



**AGRI TRAVEL**  
& SLOW **EXPO**  
**EAT AROUND the WORLD**  
17. 18. 19 FEBBRAIO 2017 - FIERA BERGAMO

## **SLOW AND RURAL TOURISMS IN BERGAMO FROM 17TH TO 19TH FEBRUARY 2017**

### **Agri Travel & Slow Travel Expo**

**The first international exhibition dedicated to the promotion of  
rural and slow tourism**  
[www.agritravelexpo.it](http://www.agritravelexpo.it)

**Agriculture, culture, tourism and sustainability are the four keywords of Agri Travel & Slow Travel Expo, the first international exhibition dedicated to the promotion of rural and slow tourism.** The exhibition will focus on food, one of the main protagonist and strong factor of cultural identity. The exhibition, at its third edition, will take place at **Bergamo exhibition center, Via Lunga, from 17<sup>th</sup> to 19<sup>th</sup> February, during the 2017 International Year of Sustainable Tourism for Development proclaimed by UN.** Info and tickets on [www.agritravelexpo.it](http://www.agritravelexpo.it)

Accessible tourism, paths, wine and food itineraries, horse or bicycle rides to discover the environment, widespread hospitality, agritourism, teaching farm, new technologies in support of tourists; these will be the starting points that will be analyzed thanks to the participation of Italian, European and worldwide realities that will enliven the rich schedule of workshops, conferences and B2B meetings of the three-day event. Exchanges of know-how and experiences, research of solutions mutually favorable to facilitate strategies for the promotion of rural tourism are the main purpose of the exhibition, with a particular attention on agribusiness sector as lever of tourist marketing and on green economy as a bet to relaunch tourist economy.

United Nations World Tourism Organization **UNWTO** proclaimed 2017 the International Year of Sustainable Tourism for Development, as further proof of the centrality of the topic, that represents approximately 10% of the global GDP, it employs twice as many women than any other sector, and must be able to sustainably manage a projection of 1.8 billion international tourists in 2030.

Agri Travel & Slow Travel Expo is **patronaged** by 2017- International Year of Sustainable Tourism for Development, Ministry of Cultural Heritage and Activities and Tourism, Italian government tourist board, the **support** of the Bergamo Chamber of Commerce and Lombardia Region.

The exhibition will be preceded by the **Conference and Marketplace of Ideas "Sustainable Tourism for Rural Development" from 15<sup>th</sup> -17<sup>th</sup> February** (<http://strd2017.org/>). This is a first event that gathers people interested in two of the most relevant sectors for the European economy, tourism and agriculture, to create a common ground for cooperation and future synergies and it will take place in Italy for the first time.

The Conference is dedicated to the workers in the sector and is organized by **EuroGites the European Federation of Rural Tourism**, consisting of 35 professional organizations from 27 European countries, and by **MER - European Countryside Movement**. During the congress both Italian and English will be spoken thanks to the simultaneous interpretations.

The conference includes plenary sessions, open and dynamic workgroups, and the **Marketplace of Ideas**, with several Best Practice cases from all over Europe, open to the exhibition public from February, 17th.

Bergamo 9<sup>th</sup> January 2017

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