

Viva Group, since its foundation in 1990 (Rome), is an integrated communication, advertising, special event and professional congress organization. By being trusted for 25 years by excellent clients it cooperates with public and private institutions and companies both in Italy and abroad (China, Brasil, UK and Polland).

In **2004** Viva Group Beijing Ltd. has been founded in **Beijing**, as Italian Company under Chinese law. Viva Group Beijing Ltd. organized some international events of great importance: Beijing 2008 Olympic Games, Expo Shanghai 2010, the 2011 communication campaign "Italia comes to you" in China for ENIT (the Italian Tourism Agency), the Chinese Culture Year in Italy (Rome) in 2011-2012.

In October 2014 in Rome Viva Group organized the Summit "Italy-China Business Forum" in the presence of the two Prime Ministers Matteo Renzi and Li Keqiang.

In July 2015, during the Henan Province Week, Viva Group in the excellent venue of Milan Expo organized and managed the event "Henan-Italy Workshop for Agriculture Cooperation". Viva Group and Henan CCPIT signed a Memorandum that established a 5 year cooperation.

Viva Group enters classic lifestyle market through the new division **Viva Luxury Philosophy**. Thanks to the collaboration with prestigious partners, Viva Group could create an entire division to realize luxury events offering top class services. Viva Luxury aims to an absolute exclusive/elite luxury, only for luxury insiders, selecting unique products and nice services for its clients.

The division **Viva Group Web Creative Agency** provide support to select web spaces targeted at customers' requests.

The Agency has been awarded "*Business Value Creator*", *China Awards 2008*

We boast:

- *UNI EN ISO 9001: 2008 Quality Certification*
- *Italcongressi Partnership Certificate*

OUR MAJOR EVENTS IN CHINA

MILAN EXPO 2015

VIVA Group organized the Opening Ceremony of the Henan Week (China) at the Chinese Pavilion and the "Henan - Italy Workshop for Agriculture Cooperation", sponsored by Henan Province, CCPIT (China Council for the Promotion of International Trade Henan Committee) and by ICE (Italian Trade Agency).

Viva Group and Henan CCPIT signed a Memorandum, promoting cooperation between Viva Group and CCPIT Henan.

ITALY-CHINA BUSINESS FORUM (October 2014)

Viva Group managed and coordinated the Second Meeting of the Business Forum between the Italian Prime Minister Matteo Renzi and the Prime Minister of the People's Republic of China Li Keqiang held in Barberini Palace, Rome.

MEMORIAL EXHIBITION ON PIETRO MASCAGNI'S 150th BIRTH ANNIVERSARY (Beijing, August 2014)

Viva Group cooperated in the creation of the Exhibition on Pietro Mascagni's 150th birth anniversary held in Art Salon Hall in National Centre for the Performing Arts. He was a famous Italian composer most noted for his operas.

INTERNATIONAL FORUM OF "GREEN GROWTH" Venice (November 2012)

Viva Group organized the Venice Forum promoted by the Ministry of the Environment, Land and Sea, organized by the Chinese Academy of Social Sciences in order to establish a new alliance for Green Growth between Italy and China.

VINCHINA BEIJING (October 2012)

With more than 2000 participants, Viva Group organized Vinchina, an international wine and spirits exhibition for wine producers, buyers and lovers approved by the Ministry of Commerce of PRC.

STUDIO ARCHEA EXHIBITION BEIJING (May 2012)

Viva Group organized the exhibition "Studio Archa" founded in 1988 in Florence. Today it is a network of more than 100 architects who work in the offices of Florence, Milan, Beijing, Sao Paulo, Dubai and Teheran.

TARGETTI OPENING E GALA (Beijing, May 2012)

Viva Group organized the event for the inauguration of the new Company TARGETTI POULSEN CHINA and a new showroom in Beijing (following to the openings in Milan and Paris).

ENIT - "ITALIA COMES TO YOU" (2011)

ENIT (Italian Tourism Agency) has launched the campaign "ITALIA COMES TO YOU" aimed at promoting in China (Ghuangzhou, Beijing, Shanghai) the image of Italy as a tourist destination. Viva Group has successfully created and realized the campaign.

SHANGHAI EXPO 2010

Viva Group was appointed by the Chinese Ministry of Enviroment, the Foreign Economic Cooperation Office and the Rome Municipality as the curator of several events during Shanghai Expo. Among them:

- CHINESE-ITALIAN GREEN WEEK - FECO -Foreign Environmental Cooperation Office
 - SUSTAINABLE CITIES IN ITALIAN STYLE
- MAE CONFERENCE- Italian Ministry of Foreign Affairs, Italian Pavilion – Shanghai
- OICE, Shanghai Expo 2010- realization of the exhibition "Italian High Design and High Technology"

BEIJING OLYMPIC GAMES 2008

RAI – ITALIAN TELEVISION

General Contractor for the assistance, counselling to RAI reporters, Viva Group was also the creator of the scenic design of RAI Studios at IBC (International Broadcasting Center).

CIP – Italian Paralympic Commettee

Organization, coordination and sponsorship research for "Casa Italia Paralimpica", held at the Italian Embassy in Beijing.

To discover other events organized by Viva Group in Italy and abroad, see the presentation.

Services

The Agency supplies several services in Italy and abroad, in different branches:

Advertising

- Marketing Counseling
- Creation of communication campaign
- Buy airtime
- Production of advertisement – audiovisual
- Photographic services

Events

- Venue research
- Organization, management and support
- Creation, design and production of corporate identity
- Creation and design of exhibition outfitting (scenic design, stand, stage, fashion show, conference)
- Audio video supply and rental, technical assistance
- Receiving and welcoming of guests
- Hotel booking
- Transfer
- Catering
- Interpreting, translation, hostess
- Support for freight shipment and customs clearance process

Sponsorship research

The Agency provides a sponsorship research service.

Viva Group finds the right sponsorship for events of great importance: sporting, cultural, institutional events.

Press office

Efficient press office is a valuable asset to look after the communication of your brand. The press office commitment is to deal with the media: newspapers, magazines, tv, radio, webzines; therefore it is able to reach the desired target up to the mass audience.

Web

Viva Group provides web marketing and web advertising services. Starting by the study of your business needs and goals, we plan and develop customized and effective websites caring for their visibility and placement on search engines.

For further information please see our website: www.vivagroup.it