



DA PIU' DI 55 ANNI, AL CENTRO DELLE RELAZIONI ITALO-INDIANE
FOR MORE THAN 55 YEARS, AT THE CENTER OF INDO-ITALIAN RELATIONS



officially recognised by



Ministero delle Imprese
e del Made in Italy

member of



ASSOCAMERESTERO
ASSOCIATION OF ITALIAN CHAMBERS
OF COMMERCE ABROAD

FESTA ITALIANA 2023

Celebrating Timeless Italian Style

Deck for exhibitors | July 2023



INTRO

*festa*23
ITALIANA

Festa Italiana is the annual flagship event of the IICCI - Indo Italian Chamber of Commerce and Industry. Year **2023** will mark its **14th edition**.

A celebration of timeless Italian lifestyle, Festa Italiana brings the best of the Italian way-of-life and brands to India: fashion, furniture, design, food & wine, motors, education, art, culture, and much, much more!

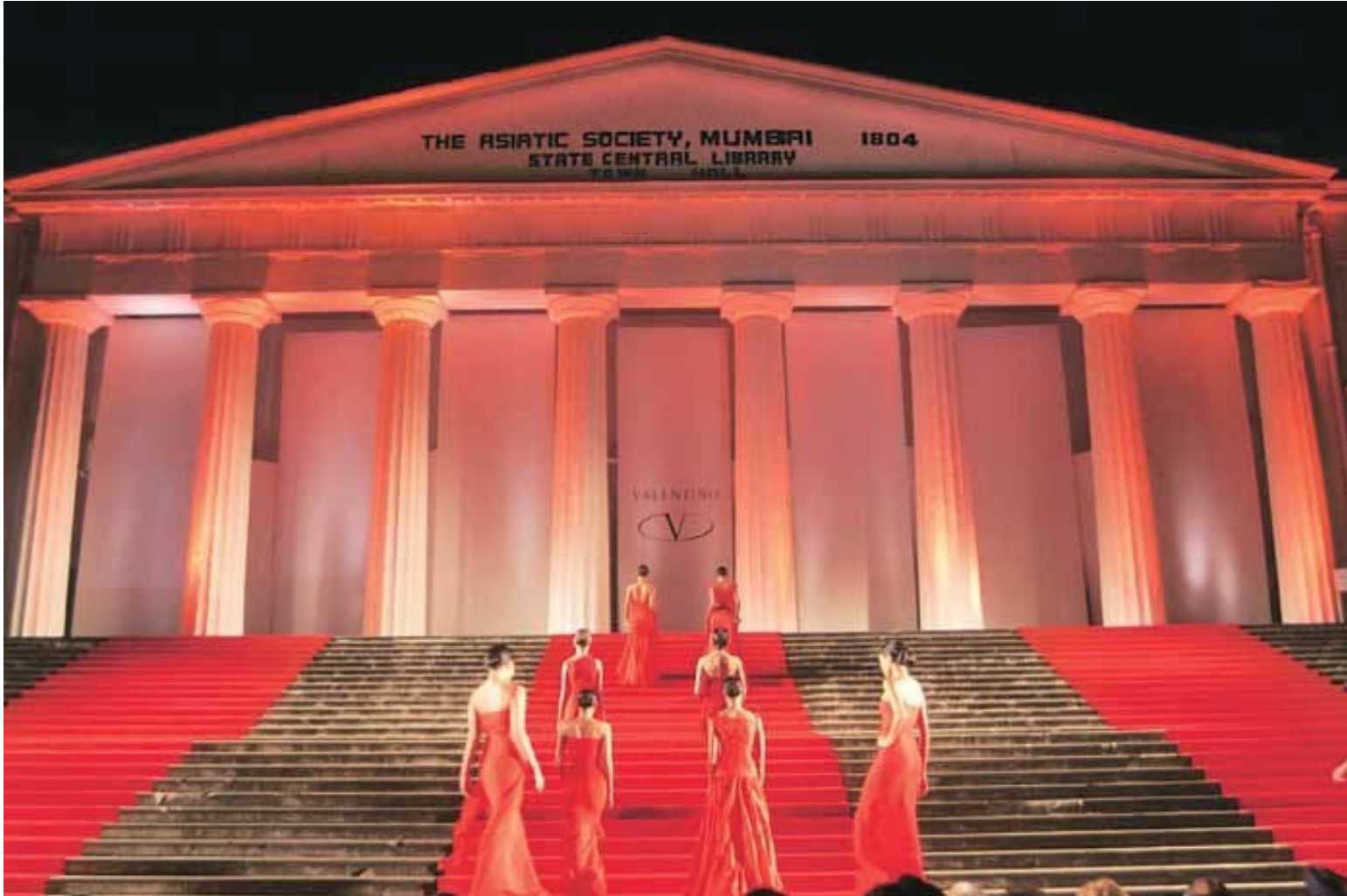
In 2023, Festa Italiana will span between the months of November and December, and will cover the Indian cities of Mumbai, Delhi, Kolkata.





FESTA's LEGACY

*festa*23
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Festa Italiana 2004 | Valentino Fashion Show at Asiatic Library, Mumbai



Festa Italiana 2004 | Ermenegildo Zegna Fashion Show - Delhi



FESTA's LEGACY

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Festa Italiana 2008 | Italian Furniture & Interiors Brands @ Nehru Center - Mumbai



FESTA's LEGACY

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Festa Italiana 2018 | Italian brands @ Taj Lands End - Mumbai



FESTA's LEGACY

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Festa Italiana 2018 | Impresa Awards @ Taj Lands End - Mumbai



FESTA's LEGACY

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Festa Italiana 2018 | Italian brands @ Taj Lands End - Mumbai



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Festa Italiana 2019 | Italian brands @ Taj Lands End - Mumbai



DATES & LOCATIONS

- MUMBAI – Saturday 25th November 2023 | Mahalaxmi Race Course
- DELHI – Friday 1st December 2023 | The Chanakya

FORMAT & SECTORS

- A one-evening **show** and **display** of Italian lifestyle brands in the *fashion & accessories, furniture & design, food & wine, cars & bikes* sectors with an Italian wine dinner
- Organisation of sector-specific **panel discussions** with media, operators and brand ambassadors

ADDITIONAL ACTIVITIES & POSSIBLE SYNERGIES

- **Italy as a touristic destination** – in collaboration with ENIT – Italian Tourism Board
- **Week of Italian Cuisine in the World** – Masterclasses and dinners with Italian food & wine





FESTA 2023: PROGRAM



	MUMBAI			DELHI		
	Thu 23 Nov 23	Fri 24 Nov 23	Sat 25 Nov 23	Thu 30 Nov 23	Fri 1 Dec 23	Sat 2 Dec 23
BRANDS SHOWCASE						
Italian lifestyle brands exhibition			Mahalaxmi Race Course		Chanakya Mall	
Fashion Styling						
PANEL DISCUSSIONS						
Luxury Industry		Bocconi Campus - Powai		Embassy of Italy – Italian Cultural Center		
Fashion Industry		Marangoni Campus - Worli				
Architecture, Furniture & Design	IICCI VIVITALIA – Lower Parel					Embassy of Italy – Italian Cultural Center
Food & Wine						
Tourism						



FESTA 2023: TARGET AUDIENCE



VIP & PERSONALITIES

- Fashion designers and editors of fashion magazines
- Architects, interior designers, and editors of furniture & design magazines
- Chefs, sommeliers, and editors of food&wine magazines
- Actresses, actors, producers
- Industrialists and tycoons
- Bloggers and influencers

BUSINESS OPERATORS

- IICCI Members and Indian importers, distributors, and retailers of Italian brands
- Representatives of sector associations and institutes

ACADEMIA & ALUMNI

- Faculty members of Colleges, Universities and Institutes in the focus sectors
- Indian Alumni of Italian fashion and design universities



MARCOM PLAN

MEDIA PARTNERSHIPS – We shall hire a PR agency with the objective to bring onboard one media partner and engage with bloggers/influencers in each focus sector:

FASHION and ACCESSORIES <ul style="list-style-type: none">- Vogue- ELLE	FURNITURE and DESIGN <ul style="list-style-type: none">- AD- Architecture + Design- ELLE Décor- Inside Outside- DOMUS India	FOOD & WINE <ul style="list-style-type: none">- Ambrosia- Uppercrust- Others
MOTORS <ul style="list-style-type: none">- Car India- Autocar India- Bike India- Motoring World India- Others	TOURISM & TRAVEL <ul style="list-style-type: none">- Conde' Nast Traveller- National Geographic Traveller- Travel + Leisure- Lonely Planet India- Others	NEWSPAPERS (lifestyle) <ul style="list-style-type: none">- HT- Mid Day- Mumbai Mirror- Bombay Times- Times of India- Others



FESTA 2023: PACKAGES for COMPANIES

	EXHIBITORS	PARTICIPANTS
Exhibition space 1 (3x4 m - bare) or Exhibition space 2 (3x2 m - bare)	YES	NO
Invitees to events in Mumbai and Delhi	5 people	2 people
Logo in: • invites, “save the date” and communication pre and post event • on-site branding	mention as “exhibitor”	mention as “participant”
Mention (tagging) in social media campaigns (Facebook, Instagram, Twitter, LinkedIn), before, during and after the initiative	at least 4 dedicated posts	2 dedicated post
Print Catalogue	2 dedicated pages	half page
Media coverage – articles on leading sector magazines and newspapers	20% discount on advertorials / articles	No discount applicable



FESTA 2023: PACKAGES for COMPANIES



	FEE* for 1 CITY (Mumbai or Delhi)	FEE* for 2 CITIES (Mumbai and Delhi)
FASHION STYLING brand	INR 300,000 <i>EUR 3,500</i>	INR 550,000 <i>EUR 7,000</i>
EXHIBITOR: 3x4 m exhibition space	INR 250,000 <i>EUR 2,800</i>	INR 450,000 <i>EUR 5,100</i>
EXHIBITOR: 2x3 m exhibition space	INR 200,000 <i>EUR 2,300</i>	INR 360,000 <i>EUR 4,000</i>
PARTICIPANTS	INR 100,000 <i>EUR 1,200</i>	INR 180,000 <i>EUR 2,000</i>

* All fees are exclusive of applicable taxes (18% GST)

Exclusive discounts on fees for IICCI Members:

5% discount for Ordinary Members
15% discount for Platinum Members

10% discount for Gold Members
20% discount for Diamond Members



PLATINUM MEMBERS

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Banking Partner



GOLD MEMBERS





GRAZIE

IICCI - The Indo-Italian Chamber of Commerce and Industry
c/o VIVITALIA - 11th Floor, Urmi Estate, 95, Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013, Maharashtra
P: +91 2267728186 | E: iicci@indiaitaly.com | W: www.indiaitaly.com

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