

Italian Embassy exhibits at Sanganaai

Business Reporter

THE Embassy of Italy in Harare is this year exhibiting at the Sanganaai/Hlanganani World Travel and Tourism Africa Fair.

This is the second year the embassy has participated at the fair that is attracting increasing interest from global tourism market players.

In a statement, the Embassy of Italy said that their objective is to promote Italian tourism destinations and establish business ties between Zimbabwean and Italian businesses.

Information on Italian tourist destinations compiled by the Italian State Tourist Board will be available at the embassy's official stand.

Visitors to the stand can also have in-depth discussions on Italian tourism with the staff manning the stand.

Italy is renowned for its culture, architecture and beautiful environment.

The country also has the highest concentration of World Heritage Sites in the world.

These include the cities of Rome, Venice, Verona, Vicenza and the Palladian Villas of the Veneto.

Other famous Italian World Heritage sites include the Leaning Tower of Pisa, the archaeological sites of Pompeii, the pre-historic Pile dwellings around the Alps and the Residences of the Royal House of Savoy.

The embassy said that there is a lot of interest and potential in Zimbabwean wildlife tourism.

Italian companies are looking for opportunities and tourism buyers from Vertours Srl and il Viaggio Journeys & Voyages together with Italian tourism journalists from media organisations Latitudes Srl and Mondointasca are in the country for tourism fair.

In addition, Zimoco, a local company that was recently appointed official dealer



Some of the international buyers at the Sanganaai/Hlanganani World Travel and Tourism Africa Fair in Harare yesterday

for Italian luxury car brands Alfa Romeo and Fiat in Zimbabwe, will be exhibiting some new entrants to the local motoring market at the Italian Embassy stand. These include the Alfa Romeo 159, Fiat 500 and the Fiat Fiorino.

William Bain and Company, the official dealers of New Holland tractors and Iveco commercial vehicles will also exhibit the New Holland TT35 tractor at the fair.

The New Holland tractor and agricul-

tural equipment brand is very popular in Zimbabwe's agriculture sector as the brand commands a large market share locally.

As part of the October International Jazz Festival which is running concurrently with Sanganaai/Hlanganani, Italian jazz outfit Down Time Quintet and Blaqberry Jazz, a local band led by accomplished pianist and composer Filbert Marova will perform at the Italian

Embassy stand at Rainbow Towers at 11am on Sunday.

Italian Embassy's participation at this year's Sanganaai Fair was made possible by sponsorship from Salini Construction, a global Italian construction company with a long history of infrastructure development in Zimbabwe and Red Graniti, a global leader in granite extraction and processing with operations in Zimbabwe.