



**BARI**<sup>®</sup>  
CONVENTION  
BUREAU  
GRANDI EVENTI





## WHO WE ARE

**Bari Convention Bureau**, BCB, is a Consortium born last October 2013, dedicated to Large Events.

It has been constituted in Bari Apulia Region, (Italy), on a private input by 3 different Associations of category such as: Confederation of Industries BARI-BAT, Chamber of Commerce BARI-BAT, Federalberghi BARI-BAT, together with eight among the most important Hotel Groups, locally operating.

This peculiar Organization, because of the 3 professional Organizations, is already representing the interests of a

multitude of Subjects.

Since the beginning, BCB found a good synergy with the private and public Institutional Organisms: Apulia Region, Puglia Promozione Agency; Bari Chamber of Commerce and Fiera del Levante (The Local Fair in Bari).

**“It was mandatory for the Territory of Bari, willing to enlarge successfully the business segment, to create a proper SYSTEM able to act as the granting subject towards the MICE Market. The first goal of BCB, is to generate a sort of automatism into the Market, facilitating Bari to enter into the short list among the most popular selected Cities. Bari is the perfect destination to host any kind of Event”.**



## THE ORGANIZATION

**BCB**, is the direct and unique point of reference towards the Institutions, as well as the MICE Market, (Intermediaries, Consumers but also the Suppliers).

BCB as first step, has been signed an agreement with local Hotels and Fiera del Levante to insure the entry level of the Offer, keeping in mind first of all the quality in relation to the rating point of view. That's to say, the essential offer consisting in the Hotel room plus the right container ideal for Large Events, is now at disposal on request (new Congress Center, [www.fieradellevante.it](http://www.fieradellevante.it)). Nevertheless, the whole area of Bari and its charming venues will be included in the proposal according to the different needs and targets.

Bari Convention Bureau team is focused in preserving the correct delivery of the standards all the way through the supplier chain.



### THE ACTIVITY

Throughout a territorial marketing program, which content is still in progress to be defined in order to conceive the most clever Plan, BCB together with the cooperation of Pugliapromozione ([www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it)), the regional Organism in charge of the Promotion of Apulia, have both the challenge to work upon the raising reputation of Bari.

On the leisure environment, this goal has been already and successfully achieved, so that the next step is to strength the potentials of the City on the business Hospitality approach as well.

It has also the aim of BCB to provide the right support to all the suppliers involved in the Offer.

A recent research commissioned by Puglia Promozione revealed that it is still missing the immediate association by the overall Market (Corporate, as well as the Intermediary agencies) to identify Bari and Apulia in general, as a valuable destination to launch products and or to organize Events in general. Bari so far, is historically already well known for hosting lot of successful scientific and medical congresses.

The above mentioned research result made quite evident that till Bari Convention Bureau - Large Events was created, there was a missing entry point serving as first aid support. BCB is now able to provide general and technical orienteering advices to the Demand.



Bari, safe and performing destination



## WHY BARI?

Ten reasons for choosing Bari:

1. Bari is a very active Italian city in the south of Italy.
2. Bari is becoming one of the most trendy cities in Italy
3. Bari is easily reachable by its International "Airport Karol Wojtyła"
4. Bari is one of the undiscovered destination able to offer a brilliant alternative to make an event extraordinary successful
5. Bari is an elegant stylish town
6. Bari is providing many cultural worldwide events (cinema and music environments)
7. Bari is also unknown for its fashion roots
8. Bari is offering few relevant worldwide industrial excellences
9. Bari is the perfect container for any kind of Events.
10. Bari is offering all the facilities in order to serve as well as small, medium and large events, always granting overall the right quality and technological and or creative support

### 10+1.Reason to prefer BARI.

**"You will be fascinated by its warm welcoming and its high consistent standards in food, hospitality, logistic, atmosphere."**

**WAITING FOR YOU IN BARI! CHECK OUR COMPETITIVE OFFER!**

## Bari Convention Bureau - Grandi Eventi

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Recognized by:



REGIONE PUGLIA



PROVINCIA DI BARI



PROVINCIA DI  
BARLETTA,  
ANDRIA, TRANI



COMUNE DI BARI



PROMOZIONE

Assessorato Regionale del Turismo

In partnership with:



CAMERA DI COMMERCIO  
DI BARI



**FIERA DEL LEVANTE**