

## TECHNICAL FORM FACE-TO-FACE WORKSHOP B2B WITH NATIONAL AND INTERNATIONAL BUYERS 16 FEBRUARY 2024

Date	16 February 2024
Daily timetable	From 10.00 AM to 17.00 PM– Work interruption for lunch from 13.00 PM to 14.00 PM
Number of international buyers	40 (15 international buyers and 25 Italian buyers)
Fields	Italy, Austria, Germany, Switzerland, France, Benelux, United Kingdom, Scandinavia, Spain, Malta, Eastern Europe, United States, Canada
Topics of the workshop	Summer mountain, slow, sustainable, rural tourism, paths, cycling tourism, outdoor tourism, food & wine and territorial culture
Type of Buyer	<b>Intermediate:</b> tour operators, tour organizers, travel agencies, MICE, sport event organizers <b>Associations:</b> thematic associations, sports clubs, corporate recreational clubs.
Sellers	Hotel and extra-hotel accommodation with a leisure vocation, farmhouses and rural hospitality, villas and historic homes, hotels, spas and structures, shelters, camping and glamping, hostels, typical producers, sports centers, agencies and incoming tour operators, tourist consortia, hotel groups, DMC, DMO, Travel Designer, Theme experience organizers, Educational farms, Associations nature guides/ eco environmental
How does it work?	The Workshop with the Italian Buyers will take place in an equipped space inside the Bergamo Fair, with scheduled appointments online, with slots of 15 minutes each.
Participation fee	<b>€ 350,00 + VAT</b>
Scheduled appointments	Once in good standing with the registration, the exhibitor / seller receives the access credentials to the platform dedicated to the B2B workshop. From 15/01/2024 the exhibitor/seller can proceed to: <ul style="list-style-type: none"> <li>- see the registered buyers</li> <li>- choose who to meet and make an appointment</li> <li>- accept, cancel, reprogram in complete autonomy your calendar appointments.</li> </ul> There is an APP ( <i>iOS and Android</i> ) dedicated to participants, which allows them to manage the agenda even from mobile.
Administrative office	Tourist Trend ( <a href="http://www.tourist-trend.it/">www.tourist-trend.it/</a> )
How to apply?	Fill out the form and send it to <a href="mailto:agri-slow-travel@promoberg.it">agri-slow-travel@promoberg.it</a>