

*Press Release*

## **UVET GROUP "PREFERRED RESELLER" EXPO 2015 FOR "MADE OF ITALIANS"**

Uvet, the tourism's pole distribution channel leader in Italy with a turnover of 2,2 billion euro, is "Preferred Authorized Ticket Reseller" for Expo Milano 2015 for the "Made of Italians" project, aimed at bringing one million of Italians expatriated to visit the universal Exhibition in Milan next year.

Uvet Group, in collaboration with Expo 2015, will sell more than 500 thousand tickets through its national and international network with the intent to bring back after some years or lead for the first time in our country the many Italian expatriates living abroad.

With the objective of engaging the vast community of Italian Americans descendants (more than 5% of the population) and with American tour operators providing packages, travel services and hosting, Uvet Group is also "Preferred Authorized Ticket Reseller for the U.S. market" and "Official destinations and event partner" for the U.S. Pavilion.

To support these activities, Uvet Inc. was formed as new company and based in Chicago. Since many years Uvet Group, also, avails itself of a joint venture company with American Express.

"Bringing a million emigrants or their family members back to Italy for Expo 2015 - says **Luca Patanè**, president of Uvet Group - is an opportunity to rediscover the great beauty of our country and to encourage a "return tourism". In addition to our compatriots that live in the U.S. since a long time, Uvet will try to bring also American citizens to the Universal Exposition, Italian style lovers, offering them specific 'experience packages' with dedicated contents on design, fashion, lifestyle, food and art & culture".

"The World Expo - explains **Piero Galli**, CEO of Gestione dell'Evento Expo 2015 SpA - can and should be an important reason for the comeback 'home' of at least a million Italians living abroad. This is the goal that we preset with the 'Made of Italians' project and to which Uvet's experience and network of relationships will make a great contribution for the achievement. Expo Milano 2015 is a unique event, with a very strong capacity to attract visitors, and thanks to which those who live outside the national borders can rediscover their roots, but also the beauty, culture and history of our country. For this 'special' audience we are preparing an ad hoc program, with dedicated services and initiatives throughout six months. Expo 2015 is the event of Italy and Italians, who speaks to the whole world".

With a view towards Expo Milano 2015, Uvet Group has also recently acquired Jakala Events that integrated with the pre-existing corporate division, became thus the second key player in the events industry in Italy.

Along with Digital Magics and Confturismo, Uvet Group has funded and launched in latest days 'Tripitaly.it', an incoming portal to provide information, services and offers for foreign tourists.

## THE UVET GROUP

The Uvet Group ([uvet.com](http://uvet.com)) is the tourism's distribution pole leader in Italy with a turnover of 2,2 billion Euros, active in Italy since 1950. The societies part of the Group are:

*Uvet Viaggi Turismo* active since 1950, is the Uvet Group Society with the aim to provide travel services to SMEs and leisure.

*Uvet American Express* is the leading company in Italy in corporate travel, with a wide range of solutions and services for business travel and meeting, congress and events organization.

The main Business areas are covered by several societies:

- **MOBILITY:** *TKT* - Fleet Management | *TraxAll* - Expenses Management
- **LEISURE:** *Uvet ITN Travelco* – the network with more than 1300 travel agencies associated to the Clubviaggi brand.
- **EVENTS:** *Congress Lab* – the society that support pharmaceutical companies | *HealthCare Labs* the society which operates in the medical and scientific sector | *Jakala Events* specialized in great training and sports events.
- **SERVICES:** *Travel Net Solution* a society specialized in the Information & Communication Technology sector

The Group is also located in Europe with:

*Uvet Romania* – active in the eastern Europe market for the Business Travel outsourcing | *Avexia Voyages* – leader in France in Business Travel for SMEs | *Flygpoolen* – one of the main OLTA (online travel agency) in Sweden | *Traxall International* – leader in service and solution management for the mobility in Europe | *Uvet Swiss* - active in the Business and Leisure Travel, Congress and Incentive sector.

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