



# gusto<sup>and</sup>lifestyle CLUB

Milan, 21<sup>st</sup> > 23<sup>rd</sup> October 2018

Magna Pars Suites - Hotel à Parfum

## Gusto&Lifestyle: the first exclusive appointment for taste and style professionals

NEBE is proud to launch **Gusto&Lifestyle**, the first showcase dedicated to the products of excellence at the service of hospitality and tourism.

Following the fil rouge of the experiential travel, **Gusto&Lifestyle** draws an ideal itinerary across some of Italy's best producers, from wine and food to high-quality manufacturing design, who keep up and renew the Italian tradition of hospitality and good living.

The winning invitation-only "club" formula makes of **Gusto&Lifestyle** a highly effective promotional opportunity among qualified HO.RE.CA (Hotel-Restaurant- Catering) buyers, luxury travel operators, event organisers as well as industry press.

**We look forward to seeing you  
from 21<sup>st</sup> to 23<sup>rd</sup> October 2018 in Milan!**



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## Format

- Club formula – upon invitation-only – reserved to 70 selected sellers and 70 professional buyers.
- 3-day event, 4 working sessions with prefixed and free appointments, several social gatherings to share with all participants.
- Product presentations and tastings.
- All-inclusive exhibiting solutions

## Participants

### Exhibitors

Italian top producers – 5 of which are start-ups – of the following sectors: food & wine; hotel & restaurant supplies; interior decoration and design accessories; wellness and spas; amenities .

Special guest of the event, an Italian region that will present the natural products of its territory.

### Buyers

European buyers of the following sectors: HO.RE.CA; luxury travel operators; event organizers.

### Influencers

Journalists, food, travel and lifestyle bloggers, NEBE's media partners.



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## Programme

### Sunday, October 21<sup>st</sup>

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17.00 – 18.00	Registration and badge collection
18.30 – 19.30	Seminar
19.30 – 21.30	Welcome cocktail with exhibitors and buyers

### Monday, October 22<sup>nd</sup>

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08.00	Consignment of the exhibition space number. Appointment agenda collection.
08.30 – 09.30	Briefing (mandatory)
09.30 – 13.00	<b>Session 1</b> – prefixed appointments with Buyers
13.00 – 14.00	Lunch
14.00 – 18.00	<b>Session 2</b> – free meetings with Buyers
20.30 – 23.00	Dinner Party

### Tuesday, October 23<sup>rd</sup>

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09.30 – 13.00	<b>Session 3</b> – prefixed appointments with Buyers
13.00 – 14.00	Lunch
14.00 – 18.00	<b>Session 4</b> – free meetings with Buyers
18.00	End of Event

## Where

**Gusto&Lifestyle** will take place at the Magna Pars Suites – Hotel à Parfum a sophisticated 5\* structure, Italian excellence epitome, situated in the heart of the creative “Navigli” district in Milan.

For personalised set-ups and/or specific equipment requests, please contact:



**NBNEBE**  
PROMOTION - B2B EVENTS  
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