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With Italy in our hearts

agencies

An enduring presence with many success stories, and an all-round international vision: with these credentials, and with a great passion, expertise and versatility that have always set it apart, GVST Event Management is ready to take on the challenge of Expo 2015

GVST Event Management started out more than 20 years ago, in 1992, when it was established by Giorgio Vernengo, its current Chairman, as a consulting company specialised in tourism, under the name Giorgio Vernengo Servizi per il Turismo (Giorgio Vernengo Services for Tourism). Yet the company's history dates back even further: in the 1980s, Andrea Vernengo, GVST's current Ceo, took his first steps in the business at Barberini Tours owned by Giuliano Girini (a true mentor for the Italian Mice industry at the time). After gaining valuable experience, Andrea decided to put his knowledge to good use and with a group of friends set up a business in 1994 with just a camping table and land line as his office. His courage proved right and in its first year the business organised successful events for Mercedes-Benz Finanziaria and Aspen Institute Italia. Circus Impossible was its most memorable event, with the surprise transformation of Mercedes-Benz employees into talented circus artists, and went on to win three Eibtm Awards in 2001, as the best overall event, best European



GVST EVENT MANAGEMENT CONTACTS

Viale dei Romagnoli, 1053
00119 Roma
Contact details: Ph +39 06 2246561
Fax +39 06 22465650
Email: info@gvst.it



event and best event in its category. Since then, GVST has achieved one success after another, increasing its customer base and staff, also thanks to major events in five continents: from Japan to China, from Australia to the United States, as well as Brazil, Morocco, Tunisia, Turkey and practically all of Europe. Despite its international mindset, GVST has always had and will always have Italy in its heart: after all, says Andrea Vernengo: «It's impossible not to believe in a country with such potential; that's why we try to promote Italy in a way which is authentic, doing the most to discover smaller places which are less well known but full of



magic, like our dinners and concerts at the San Fruttuoso Abbey in Camogli, or our acrobatic displays at the Torre del Mangia Tower in Piazza del Campo at Siena». And it is this passion for Italy, its local flavours and a profound knowledge of the country, from the Alps in Trentino to the very tip of Sicily that led GVST to another great success in 2006: the organisation of the Samsung Torchbearer Campaign for the 2006 Turin Winter Olympics. A travelling event passing through Rome, Florence, Bologna, Genoa, Naples, Palermo, Venice and Milan, with 480 torchbearers from 50 different nations, more than 1,000 guests and 300 staff, two months on the road, three consecutive weeks of visits and gala dinners in some of the most stunning locations in Italy.

The future is green - An ability to engage with cultures the world over, gained in many years of international experience, and an extensive knowledge of Italy and its hidden splendours, make GVST the partner of choice for all international organisations that wish to host exclusive, original events with class and an "Italian style" in the splendid setting of Italy. GVST's future is without a doubt focused on sustainability, social accountability and the environment. In fact the agency launched its FriendlyEvent brand in 2009, dedicated exclusively to the organisation of eco-sustainable events. Where better in the world than Italy with its excellent cuisine made from local produce, sun, sea, mountains



and natural splendours? GVST thinks the same, and that's why it can't wait to show everyone all the splendours of Italy, with a class and style that have always been its hallmark, during the Universal Exhibition that will be held in Milan from May to October 2015.



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