



**Claudio Mancini**  
Councillor for Economic Development,  
Research, Innovation and Tourism  
Lazio Region



REGIONE LAZIO  
Assessorato Turismo

It is a great pleasure for me to be here today with my many colleagues and friends to participate in “Italian Style 2008”, an extraordinary event for the international promotion of our territory, where Rome and the Lazio Region are the central players with the best products.

For the second time, “Oro di Roma” is participating in this event, which once again presents itself as a unique opportunity to create awareness of the great resources of our region.

Rome and the Lazio area are famous all over the world for their design, fashion, historical and artistic heritage. This great showcase aims to provide an appreciation of a wide range of high quality products, which responds to the needs and desires of tourists and international buyers.

I am sure that this is a winning formula, promoting our products together with the richness of the entire Lazio – Rome Region with its historical monuments, the beauty of the landscape and seaside, the lakes and nature reserves, along with food and wine - means exposing new opportunities for international markets.

We are relying on these unique and inimitable elements, and I am sure this is a winning formula, as promoting the resources of Rome together with the richness of the entire Lazio region means the development and promotion of the territory. But most of all, because we can count on the quality of our tourism, the project promoted by Confesercenti Provinciale di Roma, the “quality card”, is particularly important. It is a tool which, when placed into the hands of its owners, provides the best offers and opportunities to those who wish to discover the beauty of Rome and of its territory: the museums, the archaeological sites, the shopping, the food and wine, the cultural events.

This initiative that is in full harmony with the strategy put in place by the Region of Lazio to promote incoming tourism, and that by its quality, intends to be its own “calling card”, because for who chooses to visit the “region of Rome” can relish the excellence of all our products, the distinction in our services, and the warmth of our reception and our welcome.

