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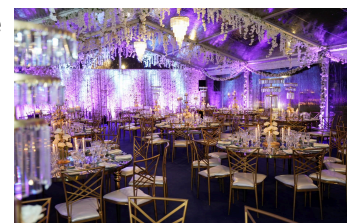
## OUR FOUNDATION

### A STRATEGIC RESPONSE TO THE MARKET

**ITALY WORLD DESTINATION WEDDING** - Thanks to its rich artistic monumental and natural heritage and extraordinary ability to provide products and services of the highest quality, Italy can successfully compete in global competition by proposing itself and positioning itself in the market as the elective venue for the celebration of weddings and private ceremonies. Becoming a wedding destination means guaranteeing a beneficial and regenerative action capable of producing spin-offs on various productive and commercial sectors. Italy is already a world excellence, but this condition can be strengthened through an organizational action on the territory and enhanced through communication and specific targeted actions.



**WEDDINGS, TOURISM AND NOT ONLY** - We can imagine what benefits can be derived from the development of this strategic asset by thinking of Tom Cruise's or Justin Timberlake's wedding, or even that of Bari-born fashion journalist Anna Dello Russo, who brought Madonna, who was invited to the ceremony, to celebrate her birthday in Italy the following year with her children: Bracciano and the Salento have been catapulted powerfully into the top ranks of global communication, determining **tangible effects on the increase in tourism..**



The private event is intimately connected to the tourism sector and can be an important engine to be launched to support the recovery of the country system. The organization of private ceremonies does not limit its positive effects to the tourism sector alone-agencies, hotels, restaurants, the transportation system, museums, entertainment, wellness, and personal care (which alone, with pre-pandemic estimates, accounted for 12.2 percent of GDP)-but significantly involves some sectors of manufacturing, clothing and accessories, to the point of affecting real estate.

**MADE IN ITALY** - To understand the extent to which the Italian system can meet every need in the organization of ceremonies and private events welcomed from all over the world, it is sufficient to consider the quality unanimously recognized to our country in the sectors and services related to celebrations. Care, style and elegance, a professionalism that pays attention to every detail: from **wedding and ceremony dresses** to accessories (shoes, handbags, etc.) and luxury signatures for gifts; from personal care services (hairstylists and makeup artists) to spas and wellness centers; from sumptuous floral decorations to handicrafts. And, again, high-quality catering for refreshments in prestigious villas, castles, farms and fine palaces. The banquet turns into an opportunity to taste typical dishes and products.



**ORGANIZING THE TERRITORY** - Through the adoption of specifications based on criteria of environmental sustainability and social welfare, we will be able **to build new production and distribution chains that are completely eco-sustainable** to better enhance the landscape, artistic, historical, social and cultural heritage and **make the territories more organized and attractive to the growing needs** of the foreign market. Considering that the territorial offer is packaged in the Wedding perspective, starting from the list of products and producers, different proposals will be structured that, centered on the selected locations, will radiate in the territory. The resulting offer will be very rich and extraordinary, able to offer a timeless glimpse of the rural and artisan ingenuity and culture and hospitality, which, operating over the centuries, have made our culture and landscape special and beautiful.



For all participants, it will be possible to experience the local area, taste extraordinary products, go trekking boat rides or horseback riding, practice their favorite sport, take cooking classes or any other subject, and visit agricultural or artisan production companies, enjoying what will seem in every respect like vacation days. The many proposals also enable the couple's two family groups to get to know each other.

**THE OPPORTUNITY AND THE OFFER** - We can direct wedding planners to a proposal that includes airline tickets and, upon signing the contract at least one year in advance, purchase them in allotment at a very low cost. Not only will our offer still be competitive, but the ceremony will become the pretext for a short vacation for all the guests, helping to make the event unforgettable. We have already presented this scenario to some wedding planners in



Northern Europe. They have understood that it represents the best opportunity to renew their proposals in an increasingly competitive market and have enthusiastically adhered. Moreover, the data are comforting: 13,600 weddings of foreign couples in Italy in 2023 (+22.3% compared to the previous year), 2.4 million

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tourist presences related to Wedding with a turnover of over 802 million (+34% compared to 2022). Ceremonies with symbolic rite are on the rise, 826 thousand arrivals, mostly from the US, UK, Germany, Australia, Canada, India, China, Mexico, Singapore, Indonesia. But also Switzerland, the Netherlands and Lithuania, all clearly growing. An increase of 8.8 percent is expected in 2024: Italy seems to have already become one of the most sought-after wedding destinations.

**OUR MISSION** - The Green Weddings ETS foundation was established to **attract from abroad**, through promotional, commercial, exhibition and communication actions and **through structured offers and its own commercial channels, the celebration of weddings in our country while promoting Made in Italy in the world.**

**Each ceremony may bring several dozen people for a few days who will have significant budgets** to spend on a variety of products and services: in fact, more than fifty companies, firms and artisans are involved in each ceremony. Two specific formats have been elaborated: the first, the [Wedding & Made in Italy](#), to be organized mainly abroad, which represents the opportunity to present Italian excellence in the wedding reception sector, but also the opportunity to set up a program of tastings and fashion shows with an indelible Italian image; the second, the [International Wedding Summit](#), an educational itinerant territorial promotion in Italy, aimed at wedding planners operating in the markets that are most interesting to us, which aspires, through the presentation of our extraordinary heritage, to progressively grow the market.



*Below is the report on the last two events held:*

1. [The International Wedding Summit \(IWS Rome 2024\)](#)

sponsored by the Department of Major Events, Sports, Tourism and Fashion of Roma Capitale, brought to Rome over sixty wedding planners, travel agents, bloggers & influencers, representatives of international event planners associations from major foreign markets. Selected Italian companies had the opportunity to present their production to international operators in B2B. The international guests, strolling around the Eternal City lived immersive sensory experiences in places specially chosen for their extraordinary beauty. Meeting tradition and innovation, tasting typical specialties and gastronomic excellence, enjoying the artistic atmospheres and architecture that make you dream: on the "wedding set," through the extraordinary beauty of the city, the participants were protagonists of experiences specially designed for them. Traveling among the ateliers they savored the atmosphere of that school of elegance that has made the Italian sartorial tradition unique in the world and the beating heart of





2. Made in Italy, and then photo shoots at the Spanish Steps, coins at the Trevi Fountain, shopping at Campo De' Fiori with the preparation of dishes based on traditional recipes. Not forgetting high quality tastings or visits to the Pontiff's private apartments. During the **Gala Dinner** at the Casina Valadier, the international guests had an example of the care and elegance that connotes Italian offerings. From the floral arrangements, to the glassware and flatware, to the quality of the food with the refinement of the service, and an artistic program that accompanied and punctuated the pauses during the presentation of the **eighth edition of the Italian Wedding Awards**. A fireworks show and open bar with music and dancing concluded the event in joy. Our goal was achieved! This event will remain in the minds and hearts of the guests for the experience they had, but, it has already started to spread our message through social and media, activated just by the **participants themselves (each of them has hundreds of thousands of followers), already building a resounding media result that we are going to manage live.**
3. [Med Italy & Med festival \(MED Naples 2024\)](#).

**Partner - In the realization of our mission we have numerous traveling companions including:** [ESMEA. European Small e Medium Size Enterprise Association](#), [Skall International](#), the oldest tourism organization active today in more than 160 countries, and the [Fondazione Italiani](#) in the world.