



2014 - 2016



RomExpo is a consulting firm for the internationalization, whose goal is to create and offer global opportunities of cultural and commercial exchange to institutions, organizations and businesses.

RomExpo contributes to the development of civil society and promotes friendship between peoples, even before economic relations, through the sharing of knowledge and information on technological advancement, in particular when affecting the environment and people.

Through advanced marketing and communication tools and its institutional and international relations, **RomExpo** organizes and manages custom-made initiatives that focus on countries chosen by customers.

DECEMBER 2016

6 December: Armando Soldaini as Chairman of ROMEXPO, to participate as a special guest in the General Assembly of the South American Football Clubs League (Liga Sudamericana de Clubes de Fútbol, hereinafter the LSCF), that take place at the “Hyatt Centric Montevideo” on Tuesday, December 6th 2016 at 11 am, in Montevideo, Uruguay.

LSCF was recently created by clubs representing the ten federations of Conmebol, with the aim of representing football clubs at South American level and to safeguard and promote their interests regarding South American football club matters.



OCTOBER 2016

3 October - On the 3rd October 2016
Signature of the Memorandum of
Understanding between CCPIT Sichuan
Council and Romexpo.



ROMEXPO

SEPTEMBER 2016

On 20th September 2016 **Romexpo** received a delegation from **Sichuan province**, China and organised a programme of political and business meetings.

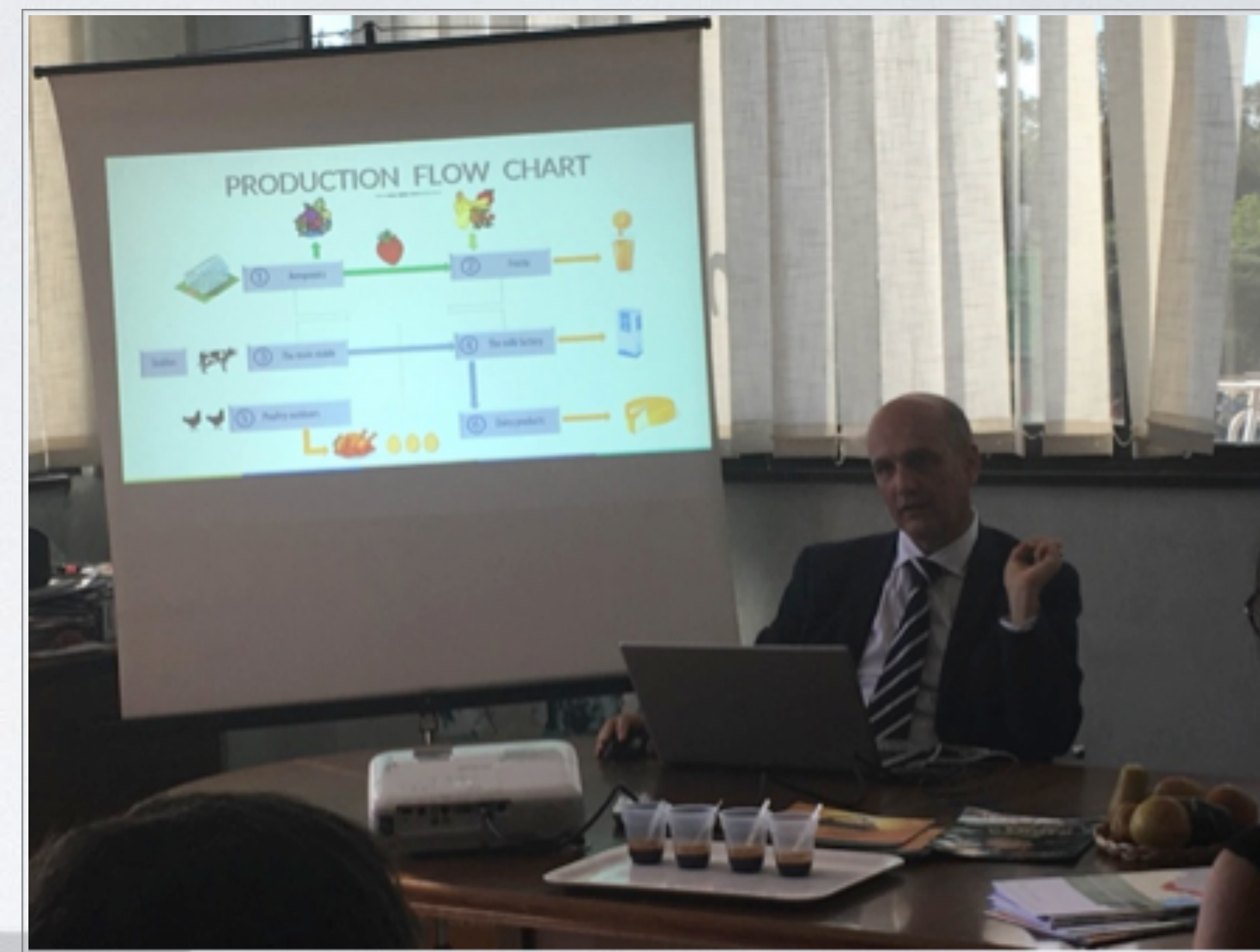
Business meetings took place at **Ortosole** farm, near Fiumicino, where top companies from various Italian regions showcased the excellence of agricultural production and the most **innovative production technology and food preservation**.

After a welcome speech, an introduction of **Sichuan Province** and of the delegation followed. The delegation comprised:

- **Yang Yansheng**, Foreign Trade and Economic Cooperation Department of Commerce Bureau of Yanjiang District of Ziyang City, Unit Chief



- **Li Gang**, China Council for the Promotion of International Trade Sichuan Council, Director Exhibition Department
 - **Wang Tong** Neijiang Municipal Bureau of Commerce, Deputy Director
 - **Xiong Yi**, The People's Government of Zizhong of Neijiang City, Deputy County Mayor
 - **Liang Zhi**, Dongxing District Bureau of Commerce of Neijiang City, Director
 - **Liu Tao**, Zizhong County Bureau of Commerce of Neijiang City, Director
 - **Liu Ke**, Sichuan Provincial Economic and Information Commission, Deputy Director of Industrial Policy Department
 - **Wang Yanru**, Sichuan Provincial International Exhibition Center, Interpreter
 - **Wu Xiongjun**, Taiwan Affairs Office of Foreign and Overseas Chinese Affairs Office of Ziyang City, Deputy Director
 - **Jin Bing**, Ziyang International Commercial and Trade Service Center, Director
- Then the attending **Italian companies** were introduced by their representatives.



After a refreshment, some **B2B meetings** took place and a brief **Q&A session**.

The **political programme** took place at the Senate of the Republic, where Mr Filippo **Quattrocchi**, Head of the secretariat of the President of the Democratic Party, led the Chinese delegation to meet **MP Giuseppina Maturani**, Vice Group Leader of Democratic Party at the Senate, and **MP Francesco Verducci**, Member of the Committee for the Supervisory of RAI and Member of the Parliamentary Delegation at European Council.

Sichuan province delegation comprised:

- **Zhang Gang**, China Council for the Promotion of International Trade Sichuan Council Milan Office, Vice General Representative
- **Lv Furong**, China Council for the Promotion of International Trade Sichuan Council, Vice President
- **Wang Ziyu**, Ziyang Municipal Bureau of Commerce of Sichuan Province, Deputy Director
- **Yang Yansheng**, Foreign Trade and Economic Cooperation Department of Commerce Bureau of Yanjiang District of Ziyang City, Unit Chief.



for International Horticultural Exhibition 2019, Deputy Director

Romexpo organised for the delegation a programme of business and political meetings that started at 9am at **Mancini Park Hotel**, where staff explained the activities of the center, where **Italian youth national football team** train. Later, Armando **Soldaini**, Romexpo Chairman, and Davide **Ambrogio**, Responsible for the organization of Romexpo events, introduced the meeting on strategies of **football development in China** with Vittorio **Petrone**, Marcello **Nardini** and Giorgio **Maino** (respectively CEO, Chief technical official and Strategic Planner of **Roberto Baggio Horste Wein Soccer Heroes Football and Values**) and with Claudio **Campagna**, assistant director of **Club Italia Master**.

Later, the delegation was accompanied to **Ortosole** farm, near Fiumicino, where top companies from various Italian regions showcased the excellence of **agricultural production** and the most **innovative production technology and food preservation**.



After a welcome speech, an introduction of Yanqing and of the Chinese delegation followed.

Then the attending Italian companies were introduced by their representatives.

After a light refreshment, some **B2B meetings** took place and a brief Q&A session. The **political programme** took place at the **Chamber of Deputies - Sala Aldo Moro**, where Mr Filippo **Quattrocchi**, Head of the secretariat of the President of the Democratic Party, led the Chinese delegation to meet **MP Elisa Simoni**, Member of the Committees for the Transportation and for the Work and **MP Federico Massa**, Member of the Committee for the Environment. At the end of the meeting, all participants were invited to the **Gala dinner at Platinum** restaurant (<http://www.platinumroma.it>), chosen because **Mr Jin Lai**, Manager of the restaurant, realized a dinner to celebrate Sino-Italian friendship, with tasting of both Chinese and Italian food.





A brief suggestion for a Cultural Innovation Exposition Park
as a platform for a cultural market and International cooperation.

ROMEXPO

Dunhuang, September 20, 2016
Cultural Forum on Silk Road (CFSR)
Dunhuang Silk Road International Expo Center
Gansu province, China

Marco Polo's eyes evoke a dream and a wish...



ROMEXPO

September 20/21 - The first Silk Road (Dunhuang) International Cultural Expo, was held on **September 20-21, 2016** in **Dunhuang City, Gansu Province**.

RomExpo was invited to attend the event and was proud to be asked to **present a 10-minutes contribution** on the opening day.

The **Expo** was jointly sponsored by the People's Government of **Gansu Province**, the **Ministry of Culture**, the **State Administration of Press, Publication, Radio, Film and Television**, the **National Tourism Administration**, the **China Council for the Promotion of International Trade** of the People's Republic of China and was attended by **state leaders** and ministers of culture, tourism and information from countries along the "Belt and Road", foreign **diplomats** in China, leaders of related international organizations, representatives of international **sister cities** of Gansu Province, **dignitaries** of international cultural communities and business leaders.

RomExpo contribution was a homage to the spirit of cultural exchanges and friendship between peoples from the **Belt and Road countries**.

Inspired by **Marco Polo's** narrative, RomExpo **presentation** pictured a sustainable place that is at the same time a place for **Expo**, a **theme Park** and a place for the **Archives** to preserve memories.

This place was called **EXPARK** and its eco-sustainability is an act of love towards the Earth and the Nature.

AUGUST 2016

15-21 August - From **15 to 21 August 2016** the **5th Beijing Cup** International Football Tournament took place in Beijing.

The tournament is yearly organized by the Chinese People's Association for Friendship with Foreign Countries and is reserved to teams of **football Academies** of Chinese and international High Schools.

Romexpo, representing **Club Italia Football Association** in China, attended the V edition of Beijing Cup as one of the **sponsors** of the event and carried on the work of football development in China and promoting Italian football.

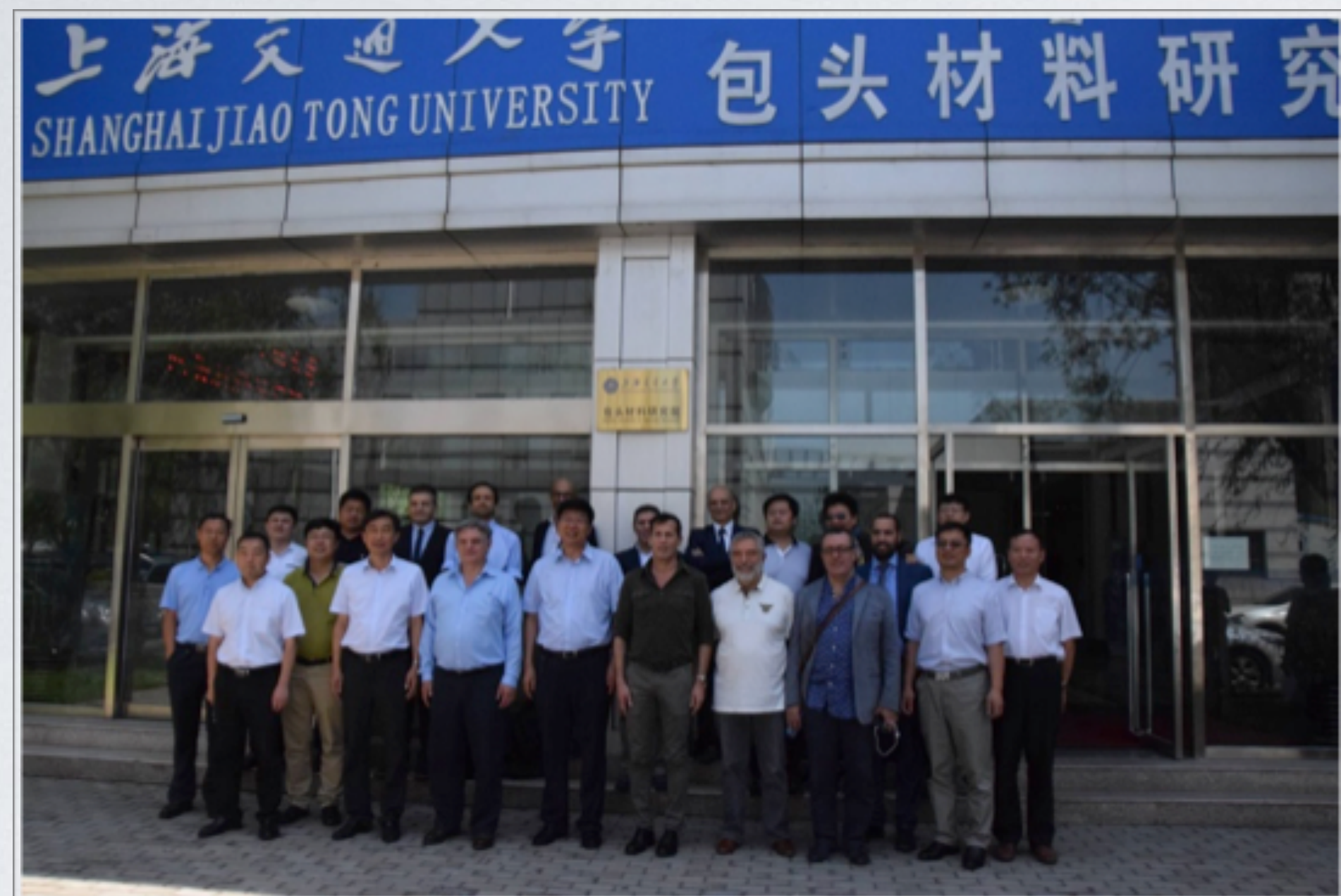


JULY 2016

15-20 July - From 15th to 20th July 2016 RomExpo organized a tour in China for some members of **Club Italia Master**, the association of former professional footballers who played in **Serie A**, the major football league in Italy.

Two football matches of two periods of 40 minutes on an artificial turf took place, the first in **Zhenjiang** and the second in **Libo County**, and the Italian team had the privilege to lift the trophy in each occasion.





24-28 July Following its mission of promoting exchanges of knowledge and scientific cooperation, **Romexpo** set up a **mission** with the goal of exploring possibilities of collaboration within **hi-tech innovation**.

The mission invited various representatives of Italian **companies** and **Institution** to travel to China from **24 to 28 of July, 2016** in order to open collaborative talks on the subjects of **Microelectronics** (systems and sensors for **Intelligent Cities**, agriculture, industry), **new Energy** and **new Materials**, **Safety and Environment Technology**, applications of **Rare Earth elements**.

JUNE 2016

4 June - On **4th June** the 2016 edition of **Premio Mediterraneo** award was held on the splendid terraces of **Palazzo dei Congressi** in Rome.

On that occasion, the CEO of **RomExpo**, Armando Soldaini, received the award "*for his professionalism and personality shown and renowned internationally*".



15-19 June

In collaboration with **CCPIT** (China Council for the Promotion of International Trade) **RomExpo** brought for the first time in Italy a collective art exhibition from **Beijing 798 Art District**.

Artworks from 32 of the most important contemporary Chinese artists were shown from 15 to 19 June in the rooms of the beautiful **Palazzetto Mattei in Villa Celimontana** in Rome.





16 June

On the 16th June 2016 Signature of the Cooperation Memorandum between the CCPIT Beijing SubCouncil and Romexpo.

ROMEXPO

MAY 2016

23/24 May - For the second time in a few months **RomExpo** brought in China **Salvatore "Totò" Schillaci**, the unforgettable hero of **1990 World Cup** held in Italy. On 23th May, in the afternoon, a rainy **Beijing** welcomed the Italian star at **RDFZ** football training pitches, where best junior players in Beijing regularly train.

On 24th May, at 9:30 AM, **Schillaci** and the General Director of **Club Italia Master** arrived at the football pitch where the Executives of the school welcomed them and showed them around the campus.



MARCH 2016

1-7 March

From 1st to 7th March, within the partnership with **Club Italia Master**, **RomExpo** travelled to China along with Massimiliano Suglia (Club Italia Master Executive Director) and **Salvatore "Totò" Schillaci**, former football star and unforgettable hero of Italia 90.

The journey was part of a more structured project that aims to second the guidelines of the Chinese government for a ten-years plan to promote football.



FEBRUARY 2016

February - In February 2016 an important agreement was signed between the **Baotou Rare Earth Research Institute -Shanghai Jiao Tong University** (China), the **CNR, National Research Council** (Italy) and **Romexpo** to collaborate for scientific innovation and transfer of technology.





12-15 February - From 12th to 15th February, the 8th edition of **Legends Cup** took place in Moscow, Russia. Legends cup is a yearly football tournament for senior retired football players.

Eight teams took part in this edition, including world football legends from **Italy, Germany, France, the Netherlands, Portugal and Russia.**

The event was part of the activities of promotion of **RomExpo**, that acted as one of the sponsors of this edition.

The organizing committee allowed **RomExpo chairman**, Armando Soldaini, to present a football project that will involve **Club Italia Master** (the association of former footballer who played in the **Italian Serie A**) and, in a second stage, associations of former footballers from all over the world. The project generated great interest and was welcomed by many of the delegations.

22 February - On 22nd of February RomExpo welcomed a delegation of **Beijing Huangzhuang Vocational High School**.

The delegation spent several days in Italy, taking part in a programme of meetings aimed at highlighting opportunities for collaboration and exchange of strategies.



DECEMBER 2015

On 5-6 December RomExpo collaborated in the staging of *The journey*, the renowned show by the education organization **Up with People (5 and 6 December at Sala Sinopoli of **Parco della Musica** in Rome).-**



ROMEXPO

NOVEMBER 2015

2 November - On Monday, November 2 an important meeting was held between representatives of Italian Ministry of Education, University and Research(MIUR) and a Chinese delegation from the Beijing Association for Science and Technology (BAST).



OCTOBER 2015

23 October - On 23 October friends of **RomExpo** were invited at **Casa dei Cavalieri di Rodi** in Rome for a soirée dedicated to *Spices. The Taste of History*. Ambassadors and foreign representatives attended the event that included a jazz concert and food and wine tasting.



SEPTEMBER 2015

28 September - RomExpo, in collaboration with the Special Superintendency for the Colosseum, the National Roman Museum and the Archaeological Area of Rome, Legacoop, Ismez (No-profit National Institute for music development in the South) and Coopculture, organized the museum special visit ***Spices. The Taste of History*** which included tasting of local food and wine.

Many ambassadors and foreign representatives were invited to the event that took place on September 28 at the **Baths of Diocletian - National Roman Museum**, in Viale Luigi Einaudi, in Rome.





30 September - On September 30 the cultural performance Pakistan: from the Indus Valley Civilization to Modernity was held at the Theatre of Villa Torlonia in Rome. The event was a tribute to craftsmen, whose contribution to the history of Pakistan has been constant over the centuries.

JULY 2015

6 July - Romexpo welcomed a delegation from the city of Hangzhou and accompanied it to meet the Administration of Municipio I of Rome.

The visit of the Chinese delegation was focused on the exchange of experiences and cultural centers, with a particular attention on the Italian experience of the construction / improvement of urban planning and environmental safeguarding.

The visit is part of the series of meetings scheduled in the framework of the 45th anniversary of the signing of the Agreement of Amity between China and Italy and the beginning of diplomatic relations, an event that makes the PRC the guest of honor edition 2015 RomExpo





11 July - On July 11th, **RomExpo** welcomed the well-renowned **Orquesta Sinfónica Municipal de Mar del Plata**. for a magnificent premiere at **Castel Sant'Angelo** gardens in Rome.

This was the first ever performance in Rome for the prestigious *Orquesta*, led by **Maestro Juan Davila**; the *Orquesta* comprised four *bandoneons*, three violins, a viola, a piano and two singers, **Raquel Pozzi** and **Juan Alvarez**.

The initiative was promoted by the **mayor** of the city of Mar del Plata and by the **Bienal del Fin del Mundo** in collaboration with the manifestation "Tango Mi Vida" and **Municipio II of Rome**.

20 July - ROMEXPO was part of the organization of "*Tango mi vida*", a festival for all tango lovers that was inaugurated on **July 20**.

The festival took place throughout the summer at **Villa Borghese in Rome**, a most picturesque scenery turned into an open-air *milonga*.



ROMEXPO©

JUNE 2015

6 June - Saturday, June 6, at 10.00 Romexpo program was presented as part of **Cultur+**, a collaborative meeting of commercial actors in Municipio I (First District in Rome).

The workshop took place at the Aula Magna of the University LUMSA of Rome.



ROMEXPO



19 June - As part of RomExpo, a large delegation of Chinese businessmen from the province of Hubei has paid a visit to the new Fiera Roma (Fair Trade District), in order to verify the possibility of future collaborations.

The delegation, also present in the Chinese pavilion in Milan for Hubei Day at Expo 2015, was led by a number of representatives of the political and administrative offices of the province and comprised businessmen operating in various sectors, including Food and Agriculture, Environment, Pharmaceuticals, Textile, Construction and Tourism.



Mauro Mannocchi, Sole Administrator of Fiera Roma, personally welcomed the delegation which visited the exhibition center before sitting in one of the pavilions for conference where relevant video documentation was shown.



19 June - RomExpo organized an important workshop entitled "Towards 2030: hydrogen and fuel cell technologies for sustainable growth".

The workshop, organized by RomExpo, with the cooperation of Cinque International and H2IT - the Italian Association of Hydrogen and cell combustible- was held at the Sala del Carroccio of the Senatorial Palace, in Rome.

The workshop, in view of the launch of Inimi, the Italian initiative for Mobility Hydrogen, brought together from all over Europe high level speakers who presented hydrogen fuel cells for smarter and more sustainable cities. Experts from industries and scientists explained what is happening in their respective fields of activity, demonstrating that these technologies are already available today and can improve everyday life while safeguarding our planet.

Q & A sessions also allowed participants to interact with all the speakers, asking questions and requesting further information.

The conference was broadcast live on streaming on RomExpo website.





28 June/3 July - From 28 June to 3 July RomExpo hosted in the charming gardens of Castel Sant'Angelo "Romarias from Independencia Tambores from Libertad," a program that has relived the path of 40 years of freedom, peace and democracy of Cape Verde.

As part of the 40th anniversary of Independence of Cape Verde, the Cape Verdean Association in Rome, in collaboration with the Embassy of Cape Verde, wanted to create a series of social and cultural activities, also in view of the fact that 2015 marked the 55th anniversary of the arrival of the first Cape Verdean emigrated to Italy.

The opening ceremony of 28 June included a performance of dance and drums that usually characterizes the closure of traditional folk festivals, in the specific case of "Kola" of San Pietro.

From June 28 to July 3 the music was emphasized through events on the main stage and the closing ceremony included a concert dedicated to Lusophony, with a repertoire of music from Angola, Brazil, Cape Verde, Guinea Bissau and Portugal.

The program also included exhibitions of handicraft and publications about the archipelago and the Cape Verdean community residing in Rome, audiovisual and photographic exhibition, and tasting of Creole cuisine.



MAY 2015

10 May - On the occasion of the 45th anniversary of the signing of the Agreement of Amity between China and Italy and the consequent mutual diplomatic recognition, the cultural exchange

"China-Italy, meeting at the table"

took place at the restaurant Platinum, in via Giuseppe Barile 27 in Rome.

The president of the World Association of Chinese Cuisine, Mr Dong Zhen Xiang (owner of the prestigious Da Dong restaurant chain and renowned author of "artistic" dishes, that resemble paintings) took part along with representatives of the Association he presides over. Representatives of the homologous Italian Association of Chefs and of the Italian Association of Sommeliers were their Italian counterpart.

Diplomatic representatives of Italy and China were invited as well as other political and diplomatic representatives in Rome.





28 May - On 28 May press conference of RomExpo Roma Fringe Festival 2015 took place at the Sala della Piccola Promototeca on the Capitoline Hill in Rome.

RomExpo and Rome Fringe Festival, - with the cooperation of Municipio I (District 1 of the City)-joined forces to give life to a unique event of its kind, to bring the independent theatre and live shows in an area made international by the presence and the visit of foreign delegations and conferences on high technology innovation.

ROMA MUNICIPIO ROMA I CENTRO

ROMEXPO fringe
Roma Fringe Festival 2015

**CONFERENZA STAMPA PRESENTAZIONE
ROMEXPO ROMA FRINGE FESTIVAL 2015**

Giovedì 28 maggio, ore 11.00
Campidoglio – Sala della Piccola Protomoteca

Intervengono
Assessore alla Cultura e Turismo Roma Capitale
Giovanna Marinelli
Assessore Roma Produttiva e Città Metropolitana
Marta Leonori

Presidente Municipio Roma I Centro
Sabrina Alfonsi
Assessore alla Cultura Municipio Roma I Centro
Andrea Valeri
Assessore ai Lavori Pubblici Municipio Roma I Centro
Tatiana Campioni

Direttore Artistico Roma Fringe Festival e Fringe Italia
Davide Ambrogi
CEO Romexpo
Armando Soldaini

Comitato Artistico e Organizzativo
Roma Fringe Festival
Marta Volterra, Francesca Romana Nascè, Rossella Aldrighi
Alessandro Di Somma, Eleonora Turco, Raffaele Balzano, Marco Zordan,
Geremia Longobardo, Daniele Parisi

Artisti 7607
Gli Artisti ospiti del Roma Fringe Festival 2015

RomExpo - Rome Fringe Festival 2015: from 30 May to 12 July, every day from 9:00 am to 2:00 am at Parco Adriano, gardens of Castel Sant'Angelo.

30 May - RomExpo welcomed a delegation from the district of ShiJinShan, Beijing, and accompanying the guests during their official meeting with the President of the eighth district of Rome, Andrea Catarci.

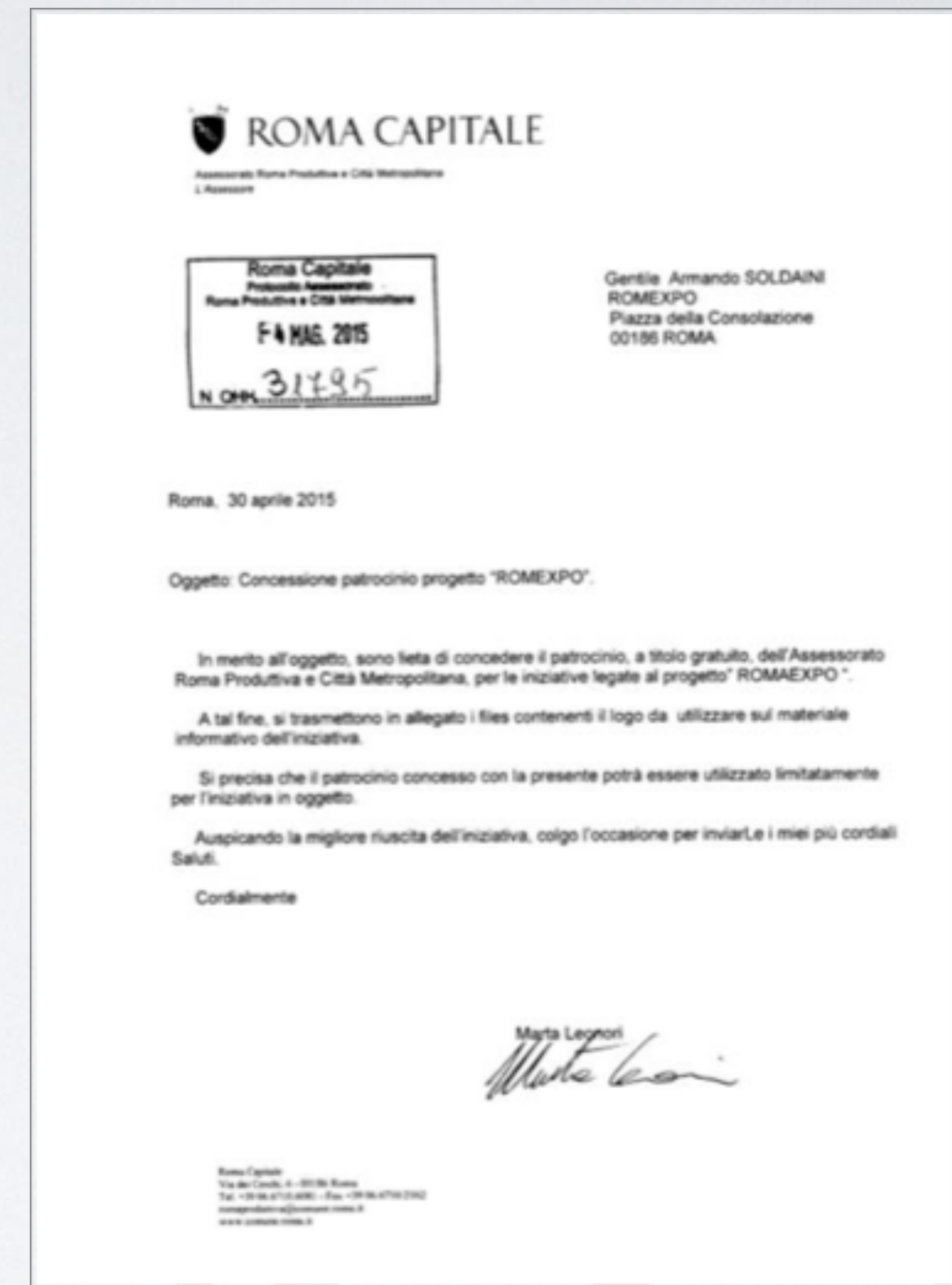
The meeting has strengthened existing relationships between the two governments with the signing of an important agreement of cooperation and friendship.

The Chinese delegation was then invited to visit the New Fiera Roma, the Trade Fair District, as part of an expressed interest in organizing events that have cultural and commercial significance.



APRIL 2015

In April 2015, ROMEXPO received the official recognition by *Roma Capitale*, with the endorsement from *Assessorato Roma Produttiva e Città Metropolitana* (Department of Productive Rome and Metropolitan City).





17 April. RomExpo took part in *Donne insieme sulle due sponde* (Women together on both sides), a meeting on Italo-Tunisian businesswomen held at the Sala del Consiglio of the Chamber of Commerce of Rome.

The meeting was attended by various representatives, including Ambassador of the Republic of Tunisia in Italy and President of the Chamber of Commerce of Rome. An interesting round-table workshop took place between entrepreneurs and important administrative figures, before the CEO of RomExpo could summarize the conclusions of the meeting.

The conference was held to promote dialogue and exchanges between businesswomen from Rome and Tunisia, following the "Tunisian Spring" which brought about a new role for women in the Arab country, in a context of democratization and modernization.



27 April. True to its vocation to promote international exchanges of knowledge and skills, RomExpo organized a seminar for the management of a Free Zone in China.

The seminar was held at the Trade Fair District in Rome as part of a mission for the participation in an Exhibiting event in China. The seminar was divided into various parts, from the description of the target market to the analysis of opportunities and prospects for the participating companies, also including important practical information on the types of documents necessary to create joint ventures or on the types of expenses to deal with.

The proceedings of the seminar were later made available to participants and operators who requested it.

MARCH 2015

3 March - ROMEXPO was officially presented at the Office of Promotion of Trade and Investment of the Embassy of the Republic of Poland in Rome.

The event was attended by representatives of various foreign embassies in Italy who have expressed interest and commitment to the project. In the following days, letters of interest and support to ROMEXPO have been sent by several participants, whose appreciation of the structure and the spirit of the project confirmed the importance of international exchanges and promotions for SMEs.



JANUARY 2015

27 January - In the presence of various foreign representatives, the first outline of ROMEXPO was presented.

This meeting was intended to verify the interest such wide a project of internationalization might arise and the encouraging response confirmed the value of the idea and the force of such an action.

Amid an atmosphere of cordiality and passionate participation, many exhortations to develop further the project of ROMEXPO were voiced, so to support the endorsement of international Small and Medium Enterprises, by creating for them a stage for commercial exchanges and confrontation of knowledge.





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