

## **Bologna Hosts the Fifth Edition of BWI - Buy Wedding in Italy**



Buy Wedding in Italy (<https://buyweddingitaly.it>) the event devoted to promote and sell Italy as a wedding destination, is taking place in Bologna from November 12 to 14. It is a B2B workshop where the buyers and suppliers meet each other on a common ground to “read” Italy and discover it as a wedding destination, a place to celebrate and enjoy the very moment of a couple life.

The event keeps growing and the current edition will host more than 40 buyers attending from 18 countries, specialists of the ‘Destination Wedding’, eager to propose a full package for a lifetime dream event and, on the other side, carefully evaluated and controlled from the dedicated commission, 70 sellers, the best in the segment of wedding products.

The formula has been previously well tested: “one to one” meetings, and, along with it, there will be discussions about how to make this experience better and a convention focusing on the data provided and elaborated from “Osservatorio italiano del Wedding Tourism” (Italian observatory of Wedding Tourism) (<http://www.ifc.it/osservatorio-italiano-del-destination-wedding-tourism/>).



“There are more and more foreign couples choosing Italy as stage for their memorable wedding,” says Valerio Schönfeld, organizer of the event, “and we have currently 16 Italian regions represented, attending the workshop with a wide range of offers.”

A large and deep survey that portraits the “wedding picture” provides the base of all of it, supported by some important Italian and international organizations as Enit, APT Emilia Romagna, Municipality of Bologna, SKAL International and ANUSCA, the National association of the civil status and registry officers.”

The big news of 2019 edition will be a public talk, on November 12, taking place, at institutional level in the Bologna municipality complex.

The convention themed “Destination wedding scenarios” will take place in the wonderful ancient rooms of Palazzo Isolani, in the magnificent medieval Santo Stefano square, in the very heart of the city, on November 13 and 14.

Bianca Trusiani, head of the technical committee underlines the importance of those events, focused on wedding: “We are staging also technical issues concerning the certification to be legally and fully recognized as Wedding Planner and Destination Wedding Planner to fully guarantee who’s choosing to live a dream in our country. Since 2017 there has been 586 wedding celebrated in Italy, thanks to the participants to the two last editions of BWI, coming from Brasil, China, South Korea, Germany, Japan, India, Ireland, Lebanon, Latvia, Netherlands, UK, Czech Republik, USA, Rumania, Russia, Sweden, Switzerland, Ukraine, just as examples.”

Along with Bianca Trusiani, as president, Angelo Garini, Antonio Percario, Alessandro Tortelli, Erika Gottardi, Francesca Ragone, Cinzia Renzi, Carmen Bizzarri, Stefano Crugnola complete the technical committee.

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