

JUST ITALY

NEW ERA IS NOW

The 1st Italian IP Festival

2019

July 12-28, 2019
SHANGHAI IP Center

World's Foremost Italian IP Festival

Presenting a genuine Italian lifestyle

Creating the most effective ecosystem for Italian IP Industry

10+ cities, **100+** Italian high-quality brands

Italian IP Festival will immerse you with a feast of
Italian fashion, arts and trendy lifestyle.

10 days, **100** IP events, **10** salons of twin-cities ,

50 release ceremonies, **50** pop-up displays,

20 fashion shows, **5+** theme networking cocktail parties.



JUST ITALY

The 1st Italian IP Festival

3,000+ Professional VIP invited 20,000+ Participated Visitors

10,000,000+ Online activation rates

100,000,000+ Media exposure rates



A complete immersive experience of Italian lifestyle.

10000+m² Area for the venue

A multi-scenario performance of Italian culture & brands





NIHAO
ITALY

6 senses of immersive experiences

It is more than Exhibition, it is IP Festival

Italian Design and visual display
Every detail is Art
Multi-media / artistic wall /
video/poster...

Visual

Taste

Italian chefs and masters preparing the
authentic Italy
Every taste is Gourmet Journey
Michelin Dinner / wine tasting / dessert /
coffee...

Selected Italian classic music,
opera、movie
Every sound is Elegance

Concert / opera/ sounding music...

Hearing

Touch

Italian arts and handicraft
Every touch is Italian culture
Handicraft class / acting / painting...

Experts of sense of smell creating the
unique Italian lifestyle
Every breath is Joy
Perfume / spice / cooking / flower...

Smell

Perception

Immersive experiences
Every moment is In Italy
Travel sharing / reader club / market /
show...

Not only a product fair

It's Italian IP Festival

Displaying & Selling of products

FOCUS

Experiencing Italian lifestyle & building up IP images

Traditional method of displaying and selling commodity

ECO-
SYSTEM

IP economic ecosystem, creating third living space

The service is unitary and the model is uninspired

SERVICE

Full services for IPs, experiencing, interacting, branding spurs selling

Lacking of follow-up services after the exhibition

EXTEN-
SION

Business services continuing for IPs afterwards

1st ITALIAN IP FESTIVAL

JUST ITALY 2019

ORGANIZER

NihaolItaly | IP MALL

CO-ORGANIZER

Shanghai Guosheng Group | BesTV

China-Italy Chamber of Commerce | BricksMedia

Shanghai Airlines Event Management Co., Ltd

FSG & 10+ institutes

SUPPORTER

10+ Industry Associations | 10+ Enterprise Clubs

10+ Financial and Real Estate Institutions

100+ Main Medias | 10+ MCN internet celebrities

ORGANIZERS



NihaoItaly is the first platform in China that focuses on promoting Italian brands and lifestyle. Not only are we providing high quality products and social events for our consumers, but also offering comprehensive service packages including logistics, warehousing, media, marketing and creative solutions. Combining online media including our E-store, together with offline Italian road shows, food and wine festivals, NihaoItaly is a platform that promotes a healthy and elegant Italian lifestyle.



IP MALL – New Economic Business · Ecosystem · Social Field

IP MALL is an original and leading economic business model distinguished from the ordinary SHOPPING MALL model

IP MALL is a platform and ecosystem of trendy IPs release, display, interactive and marketing
IP MALL is a brand new third living space, new social field for younger generations



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

The China-Italy Chamber of Commerce (CICC) is the only business organization recognised by both the Italian Government (Ministry of Economic Development, MiSE) and People's Republic of China (Ministry of Civil Affairs, MoCA) that aims to boost the internationalization and localization of Italian business and to promote the “Made in Italy” in the PRC.

Established in 1991, CICC has now offices in Beijing, Chongqing, Guangzhou, Shanghai and Suzhou.

The CICC Members (546 in 2018) represent the Italian business community such as public-invested and multinational corporations, small and medium-sized enterprises (both manufacturing and commercial), service companies etc.

To companies settled in China and those with on-going business within the Chinese market, the CICC offers informative, training and business networking opportunities. Besides, the CICC qualifies itself as a voicing platform for them to share topics of common interest. To companies interested in strengthening their business in China, the CICC offers consultancy, assistance and marketing services.

The established network together with the institutional endorsement provided the CICC with the opportunities to organise several activities boosting private businesses, b2b, institutional and business missions, participation to fairs both in China and in Italy, networking events, gala dinners, awarding ceremonies, culinary events, concerts, career days, etc.



Guosheng Group is a state-owned large-scale investment holding and capital operation company. Established in April 2007 with a registered capital of 100 billion yuan. At the beginning the Group was a investment channel for major industrial projects of Shanghai Municipal Government. Its main function is to serve Shanghai during the economic transformation and to upgrade the state-owned enterprises, giving full play to the two functions as industrial investment and capital operation.

In 2014, in order to further deepen the reform of state-owned enterprises in Shanghai, the municipal government determined that Guosheng Group is one of the 2 state-owned operation platforms in Shanghai.



BesTV New Media Co., Ltd (SHA: 600637), a subsidiary of Shanghai Media Group (SMG), is the most leading Chinese Internet Media platform, launched its IPO on the Shanghai Exchange in December, 2011, as the first new media stock in China.

By the end of 2018, BesTV owns more than 1.51 billion users on IPTV.



China Corporate United Pavilion (Group) Co., Ltd sprung from EXPO SHANGHAI 2010, is a group dedicated its business in top events operation and bidding campaign with professional and international experiences, focused on services such as brand event arrangements, exhibitions, business and investments, integrated management, cultural exchanges etc. The group based on International hit events, trying to integrate Chinese brands with International market.

Under the background of “Belt & Road Initiative ” strategy, the Group has integrated the commercial and cultural resources of metropolis around the world, while developing the China Corporate United Pavilion as a brand and medium in order to make it possible for Chinese outstanding companies to participate international exhibitions, contests and events, hoping to assist Chinese companies find the right international business partners.



BRICKSMEDIA focus its service for elites in China, supervised by Ministry of Housing and Urban-Rural Development of China and cooperate with China Business News, the magazine CHINA REAL ESTATE FINANCE assembled many high net worth people of financial industry with its professional experiences.

In 2018, BRICKSMEDIA updated their marketing strategy, established a new platform <Leader Club> which now has 20,000+ members and average Wechat article reading rate 1000+.



Shanghai Media Group is a large media and entertainment company based in Shanghai, China. SMG has the most valuable and comprehensive business portfolio including radio, TV, newspaper and magazine traditional media outlets, TV program/drama and multiplatform video distribution.



Established in 1984, Shanghai Foreign Service (Group) Co., Ltd, is a subsidiary company of Dhonghao Lansheng (Group) Co., Ltd. They are a leading domestic HR outsourcing expert that provides HR management value consultation and full implementation for corporate customers from anywhere in the world.



上海航空国际商务会展有限公司
SHANGHAI AIRLINES EVENT MANAGEMENT CO., LTD.

Shanghai Airlines Event Management Co., Ltd is owned by Shanghai Eastern Airlines, invested by Shanghai Airlines Tours International (Group) Co., Ltd, and also the standing director of Shanghai Convention & Exhibition Industry Association.

Global Brands First Release Venue

The most central and fashionable place in Shanghai



VENUE | SHANGHAI IP CENTER

Nearby People's square | Municipal of Shanghai | Shanghai Theater | Shanghai Historical Museum | NanJing Road | Xintiandi | Bund Area



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IP MALL is a brand new third living space, new social field for younger generations





IP MALL

150 days , 1500+ IP interactive events

IP MALL has already hosted various tailor-made events for many international brands



IP MALL • New Social Filed For Younger Generations

Brand Enabling Cases



Rayli “PINK LOVE” POP-UP Event

- 11.11 pop-up store + Rayli Angel
- 12.02 pop-up store + minibook member day
- 12.08 pop-up store + Rayli beauty contest
- 11.10-12.12 pop-up store + minibook promo

15 brand pop-up stores

20 stars & celebrities live broadcast

30 stars & celebrities weibo posts

Studio of stars & fanclubs reposts **1 million**

“Rayli PINK LOVE” Keyword search rate on baidu.com hits **1.28million**

Related topic read rate on Weibo **50 million**

Search rate covered on Wechat official accounts **1 million+**

Total online video view counts **1.1 million+**

Viewers covered on YI ZHIBO(livestreaming platform) **5million**

TikTok/ Meitu/ IP MALL(SHANGHAI) & other 20 media reports coverage **8 million+**

Total market coverage 1 hundred million

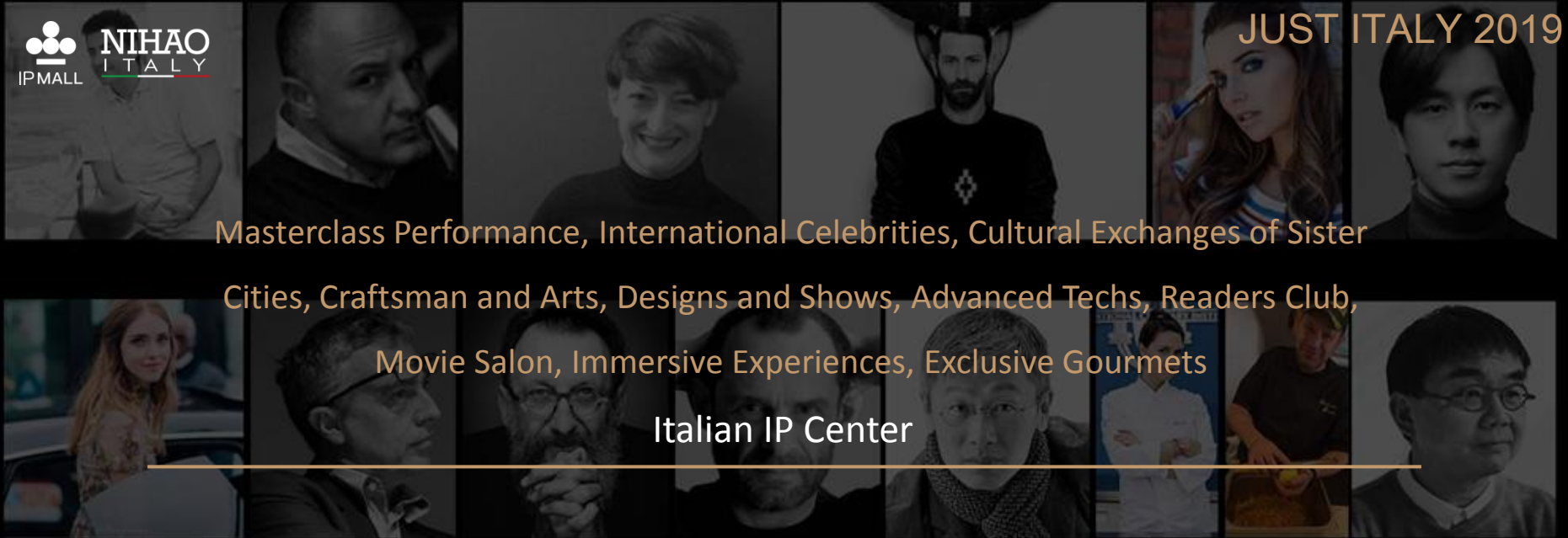
Scan to check more



100+ leading business professionals 1000+ elites of industries
Multi-dimension report covered by hundreds of media
20+ Chinese & Italian sister cities interactions



City salon, IP show, IP coffee, IP brunch, IP Tea-time,
IP story salon, IP trend seminar,
8 ways enabling Service Platform for International IP Industry.



Masterclass Performance, International Celebrities, Cultural Exchanges of Sister
Cities, Craftsman and Arts, Designs and Shows, Advanced Techs, Readers Club,
Movie Salon, Immersive Experiences, Exclusive Gourmets

Italian IP Center

100+ ways to experience an Italian lifestyle



6 SECTORS

FASHION



FOOD & WINE



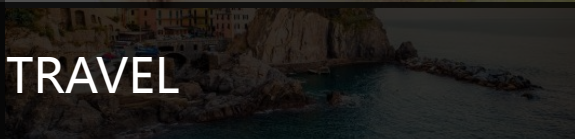
COSMETIC



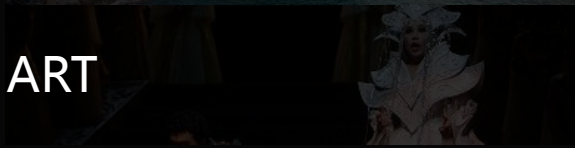
ARCHITECTURE & INTERIOR DESIGN



REAL ESTATE & TRAVEL



CULTURE & ART



FASHION

From Milano to Shanghai,
It will bring the most trendy Italian fashion to the stage,
Design master seminar, Cross-over design, In-vogue items.



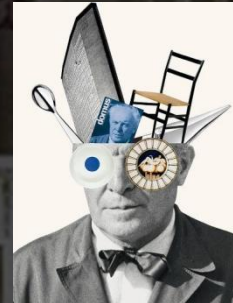
FOOD&WINE

Well-known Italian wineries together with Italian gourmets will be essential to the Festival
Professional cooking show, Creative cooking competition, Certified wine tasting course
Celebrating the finest food & wine with Italian chefs & FISAR!



ARCHITECTURE & INTERIOR DESIGN

Classic Italian Furnishing, Designer Brands Showroom
Interior Designers Forum, Master Designers Showcase, High end Kitchen Show
And much more...
Italian Design is Here!



COSMETICS

The most stylish cosmetic brands, new trend release, celebrities beauty shows.
A carnival for all beauty-lovers.



REAL ESTATE & TRAVEL

Fancy resorts, splendid spots, elegant towns, fantastic wineries,
come and get more information about your dreamland in Italy.



CULTURE & ART

Orchestra, Opera, Theater, Contemporary artists, New-media light show.
Engage yourself with an authentic Italian culture and art world.



B2B

Empowered Brands with IP services

building up images and influences for enterprises / products / individuals

Industry Forum / B2B Meeting / Purchasing Event / B2B Investment Fair
CEOs Breakfast / Afternoon tea / Brand Salon / International Charity Seminar
Arts Incubator / Educational IPs / Italian Design / Sommelier Courses.

B2C

Through immersive experiences, all the visitors will truly understand Italian culture and lifestyle as well as the brand philosophy becoming the IP Clusters.

ONLINE : Showing IP' s value and character through multi online platforms,
Collecting basic datas, Targeting specific clients, Building up images for brands,
Forming
self-spreading power.

OFFLINE : Book reading salon, masterclass performance, wine tasting,
knowledge sharing, immersive experience...

Target Markets

High-end Crowd

Glitterati, High-net worth individuals, Business elites & executives, Overseas property owners, Affluent individuals, Millennial etc.

Professional buyers

Importers & Exporters,
Wholesaler & Distributor
Purchaser of government & enterprise
Private buyers

Stars, Celebrities, KOLs

Culture, Fashion, Design,
Arts leading stars and KOLs.

Government

Consulates Chamber of commerce government representatives of sister cities
Business associations

High-end Membership

Banks and airlines platinum card holders
High-end and business club members
Investors, Real estate professionals
Home and villa owners

* In partnership with industry associations, media & KOLs, intending to connect business resources directly with international designers and brands.

* Cultivating resources of exhibitors, buyers and VIPs and building new model of IP Industry chain through various interactive event.

Invited Professional VIP **2,000+** Participated Visitors **30,000+**

Online influencing **10,000,000+** Exposure covered **1,00,000,000+**

Full Experience at IP MALL

IP Tower
(Multimedia & static
screen display)
+ meeting + pop-up



3F

Multimedia screening
+IP SHOW + IP Events

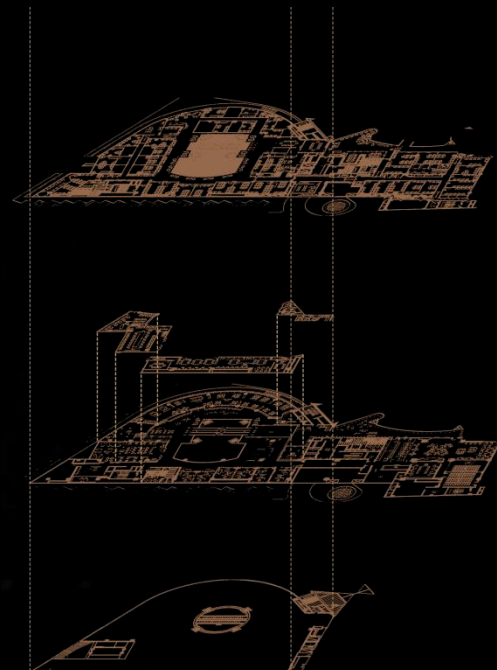


2F

Street Display Window
+
IP Backdrop



1F



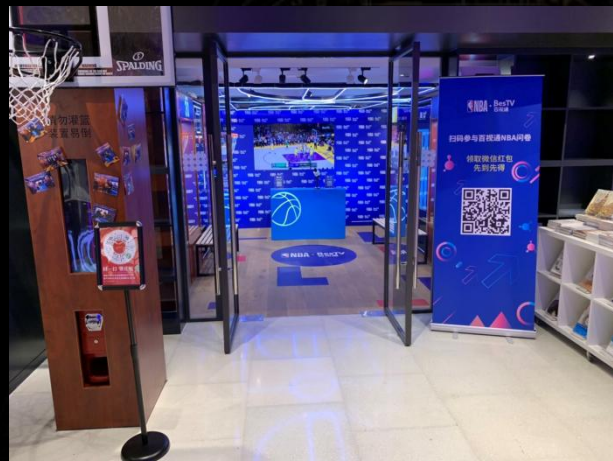
Multi-Scenario Display

1F Window Display along the West Nanjing Road maximizing the awareness of the brands



Multi-Scenario Display

2F Themed Spaces customized interactive events to increase IP values



Multi-Scenario Display

2F Multimedia Screens making a vivid images for the brands



Multi-Scenario Display

1-3F IP Tower with 2800 blocks displaying brands and products and 8 LED dynamic screen carousel

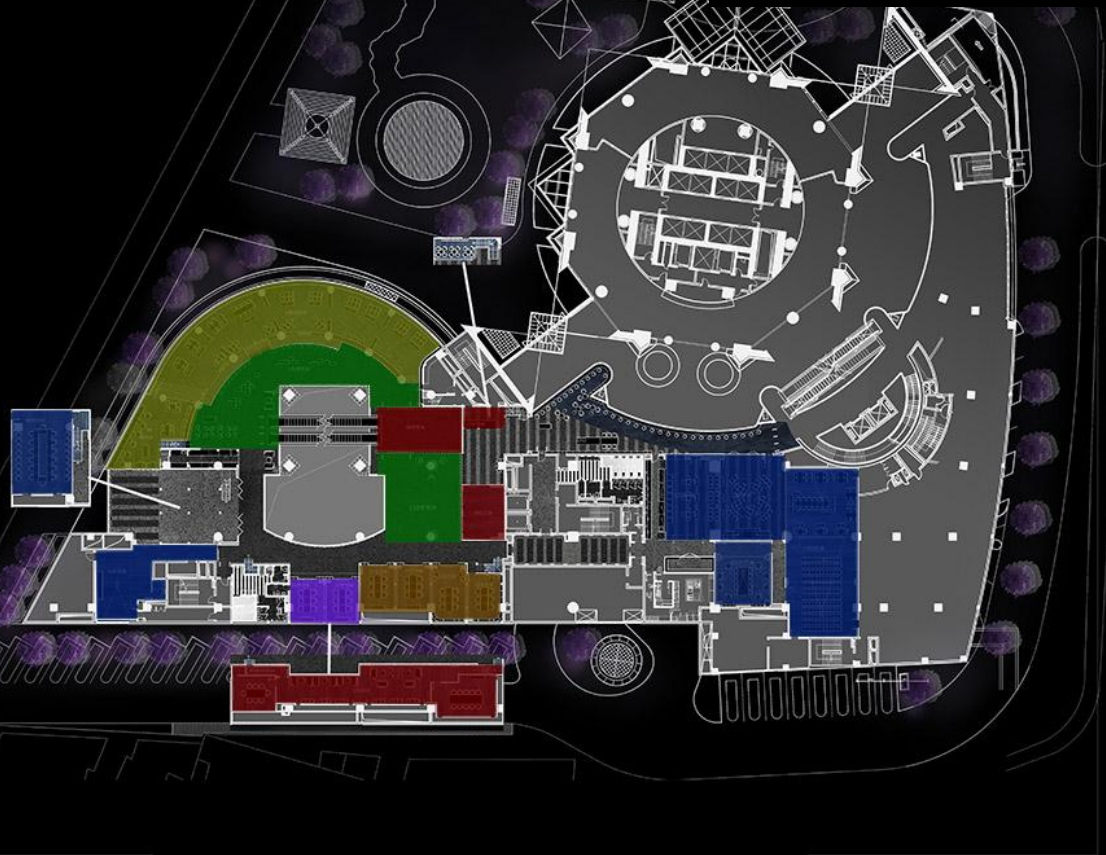


Multi-Scenario Display

1-3F Guiding Affixes & Boards orientating the target customers

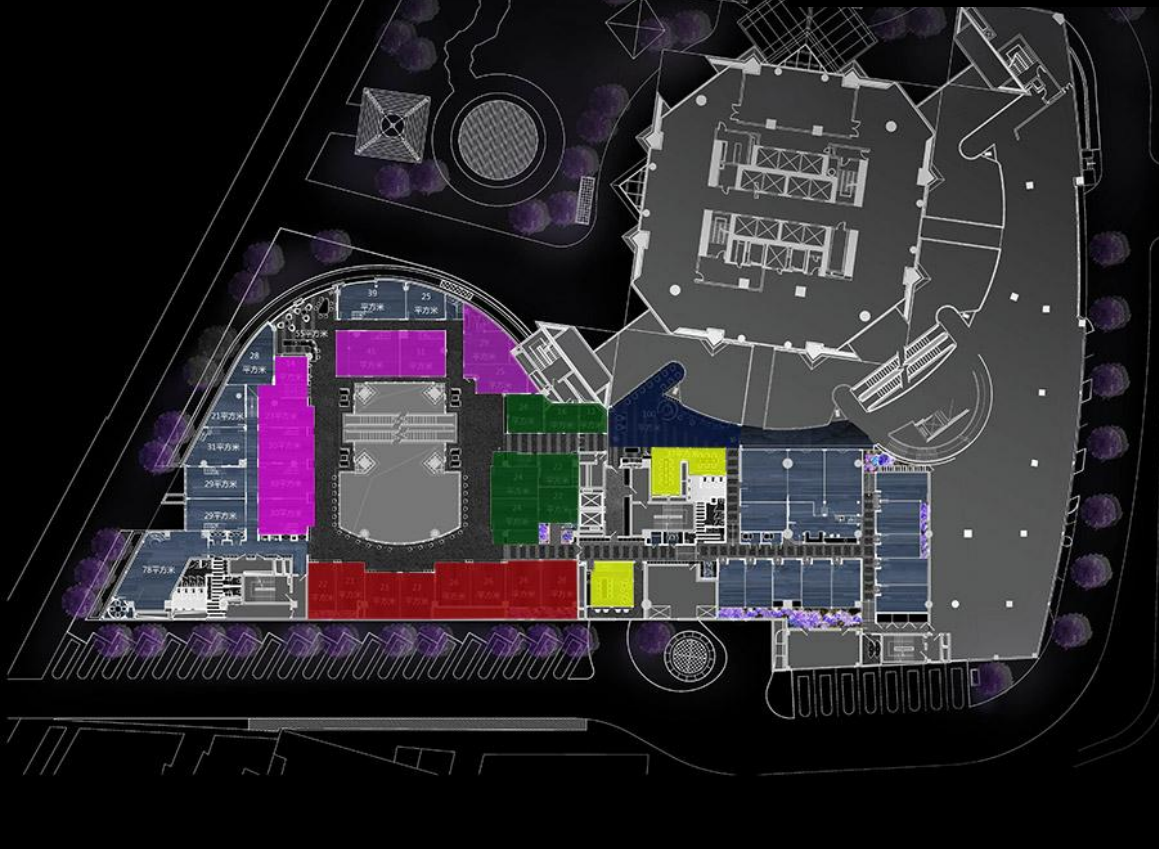


2F FLOOR PLAN



- BRANDS CORRIDOR
- FOOD & WINE WINE
- OPEN AREA FOR BRANDS
- INTERACTIVE AREA
- COSMETIC AREA
- LIVE STREAMING ROOMS

3F FLOOR PLAN



- FASHION AREA
- LEISURE AREA
- ITALIAN IP CENTER
- INTERIOR DESIGN AREA

Agenda of IP Festival



1st Day (Media Day)

* 10:00-16:00 Industry Events

- Brand ROAD SHOW
- Industry Seminar
- Policy promotion of CIE
- Workshop of "Marketing Strategy for Chinese Market"
- Press conference

* 17:00-18:00 Opening Ceremony & Cocktail Party

* 18:30-20:30 Italian style Black Tie Banquet

Business Oriented

* Event Forms

Seminar, Salon, Investment Meeting, Product/Brand campaign, Brand launching ceremony, etc.

* Target Market

- Enterprise Associations
- Chamber of commerce
- Real estate & Financial industry
- Twin cities

Consumer Oriented Day

* Event Forms

Check-in events, Training courses and experiences(wine tasting, arts, music, cosmetic, fashion, design), VIP sales, Chef Show, Performance, Live Streaming, Fan Meeting, Book Club

* Target Market

- Clubs Members
- Bank Platinum Card holders
- Media & Social platform invited

Branding Day

* Event forms

Dedicated to brands and sponsors. Tailored and comprehensive branding events to targeted consumers.

- Customized campaign strategy -
- IP ecosystem development in all dimensions.



Industry Events

To maximize the awareness of each Italian IP
through immersive experiences.

Invited guests & professional visitors only.
Connecting business resources at all dimension



Opening Ceremony

A high class customized banquet
mixing with Italian **music, arts & cuisine**

100+ special guests gathering at Italian IP Center

To fully enjoy an exclusive Italian night

with 6 senses : Visual, Hearing, Smell, Taste, Touch, Perception



Business Oriented Day

IP enabling services for brands.

To develop brand awareness for enterprises/products/individuals

Industry seminar | Collaboration meeting

Order-placing meeting | B2B Investment meeting

CEO brunch/teatime | brand salons

Global Philanthropy Institute Seminar | Art Incubator

Cultural & Educational products | Italian Colleges of design China Tour

Sommelier courses



Branding Day

An IP feast for brands with immersive experiences which allows brand images obtain higher awareness.

Professional VIP guests invited to enrich the brand campaign
Immersive shows & experiences, precisely targeted to customers



Open Day of Events (Show Day)

Helping audiences to have a further knowledge of Italian lifestyle through immersive experiences in order to form a IP customer group

Italian Chef Show | Fashion Show | Performances

To attract audience by contents, to bring visit flows by interaction,

To increase the brand awareness through immersive performance



Open Day of Events (Experiences & Courses)

Helping visitors to have further knowledge of Italian lifestyle through immersive experiences in order to form a IP customer group

To arrange events for visitors making Italian brands & Italian lifestyle closer to Chinese market.

Italian wine tasting, cosmetic & beauty courses clothing collocation will be held

In order to increase exposure of Italian brands.



Domestic KOL



TBC

Potential Media

Covered by renowned media, 100+ media will be invited to maximize the event influence.



TBC ...

Potential Media

TV stations, live broadcasting media exposure, covering hundred millions of users.



TBC ...

LAUNCHING CEREMONY



Partial media exposure

zaker财经 <http://www.myzaker.com/article/5c8617221bc8e0c938000476>

中国财经网 <http://www.fecn.net/2019/0311/227494.html>

金评媒 <http://www.jpm.cn/article-70444-1.html>

中金在线 <http://hy.stock.cnfol.com/hangyezonghe/20190311/27323221.shtml>

TOM网 <http://news.tom.com/201903/4257949666.html>

中国青年网 http://finance.youth.cn/finance_cyxfgsxw/201903/t20190311_11893322.htm

千龙网 <http://finance.qianlong.com/2019/0311/3159820.shtml>

上海热线 https://rich.online.sh.cn/content/2019-03/12/content_9227128.htm

中国财经观察网 <http://www.xsgou.com/biz/finance/146593.html>

慧聪网 <https://it.hc360.com/16/161327.html>



2020 20Plan

United in 2019, Towards to 2020

In 2020, Italian IP Festival will be launched in 20 cities around China
Promoting 20+ sister cities between China and Italy
interactions, communications and events

In 2020, 40th annual celebration between China and Italy

JOIN US @ JUST ITALY 2019

- EXHIBITORS
- VENDORS
- SPONSORS
- EXCHANGE CITIES

Maximizing your image and empowering IP contents at IP Festival

Targeting precisely to the industrial elites

Brand new O2O interactive platform

Creating exclusive and loyal communities for your brand

Amplifying China market for your brand with our powerful media influence

Full scenario Full length 360° Full Service
Before | During | After IP Festival

TARGET

full media exposures for
brands
Tailor made branding for IPs
Market cultivation

Contact Us for more information

JOIN US @ JUST ITALY 2019

- MEDIA PARTNERSHIP
- BUSINESS PARTNERSHIP
- REGISTRATION
- PROFESSIONAL PURCHASING
- ORGANIZING EVENTS
- EXPERIENCING LIFESTYLE

A carnival of Italian IPs of different fields

Fashion, art, culture, gourmets ...

Various theme events will immerse you in an unforgettable experience

Limited invitation as VIP

TARGET

Immersive Italian lifestyle
Brand new stylish IP
Surprising cultural

SIGN UP & JOIN US!

Italian IP Festival:12.7-21.7 2019

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