

MILAN, CORTINA AND CHINA

Yesterday, the 3rd Working Meeting Milan-Cortina 2026 said farewell to Cortina after 3 days of works. After one month from the visit of the Chinese Minister of Sports and the President of the Chinese Olympic Committee, Mr. Gou Zhongwen and a few days from the “Notte Italiana” event held in Beijing and dedicated to the 2026 Olympic Games, the Queen of the Dolomites continues to intensify its Olympic efforts in Italy and Abroad.

Cortina d’Ampezzo, 22 November 2019 While the works to prepare the locality to the 2026 Olympics – the 3rd Working Meeting Milano Cortina 2026 concluded yesterday – the Municipality of Cortina d’Ampezzo, with the communications office “Cortina Marketing” and Se.Am., endorsed initiatives with the aim of promoting the Olympic Games on an international level, and more in general, the crucial role of winter tourism in Cortina.

Among these, the most recent is **Notte Italiana**, the event organized each year by the Italian Chamber of Commerce in China with the objective of promoting Italy and its excellences abroad. This year, Notte Italiana, which was held on **16 November** at Hotel Park Hyatt of Beijing to the presence of about 500 guests (including representative of Italian Institutions in China, the Sino-Italian entrepreneurial community and local-Italian media) has celebrated the selection of Milano-Cortina as the venue of the 2026 Winter Olympic Games and the passing of the torch from Beijing-Chongli in occasion of the 2022 Beijing Olympic Games, dedicating the night to the winter sport disciplines.

The initiative, that has had the patronage of the Municipality of Cortina d’Ampezzo, has been an occasion to incentivize Chinese tourism in Italy, promoting the localities which will host the Olympic Games and giving prominence to the realities that are considered the best in winter sports. During the night the Italian expertise (specifically Cortina’s) in this sector has been promoted by educational and entertainment moments. Cortina Marketing has given its support by providing materials, images and videos used during the night.

An additional confirmation of the increasing interest of China for the winter sports in Italy, and specifically, for the Cortina proposals, has been the visit of the Chinese Minister of Sports and the Chinese President of the Olympic Committee **Mr. Gou Zhongwen**, that on 14 October has had a meeting with the Municipality’s Administration with **Ivo Ferriani**, President of IBSF – International Bobsleigh & Skeleton Federation, and IOC (Italian Olympic Committee) Board Member, at the Consiliare di Cortina hall. The meeting was arranged by the Municipality of Cortina d’Ampezzo.

The Mayor of Cortina, **Gianpietro Ghedina** reported: “I am convinced that initiatives like this, contribute in a concrete way to the promotion of our locality, giving us the possibility not only to show the beauty of the territory, but also of our know-how in mountain tourism management. We are proud of representing a reality of interest for the Chinese market, and our intention is to develop and increase the promotion of tourism in this direction”.

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