



ORGANISE YOUR EVENT IN **GENOVA**:  
**THE MUNICIPALITY OF GENOVA SUPPORTS YOU,**  
**THE CONVENTION BUREAU GENOVA STANDS BY YOUR SIDE.**



## SPECIAL BENEFIT 2026 - 2027 - 2028

Thanks to a dedicated fund for the MICE sector promoted by the Municipality of Genova, event organisers may apply for a special financial contribution, according to the following scheme.

| NUMBER OF DELEGATES | NATIONAL EVENTS<br>up to | INTERNATIONAL EVENTS<br>up to |
|---------------------|--------------------------|-------------------------------|
| 150 - 400           | € 5,000                  | € 6,000                       |
| 400 - 1,000         | € 7,000                  | € 8,000                       |
| 1,001- 2,000        | € 8,000                  | € 9,000                       |
| Over 2,000          | € 10,000                 | € 12,000                      |

### SERVICES COVERED BY THE CONTRIBUTION

The contribution is granted to partially cover the following expenses:

- ❑ Event venues, and venues for gala dinners and social events
- ❑ Welcome cocktail, coffee breaks and lunches
- ❑ Event set-up and staging
- ❑ Transportation services
- ❑ Speakers' hotel accommodation
- ❑ Organising secretariat
- ❑ Event communication and material production

**MICE  
CALL**





## SPECIAL BENEFIT 2026 - 2027 - 2028

### MICE CALL FOR APPLICATIONS ELIGIBILITY REQUIREMENTS

- The event must take place between 2026 and 2028
- Minimum duration: 2 consecutive overnight stays in Genova
- Minimum number of participants: 150
- Event types: congresses, conventions, meetings, corporate events, incentive travel
- At the time of application, Genova still must be under candidature as a potential host destination (for example: bidding phase, negotiations, or competition with other cities).

The official confirmation of Genova as the host city must be received after the submission of the application.

Events in 2026 must be confirmed by 30 November 2026

Events in 2027 must be confirmed by 30 November 2027

Events in 2028 must be confirmed by 30 November 2028

***The contribution will be granted until the available funds are exhausted, according to the chronological order of applications received.***





The **Municipality of Genova** and **Convention Bureau Genova** invite you to host your event in the city, offering an attractive package of incentives, services and financial benefits.

## INCENTIVES & SERVICES

### DURING THE BIDDING PHASE CONVENTION BUREAU GENOVA PROVIDES:

- ❑ Preparation and presentation of customised bid proposals in Italy and abroad
- ❑ Selection of suitable conference venues and verification of availability
- ❑ Organisation of site inspections with hosted visits for association representatives and decision makers
- ❑ Liaison with local authorities to ensure institutional support





## INCENTIVES & SERVICES

### ONCE THE EVENT IS CONFIRMED CONVENTION BUREAU GENOVA PROVIDES:

- ❑ Official welcome – Greeting from a local authority at the Opening Ceremony
- ❑ Prestigious venues – Complimentary institutional venue for the welcome event
- ❑ VIP City Access – Complimentary Genova City Pass for Board members, speakers and VIP guests
- ❑ Courtesy hospitality – Possibility to host site inspections or Board meetings
- ❑ Discounted rates – Special offers for museums, major exhibitions, the Aquarium and cultural events
- ❑ Special airfares – Agreement with ITA Airways
- ❑ Special rail fares – Agreement with Trenitalia
- ❑ Event promotion – Dissemination through Convention Bureau Genova social media channels
- ❑ City promotion – Official welcome letter and information material for participants
- ❑ On-site assistance – Welcome desk at the airport and event help desk





## CONTACT US

For further information, terms and conditions:

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