

Olandiamo in Puglia



Presenting economy, society and culture of The Netherlands

September 2010-
February 2011



Embassy of the Kingdom of
the Netherlands in Italy

Introduction



Why:

- To promote interaction between Puglia and the Netherlands

Objective:

To present the Netherlands to the region of Puglia as:

- Open society
- Innovative economy
- Creative nation
- Potential partner



Target groups:

- Regional and local authorities
- The business community of Southern Italy
- Youth
- All citizens of Puglia

Events



September 2010:

Public event: Celebrating The Netherlands

Start of a media campaign with design, flowers and music

Location: Fiera del Levante, Bari

Target group: visitors of the Fiera del Levante (>100.000)



Expert seminar: Logistic gateways to the world

Seminar on logistic cooperation between Puglia and the Netherlands

Location: Fiera del Levante / Interporto della Puglia, Bari

Target group: 100 - 200 high-level businesspeople and logistics experts

October 2010:

Photo exhibition: Libero

Exhibition by Dutch photographer Petra Stavast

Theme: the effects of emigration on an Italian family moving to the USA

Location: BLUorG, Galleria d'Arte Contemporanea, Bari



Seminar on immigration and integration

A seminar aimed at comparing problems and solutions in the Netherlands and in Puglia. Location: Bari. Target group: experts and policy makers.

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Events



November 2010:

Trade mission on transport and logistics (7-11 Nov)

Official Dutch business to business mission to Campania and Puglia. Target group: the logistics sector and regional authorities



December 2010:



Public event: San Nicola / Sinterklaas

Public lecture in Bari on the various traditions surrounding the patron saint of Bari, who is also immensely popular in The Netherlands. Target group: anyone interested in culture

January-February 2011:

Exposition on Anne Frank

The successful exposition 'Anne Frank. Una storia Attuale' comes to Bari. Target group: youth, schools and other interested people



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Partners



Partners of the Netherlands Embassy for 'Olandiamo in Puglia'

- Confindustria
- Dutch Ministry of Transport and Infrastructure
- Port of Rotterdam
- Transport en Logistiek Nederland (Dutch Logistics Sector)
- Anne Frank Foundation
- NL EVD International
- Holland International Distribution Council



NDL/HIDC



With patronage of:

• Regione Puglia



• Provincia di Bari



• Comune di Bari



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Exposure for sponsors



Contributing sponsor

- Company logo on the general 'Olandiamo' programme brochure, website and posters
- VIP-invitations to one or more events

Event sponsor

- Company logo on all communications of a specific activity (specific programme brochure, banners, website etc.)
- Specific mention during the activities 'in cooperation with...'
- VIP-invitations to the event
- Possibility to invite your own guests to the event

Overall sponsor

- Company logo on all 'Olandiamo in Puglia' communication (programme brochures, posters, official letters, banners, website etc.)
- Advertising space in programme brochure and in Dutch edition of local newspaper (t.b.c.)
- Specific mention by Ambassador during the activities 'in cooperation with...'
- VIP-invitations to all events
- Possibility to invite your own guests

Further information

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