



*European towns' festival*

# European Towns' Festival

**2014.9.23-10.7**

Shanghai Italian center

(No. 2095 Expo Avenue, Pudong New Area District)

*Experience European Towns*

*Feelings of Joy and Romance*



# Shanghai Italian center



Shanghai Italian center is the Italian pavilion of the Shanghai World EXPO, Now the center demonstrate Italian culture, art, design, cuisine and also more into commercial activities or entertainment.

Italy is the birthplace of the European renaissance which will create a nice atmosphere for this festival.

## Media Channel

| Medium  | Introduction  | Circulation                 | Extend method               | Publish date                          | Publish form                  |
|---|---|-----------------------------|-----------------------------|---------------------------------------|-------------------------------|
| <b>Newspaper</b>  |   |                             |                             |                                       |                               |
|  | Comprehensive financial daily                           | 400,000 daily published     | Advertorial                 | Two days before event                 | Advertorial promotion         |
|  | Concern about world affairs, concern for people's lives | 750,000 daily published     | Advertorial                 | Two days before and during the event  | 2 times advertorial promotion |
|  | SHANGHAI TIMES is focusing on fashion                   | 550,000 weekly published    | Advertisement & advertorial | One weeks before and during the event | Half color page advertorial   |
|  | Comprehensive newspaper                                 | 1000,000 daily published    | Advertorial                 | Two days before event                 | Advertorial promotion         |
|  | China's first local English daily                       | 110,000 daily published     | Advertorial                 | Three days before                     | Advertorial promotion         |
| <b>TV</b>   |   |                             |                             |                                       |                               |
|  | The first platform in Shanghai TV                       | Shanghai first channel      | Reportage                   | First day of event                    | Reportage                     |
|  | Coverage more than ten countries                        | 800 million people          | Reportage                   | First day of event                    | Reportage                     |
|  | International audience service                          | for international residents | Reportage                   | First day of event                    | Reportage                     |
|  | Channel Young   | Reaches 1.36 billion people | On- site interview          | First day of event                    | Exclusive interview           |
| <b>Weibo</b>  |   |                             |                             |                                       |                               |
|  | Shanghai official micro blogging                        | 5 million fans              | Weibo                       | One weeks before event                | Event information             |
|  | Life information  | 870 thousand fans           | Weibo                       | One weeks before event                | Event information             |



## Highlights of Activities

European picture wall  
Outdoor movies  
European town's 3D  
Stereograph  
European Folk Dance  
Performance  
European Gourmet food Salon  
Street Art show  
Family play area  
European bands  
Goods Market

## Our Audience

European Culture & travel lover  
Children and Families  
Tourist  
Expat



欧洲小镇风情节平面图  
EUROPEAN TOWNS' FESTIVAL  
Venue Layout  
2014. 9. 23-10. 07



## Exhibitors

### \* Tourism

Airline, Travel agency, Cruise etc.

### \* Craft & gifts

Handmade, Creative goods, Souvenirs etc.

### \* Toys

Educational toys, Puppet, etc.

### \* Packaged Food

Wine, Coffee & Tea, Juice, Snack, Ham, Cheese, etc.

### \* On-spot cooked

Hot dog, Spaghetti, kebab, Ice Cream, Potato chips, Waffles, Snacks, Popcorn, Hamburger, etc.

Organizers:



Supporters:



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

Media Partner:



Ticket Agent:



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