days before and during the event	2 times advertorial promotion
	SHANGHAI TIMES is focusing on fashion	550,000 weekly published	Advertisement & advertorial	One weeks before and during the event	Half color page advertorial
	Comprehensive newspaper	1000,000 daily published	Advertorial	Two days before event	Advertorial promotion
	China's first local English daily	110,000 daily published	Advertorial	Three days before	Advertorial promotion
<b>TV</b>					
	The first platform in Shanghai TV	Shanghai first channel	Reportage	First day of event	Reportage
	Coverage more than ten countries	800 million people	Reportage	First day of event	Reportage
	International audience service	for international residents	Reportage	First day of event	Reportage
	Channel Young	Reaches 1.36 billion people	On- site interview	First day of event	Exclusive interview
<b>Weibo</b>					
	Shanghai official micro blogging	5 million fans	Weibo	One weeks before event	Event information
	Life information	870 thousand fans	Weibo	One weeks before event	Event information





## Highlights of Activities

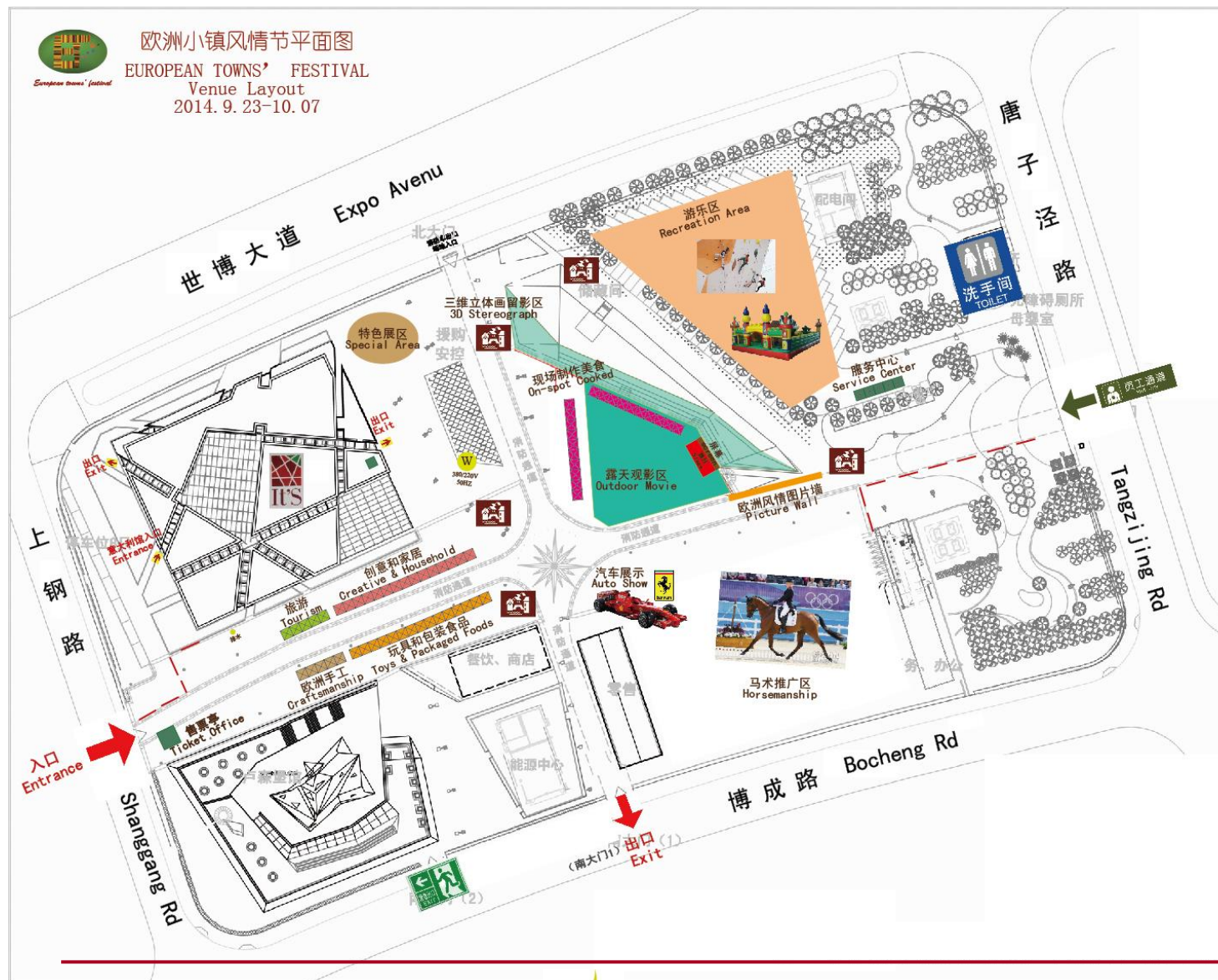
European picture wall  
Outdoor movies  
European town's 3D  
Stereograph  
European Folk Dance  
Performance  
European Gourmet food Salon  
Street Art show  
Family play area  
European bands  
Goods Market

## Our Audience

European Culture & travel lover  
Children and Families  
Tourist  
Expat



欧洲小镇风情节平面图  
EUROPEAN TOWNS' FESTIVAL  
Venue Layout  
2014. 9. 23-10. 07



## Exhibitors

### \* Tourism

Airline, Travel agency, Cruise etc.

### \* Craft & gifts

Handmade, Creative goods, Souvenirs etc.

### \* Toys

Educational toys, Puppet, etc.

### \* Packaged Food

Wine, Coffee & Tea, Juice, Snack, Ham, Cheese, etc.

### \* On-spot cooked

Hot dog, Spaghetti, kebab, Ice Cream, Potato chips, Waffles, Snacks, Popcorn, Hamburger, etc.

Organizers:



Supporters:



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

Media Partner:



Ticket Agent:



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