

8-31 OCTOBER 2013

it's *tissul!*

THE ITALIAN TECHNOLOGY EXPERIENCE
WORLD TOUR

São Paulo – Chicago – Toronto – Tokyo – Beijing - New Delhi – Istanbul - St. Petersburg

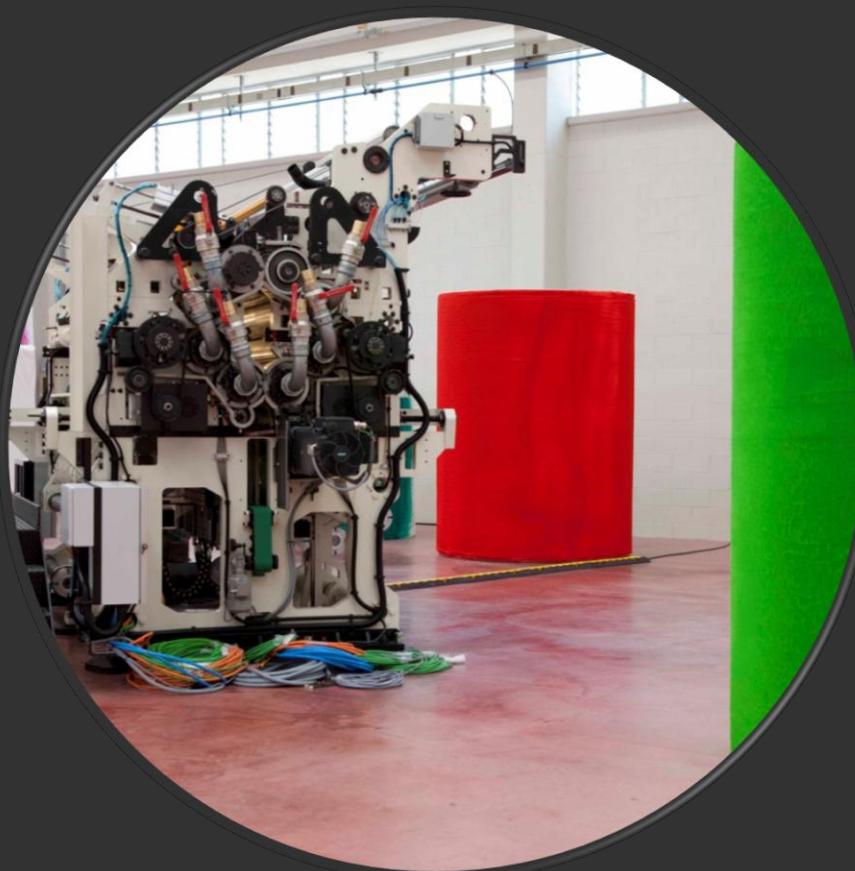
TECHNOLOGY, CULTURE AND TOURISM: UNCONVENTIONAL MARKETING FOR A NEW WAY TO COMMUNICATE THE MADE IN ITALY

The case of IT's Tissue – The Italian Technology Experience

The identity of a country is measured by studying its **past** and analyzing its relationship with the **present**. History and culture create a territory's DNA, but its identity is something that must be confirmed with time in order to open the door to the **future**.



A community's awareness, investment in training the young generations and the desire to be masters of our own destiny lead a country to believe in tomorrow.



Without
investing in
innovation,
in technology
and in
contemporary
culture, there
can be no
future.

WITHOUT constant exchange of information with other countries

WITHOUT comparison and sharing with other cultures

WITHOUT economic partnerships with other markets

WITHOUT an exchange of tourist flows



International &
Intercultural
Communication

A
COUNTRY
CANNOT
GROW.

In the third millennium, the companies present in a territory turn into economic, social, cultural thermometers and into unpredictable communication instruments.

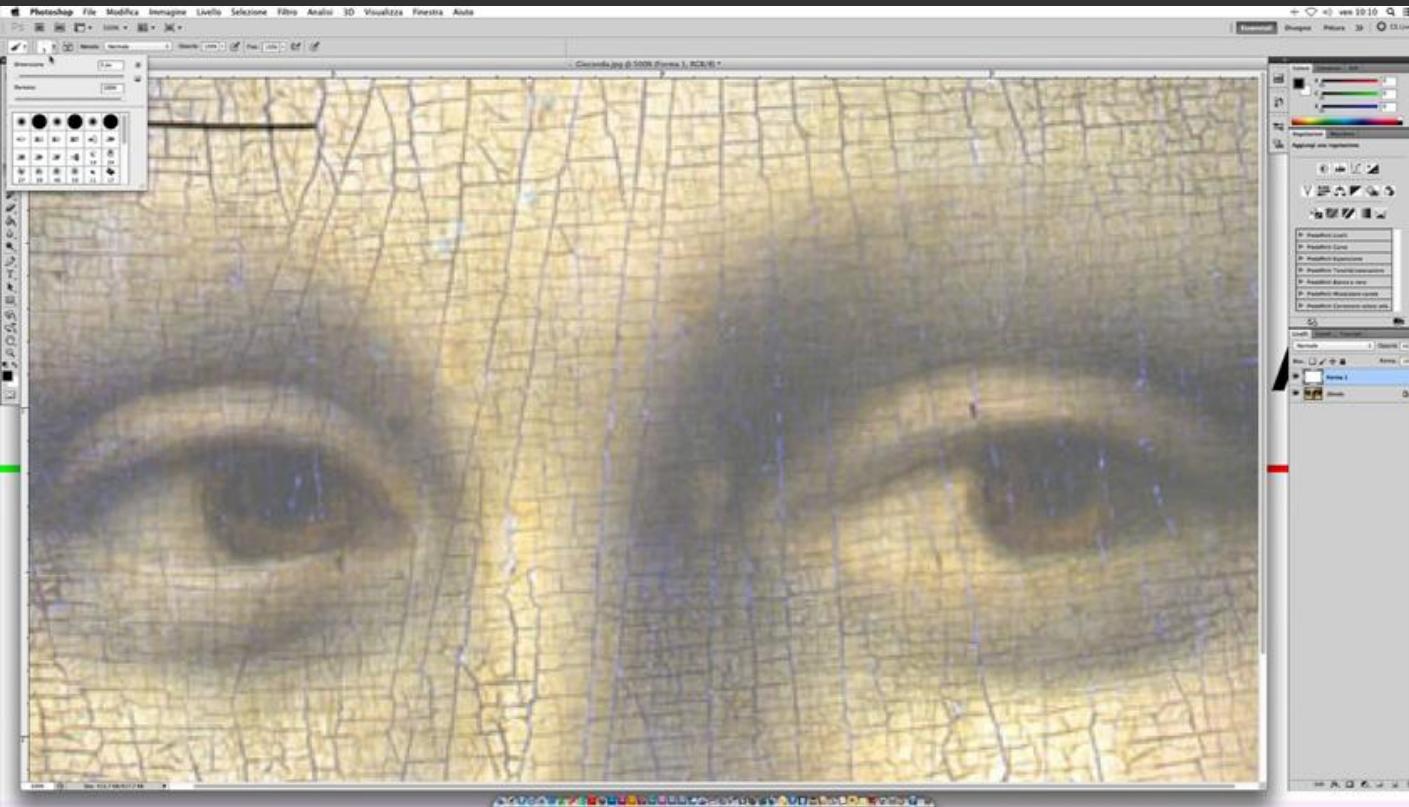
Today culture, besides being an identification instrument, contributes to companies' growth and is a marketing lever that can make the difference.

Investing in culture means taking part in a change in the way thinking and acting on an international level.

To remain leader in one's field and not fear comparison with other countries, new ideas, new audiences, original marketing plans and a new approach to communication are needed.

Culture improves our ability to adapt.

Technology, innovation and culture play a strategic role in the new economic systems.



Believing in and focusing on new forms of non-conventional marketing connected to culture means:

- differentiating with respect to competitors
- creating ideal platforms for the launch of new products connected to technology
- opening new business channels and conquering new markets
- improving and capitalizing the rapport with the territory.



**Marketing accepts
the challenge of
contemporary society,
becoming promoter of
frames of mind.**

MARKETING AND EMOTIONS

We meet with emotions when we understand that profound **changes** are taking place in society and in people in the direction of **vulnerability** and loss of reference points.

Emotions offer new and exclusive information on reality.

Memory channels this information and files it away.

A pleasant experience lived in a cultural context will make the **EVENT UNIQUE AND UNFORGETTABLE.**

EMOTIONAL AND EXPERIENTIAL MARKETING EXALTS THE IDENTITY OF AN ENTERPRISE AND ITS VERY ESSENCE:

- it enhances its reputation level
- it disseminates the corporate values
- it obtains consensus and attention from precise audience segments
- it allows a greater media return compared to other forms of communication

New EMOTIONAL MARKETING goals:

- identifying and meeting demands in the best way possible → producing what the market requires
- optimizing every goal
- ability to create social, cultural and economic value
- adapting to social and environmental changes by exploiting original communication instruments



EXPERIENTIAL MARKETING

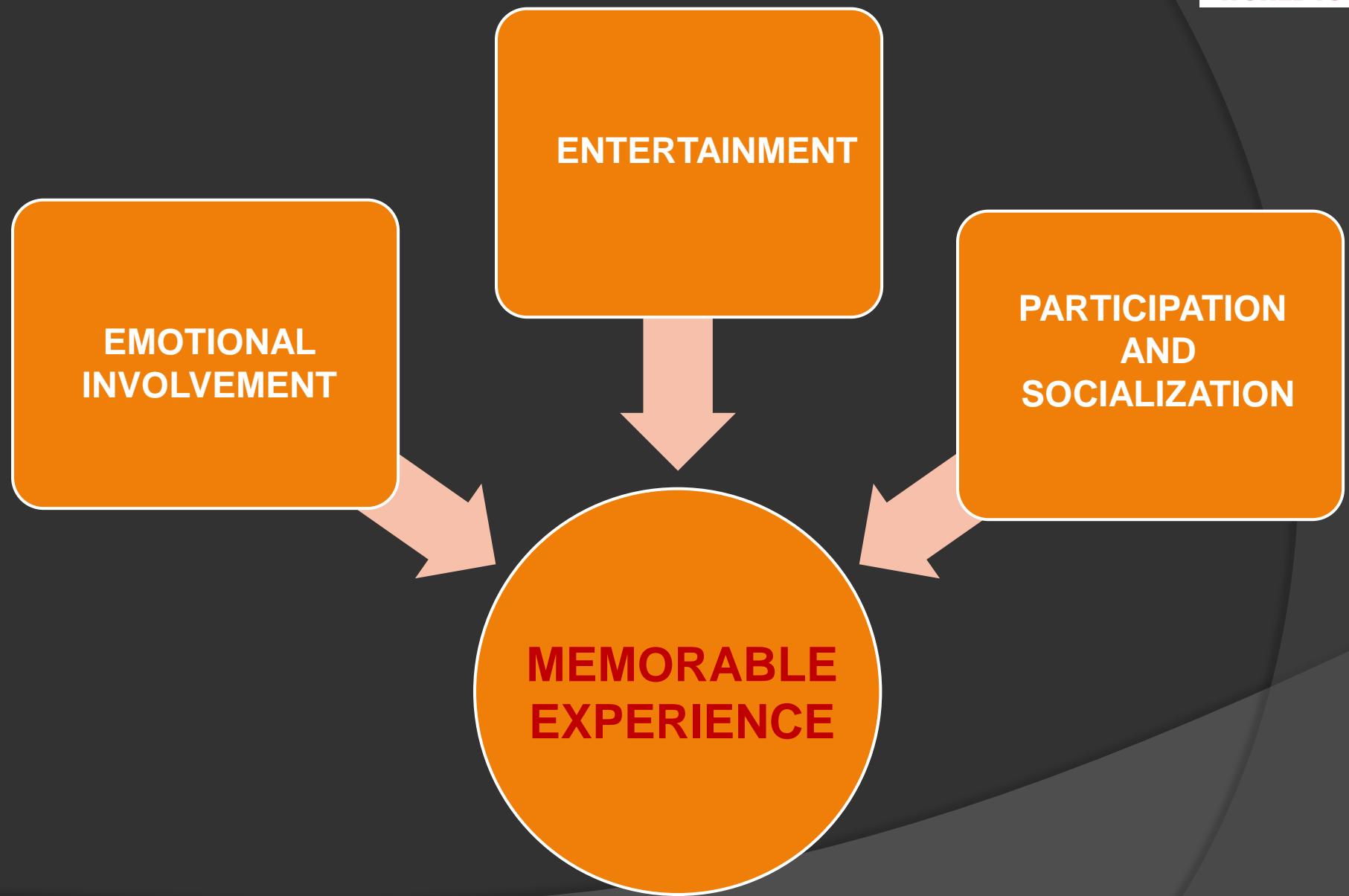
It is strategy aimed at enveloping and engrossing the individual in unique, memorable experiences.

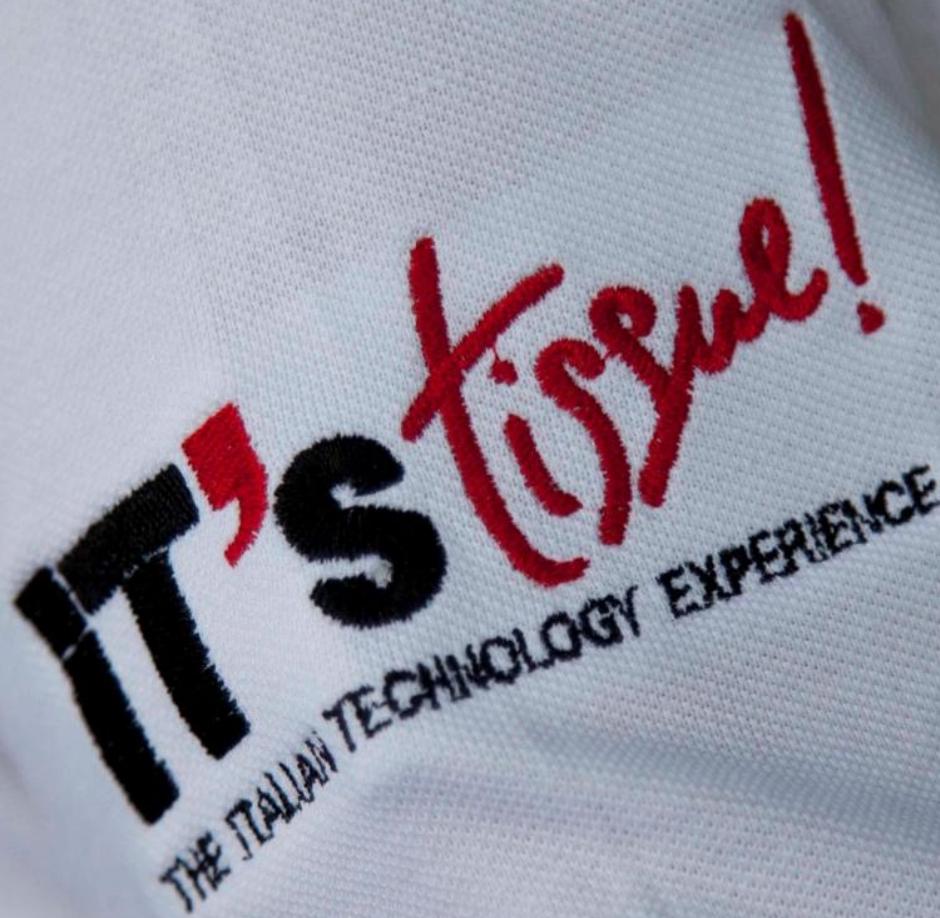
Its strategic models are connected to 5 different experiences:

- **SENSE**: creating multisensorial experiences
- **FEEL**: creating emotional experiences tied to culture
- **THINK**: involving the end-user in creative and interactive fashion
- **ACT**: enacting styles of life the end-user can identify himself in, while having fun
- **RELATE**: highlighting the individual experience to facilitate socialization and create communities

We increasingly need to share happiness, i.e., to communicate our emotions to others in real time.







THE PROJECT

**IT's Tissue is not a trade show,
it's not a festival or a conference.**



It is the **first-ever**
global event for the
tissue sector, that
every two years, will
BRING
CUSTOMERS TO
THE COMPANIES,
allowing them to see
the field's
TECHNOLOGICAL
INNOVATIONS
first-hand.

It is an event created by the **TissueItaly Network** with the aim of collectively enhancing the reputation for excellence of the tissue industry's leading equipment suppliers:

12 companies which unite **know-how, traditions** and **contacts** in order to create a **cluster** destined to change the history and geography of tissue production on a global scale.

Tissue Italy Network



FABIO PERINI
KÖRBER PROCESS SOLUTIONS



GOALS

To transmit the awareness of the Italian tissue system

To strengthen the Brand Identity of the TIssueltaly Network

To consolidate and enhance the value of the international image of Italian tradition in the production of tissue machinery

To involve interested people in knowing more about the tissue technology providers

LOCATION



Lucca in particular, where the most part of companies are located (8), but also Bologna (2), Reggio Emilia (1) and Lecco (1).



9 DAYS OF FULL IMMERSION INTO THE ITALIAN TISSUE VALLEY

BUSINESS AREA

- OPEN HOUSE
- PLENARY FORUM

RELAX AND WELLNESS AREA

- MUSEUMS
- FOUNDRIES
- MARBLE QUARRIES
- SIGHTSEEING
- SPA
- SHOPPING
- TASTE ITINERARY

CULTURAL LEISURE AREA

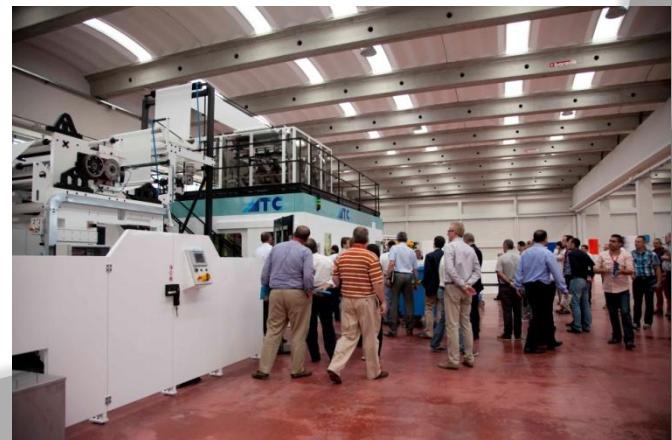
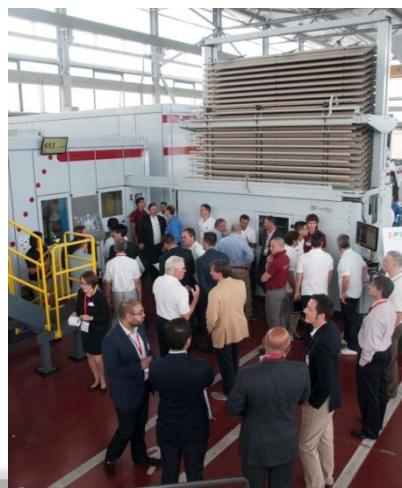
- HENRI CARTIER-BRESSON'S EXHIBIT
- TONY HADLEY'S CONCERT-SPANDAU BALLET
- JAZZ CONCERTS
- PUCCINI CONCERTS

TISSUE HOME

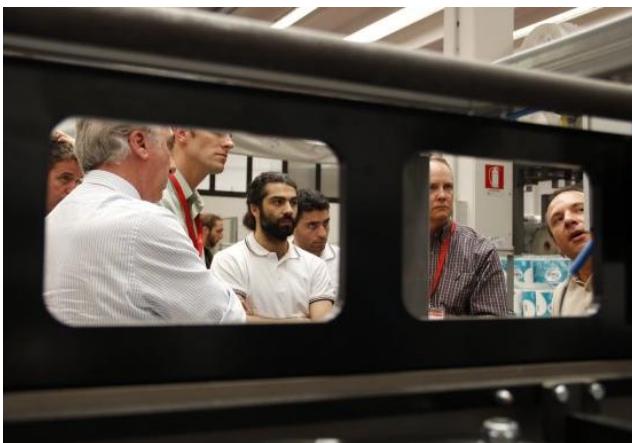
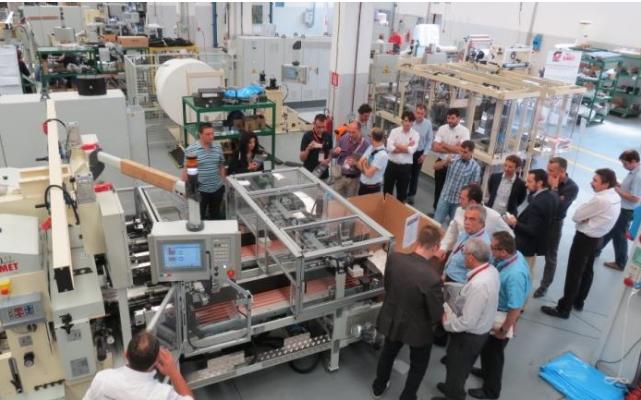
Relax area and location where people can register, obtain the general program, check shuttle bus schedules to reach the companies, plan personalized visits and find answers to specific requests.



OPEN HOUSE



OPEN HOUSE



PLENARY FORUM: WHEN INNOVATION CREATES NETWORKING

In order to analyze fundamental business aspects and global economic trends, a **plenary Forum** has become a meeting and debate table amongst the public and some of the greatest global experts: **Paolo Nespoli, Freddy Paul Grunert, Altamir Tojal, Eugenio Occorsio, Luigi Nicolais, Andrew Crosthwaite, Nicola Marcucci.**



PARALLEL EVENTS

SUMMER PARTY AND TASTE ITINERARY



PUCCINI E LA SUA LUCCA CONCERTS



HENRI CARTIER-BRESSON'S EXHIBIT



"THE WORLD IN ROLLS" EXHIBIT



TONY HADLEY'S CONCERT – SPANDAU BALLET

IT's tissue!
THE ITALIAN TECHNOLOGY EXPERIENCE
WORLD TOUR



JAZZ CONCERTS



SPECIAL EVENTS

Visit to the historic Paper Mills in Pescia

To discover the origins of the precious papermaking process and the history of paper mills.



Visiting Lucca

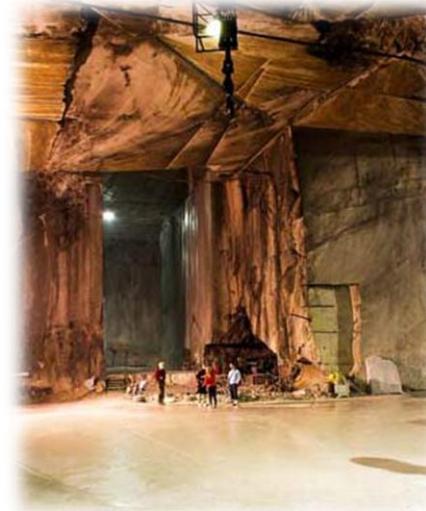
Excursion with tour guide to the museums, monuments and the most suggestive places of the city centre, including a tour of the antique villas of the Lucchesia.



SPECIAL EVENTS

The heart of marble quarry

A visit to the Fantiscritti quarry located in the heart of the Apuan Alps to discover the secrets of Michelangelo Buonarroti's sculptures.



The secret of bronze

A visit to the Fonderia Artistica Mariani in Pietrasanta, where sculptors from all over the world come to create their works.



SPECIAL EVENTS

Wellness

Day spa and Spa Night at the Terme di San Giuliano.



Shopping

Special Privilege Card and dedicated shuttle-bus to reach the Designer Outlet Village in Barberino del Mugello.



THE NUMBERS

- over 700 participants from 317 companies, 70 countries in representation of all five continents.
- Over 50% participants from Europe
- Strong presence from Italy, Turkey, England, Germany, Brazil, Mexico, and North America.



THE NUMBERS

- Numerous participants also from African countries, among which Uganda, Ghana, Nigeria, Angola and South Africa.
- The UAE, Japan, China and Polynesia were also represented.





THE ITALIAN TECHNOLOGY EXPERIENCE

From 21 to
28 June
2015

See you at the second edition!