



## Industrial Tourism Workshop – 2nd Edition

The Industrial Tourism Workshop is an occasion for one-to-one meetings between:

- **Buyers:** Italian and international tour operators and event organizers, specialists in territories abroad, who are interested in adding tourist visits of companies, company museums, and industrial archeological sites to their list of offerings.
- **Sellers:** accomodating facilities, company museums, Italian tour operators, service companies, tourist promotion agencies and public entities, associations and business consortiums.



## Industrial Tourism Workshop – 2nd Edition

- Confindustria Emilia has opened the path to a new way of promoting industrial culture in the territory while re-discovering and highlighting the value of the industrial facilities and products that have made the wealth of our country.
- Industrial tourism offers an innovative way of promoting business culture and a new use of «territorial tourist destinations».



## Industrial Tourism Workshop 2017

The First Edition of the Industrial Tourism Workshop:

- took place November 20, 2017
- 40 buyers (Italian and international)
- 60 sellers from all over Italy.
- More than 1,200 one-to-one meetings took place during the event.

The program dedicated to buyers permitted them to visit, among others:

Ferrari Museum in Maranello, Ducati Museum, Carpigiani Museum, Museum of Industrial Heritage, Fashion Research Italy, Fico Eatalyworld.



## Industrial Tourism Workshop 2018

### The Industrial Tourism Workshop 2018:

- Will take place at Farete
- September 6, 2018 from 9:30am to 5:00pm
- Participants: tour operators, travel agencies, accomodating facilities, museums and businesses
- With the objective to give visibility to, and promote, the best examples of industrial archeology, industrial museums, and tours of the territory's industrial sites.