



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



officially recognised by



Ministero delle Imprese  
e del Made in Italy

members of



ASSOCAMERESTERO  
ASSOCIATION OF ITALIAN CHAMBERS  
OF COMMERCE ABROAD

# FESTA ITALIANA 2023 Celebrating Timeless Italian Style Project Plan



# 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 **14<sup>th</sup> 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!

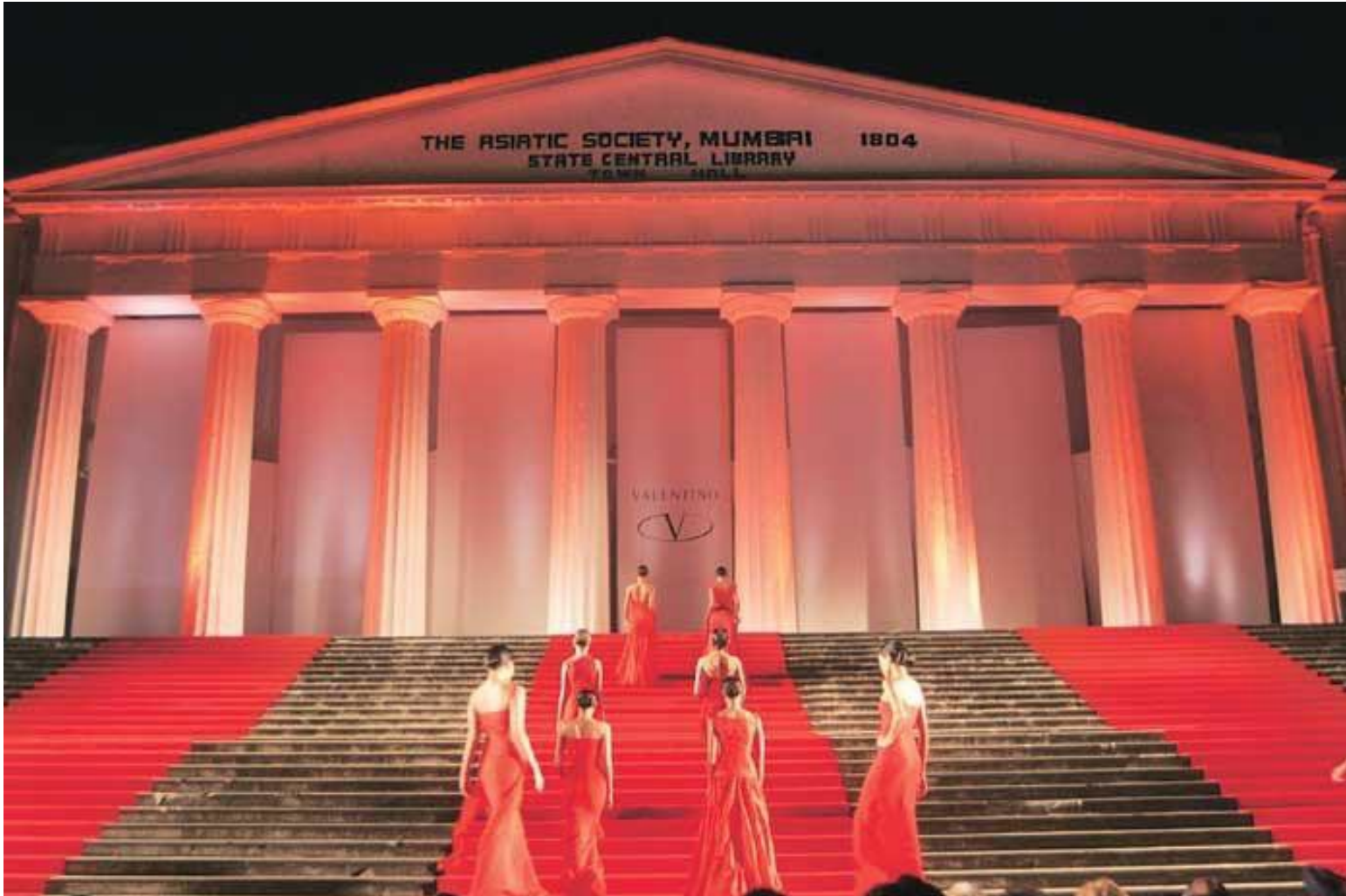
In 2023, Festa Italiana will span between the months of November and December, and will cover the Indian cities of Mumbai, Delhi, Kolkata.





# FESTA's LEGACY

*festa*23  
ITALIANA



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



Festa Italiana 2004 | Ermenegildo Zegna Fashion Show - Delhi



# FESTA's LEGACY

*festa*23  
ITALIANA



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



# FESTA's LEGACY

*festa*<sup>23</sup>  
ITALIANA



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



# FESTA's LEGACY

*festa*23  
ITALIANA



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



# FESTA's LEGACY

*festa*23  
ITALIANA



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



# FESTA's LEGACY

*festa*23  
ITALIANA



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





# FESTA's LEGACY

*festa*23  
ITALIANA





# FESTA's LEGACY

*festa*23  
ITALIANA



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



# FESTA 2023: PROGRAM

*festa*23  
ITALIANA

## DATES & LOCATIONS

- **MUMBAI** – Friday 24<sup>th</sup> November 2023 | Taj Lands End (Location TBC)
- **DELHI** – Friday 1<sup>st</sup> December 2023 | Chanakya Mall
- **KOLKATA** – Friday 8<sup>th</sup> December 2023 | Consulate General of Italy (Location TBC)

## FORMAT & SECTORS

- A one-evening **show** of Italian lifestyle brands in the fashion & accessories, furniture & design, food & wine, cars & bikes sectors + fashion show + Italian buffet 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
- **Minerva – The Italian Education Hub in India** – roadshows and masterclasses by Italian universities



# FESTA 2023: PROGRAM

*festa*23  
ITALIANA

	MUMBAI		DELHI		KOLKATA	
	23 Nov 23	24 Nov 23	30 Nov 23	1 Dec 23	7 Dec 23	8 Dec 23
<b>BRANDS SHOWCASE</b>						
Lifestyle brands exhibition		Taj Lands End (TBC)		Chanakya Mall		Consulate of Italy (TBC)
Fashion Show						
<b>PANEL DISCUSSIONS</b>						
Fashion & Accessories	VIVITALIA		Embassy of Italy (TBC)			
Furniture & Design	VIVITALIA		Embassy of Italy (TBC)			
Food & Wine		VIVITALIA		Embassy of Italy (TBC)		
Tourism		VIVITALIA		Embassy of Italy (TBC)		



# FESTA 2023: TARGET AUDIENCE

*festa*23  
ITALIANA

## **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 and actors
- 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



# FESTA 2023: PACKAGES for COMPANIES

*festa*23  
ITALIANA

	<b>FASHION SHOW</b>	<b>EXHIBITORS</b>	<b>PARTICIPANTS</b>
Slot on the ramp for 25 minutes show	YES	NO	NO
Exhibition space 1 (3x4 m - bare) or Exhibition space 2 (3x2 m - bare)	NO	YES	NO
Invitees to event	10 people	5 people	2 people
Logo in: ·invites, “save the date” and communication pre and post event · on-site branding	Mention as “partner”	mention as “exhibitor”	mention as “participant”
Mention (tagging) in social media campaigns (Facebook, Instagram, Twitter, LinkedIn), before, during and after the initiative	At least 8 dedicated posts	at least 4 dedicated posts	2 dedicated post
Print Catalogue	2 dedicated pages	2 dedicated pages	half page
Media coverage – articles on leading sector magazines and newspapers	20% discount on advertorials / articles	20% discount on advertorials / articles	No discount applicable



# FESTA 2023: PACKAGES for COMPANIES

*festa*23  
ITALIANA

	<b>FEE* for 1 CITY</b> (Mumbai or Delhi or Kolkata)	<b>FEE* for 2 CITIES</b> (Mumbai and Delhi, or Mumbai and Kolkata, or Delhi and Kolkata)	<b>FEE* for 3 CITIES</b> (Mumbai, Delhi and Kolkata)
<b>FASHION SHOW</b> brand	INR 300,000 <i>EUR 3,500</i>	INR 570,000 <i>EUR 6,700</i>	N.A.
EXHIBITOR: <b>3x4 m</b> exhibition space	INR 200,000 <i>EUR 2,400</i>	INR 380,000 <i>EUR 4,500</i>	INR 550,000 <i>EUR 6,500</i>
EXHIBITOR: <b>2x3 m</b> exhibition space	INR 150,000 <i>EUR 1,800</i>	INR 285,000 <i>EUR 3,300</i>	INR 405,000 <i>EUR 4,800</i>
<b>PARTICIPANT</b>	INR 80,000 <i>EUR 1,000</i>	INR 150,000 <i>EUR 1,800</i>	INR 210,000 <i>EUR 2,500</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



# FESTA 2023: PACKAGES for SPONSORS



	<b>TITLE SPONSOR (3 cities)</b>	<b>MAIN SPONSOR (3 cities)</b>	<b>SPONSOR (3 cities)</b>	<b>SUPPORTER (3 cities)</b>
	<b>3,000,000 INR 35,000 EUR</b>	<b>1,000,000 INR 12,000 EUR</b>	<b>500,000 INR 6,000 EUR</b>	<b>250,000 INR 3,000 EUR</b>
Logo in: · invites, “save the date” and communication pre and post event · on-site branding	Mention “Presented by” before Festa logo	Mention “Main Sponsors” after Festa logo	Mention as “Sponsor” after “Main Sponsor”	Mention as “Supporter” after “Sponsors”
Speaker slot at the opening of the exhibition and before the fashion show	YES	NO	NO	NO
Exhibition space (2x2 m)	YES	YES	YES	NO
Invitees for the event	15	10	5	2
Catalogue	2 pages + logo	1 page + logo	Half page + logo	logo
Social Networks promotion (Facebook, Instagram, Twitter, LinkedIn)	At least 8 dedicated posts	at least 4 dedicated posts	2 dedicated post	2 dedicated post
Media coverage – articles on leading sector magazines and newspapers	20% discount	10% discount	5% discount	No discount applicable





This presentation, and all the projects, events, initiatives and activities organised by the IICCI – Indo-Italian Chamber of Commerce and Industry, would not be possible without the support of our members and of the Indo-Italian business community. Amongst them, our Platinum and Gold Members & Partners, deserve a special mention.

## PLATINUM MEMBERS



## 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](mailto:iicci@indiaitaly.com) | W: [www.indiaitaly.com](http://www.indiaitaly.com)

SCAN OUR QR CODES & FOLLOW US



WEBSITE



FACEBOOK



TWITTER



LINKEDIN



INSTAGRAM



YOUTUBE