

Press Release

ITALIA

日伊国交150周年記念 

AMORE mio!



The Italian Chamber of Commerce in Japan (ICMJ) is organizing a never before seen, large scale event to commemorate the 150th anniversary of relations between Japan and Italy in 2016.

Italia Amore Mio! will take place in the heart of metropolitan Tokyo, Roppongi Hills, from May 28 (Sat.)-29(Sun.), 2016. For two days, the event aims at fully showcasing the best of Italy and more.

From famous Italian luxury fashion brands to Italian cuisine, cars, bicycles, and UNESCO World Heritage sites, this event has it all. The rich beauty and splendor that Italy has to offer will be fully featured. Additionally, a special stage for live events, featuring prominent musicians from Italy, can be enjoyed by visitors.

We invite all members of the press and media to join us for this occasion in promoting this event.

Event information: The event will be divided in two locations with respective themes.

- **Vetrina Made in Italy**

(Made in Italy Gallery: 2F O-yane Plaza, Hills Cafe/Space)

Exhibition of representative brands of made in Italy (automotive, transport, design, fashion...) and a spumante lounge where one can relax in a sophisticate environment tasting the best of wines.

- **Piazza Italia**

(Exhibition Area•Roppongi Hills Arena)

Tourism and food itinerary, display of Unesco sites monuments, tasting of regional recipes and sales of gadgets and gifts. All along the 2 days the Arena will host shows, concerts, social games and various presentations.

- ※ Content UNESCO World Heritage Monuments
- Italian food and drinks
- Live performance by an Italian musician



ITALIAN CHAMBER OF
COMMERCE IN JAPAN
在日イタリア商工会議所

Italia, amore mio!

Date and time: May 28 (Sat.) – 29 (Sun.), 2016 10:00 – 21:00

Location: Roppongi Hills 6-11-1 Roppongi, Minato-ku, Tokyo, Japan

Entrance fee: Free (Additional costs may apply at the food and drink corner)

Organiser: The Italian Chamber of Commerce in Japan

With the patronage of: The Italian Embassy in Japan

In cooperation with: JET (Japan Europe Trading), ICE/ITA (Italian Trade Agency), ENIT, Istituto Italiano di Cultura

Event objectives: On the occasion of the 150th anniversary of relations between Japan and Italy, a never before seen, large scale event will be held, giving visitors a first-hand, full experience of the best of Made in Italy and the splendor of its UNESCO World Heritage sites.



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