



Press invitation

## **Invitation 196+ forum Milan: Exhibition and conference in September**

**Milan, 24 August 2021** – 196+ forum Milan is the benchmarking event in Italy for hospitality investment & design. Established in 2014 and previously called hotel & tourism forum Milan, this event is organized in conjunction with the Salone del Mobile, the world's leading design and furniture exhibition, which will take place from 5-10 September.

196+ forum Milan consists of a half-day live and online conference on the **9<sup>th</sup> of September, Ventura 14**, focused on new hospitality & design scenarios resulting from the current crisis period.

**Giorgio Bianchi**, Director of the 196+ forum Milan: "Furthermore, there is our exclusive networking event and an expo area, in which various exhibitors and investors will introduce their companies and products to an international hospitality audience. At the marketplace, leading hotels and new projects will be showcased like a wellness resort & chalets in Ponte di Legno, a new project located in Apulia and many others. As part of 196+ forum Milan an exhibition dedicated to hospitality design will be curated by world famous architect Simone Micheli."

The private event will take place in the evening, following the 196+ forum Milan. Please note limited audience is allowed, please ensure you secure your ticket early. You find the whole conference programme attached.

### **Welcome**

Giorgio Bianchi, Managing Director, Head of Italy, PKF hospitality group  
Filippo Barberis, Councillor, leader of the Partito Democratico in the City Council of Milan

### **#REcovery, #REstart, #Remeet**

Moderator: Magda Antonioli, Associate Professor, Università Bocconi  
Giorgio Palmucci, President, ENIT  
Maria Carmela Colaiacovo, President, Associazione Italiana Confindustria Alberghi



Andrea Delfini, Founder & CEO, Blastness

### **Hotel Values & Investments**

Moderator: Laura Dominici, Journalist, About Hotel

Alessandro Belli, Head of Tourism Real Estate, Cassa Depositi e Prestiti

Giorgio Bianchi, Managing Director | Head of Italy, PKF hospitality group

Claudia Scarcella, Country Manager, RICS

Giampiero Schiavo, Chief Executive Officer, Castello SGR

### **In conversation with industry leaders**

Moderator: Niels Heckscher, Director, Head of Africa, PKF hospitality group

Monika Moser, Chief Operating Officer, Campbell House

Christian N. Walter, Global CEO & Partner, PKF hospitality group

Daniela Schade, Chief Commercial & Distribution Officer, Deutsche Hospitality

### **New projects, New Openings & Design Trends + Conclusions & thanks**

Nicola Accursio, Managing Director, 21 Way of Living

Antonio Sancho Segura, Business Development Director of Design and Technical, Radisson Hotel Group

Michael Widmann, Managing Director, PKF hospitality group

Simone Micheli, Simone Micheli Architectural Hero

“Without our partners this event would not be possible. Therefore, my heartfelt thanks go to all our supporters”, **Giorgio Bianchi** concludes.

Media representatives may attend free of charge. Registration:

[elisabetta.valenzano@196plus.com](mailto:elisabetta.valenzano@196plus.com).

### **More information about 196+ forum:**

196+ forum is the future format from the PKF hospitality group for hospitality investment conferences – this year in Milan, Munich, and Vienna, with other locations expected from 2022 onwards. The motto worldwide is “hospitality events for curious minds”. The umbrella brand reflects the current number of countries in the world. Of the 196 states, 193 are members of the United Nations, two have UN observer status and one country is recognised by the majority of UN members. The focus of all 196+ events is on personal exchange in a pleasant atmosphere. You will find more information at <https://196plus.com>



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