

**VERONA WILL HOST THE NEW EDITION OF THE ANNUAL WORKSHOP OF THE
ITALIAN FENCING FEDERATION**

ON SATURDAY 7TH OCTOBER FROM 9.30 TO 12.15

On the occasion of the Junior and Cadets World Fencing Championships Verona 2018, the city will host the Workshop with the aim of communicating fencing and its values.

Verona, 4th October 2017 – This year's Annual **Workshop**, organized by the Italian Fencing Federation, will be held in **Verona** and it will be addressed at the sponsoring companies. After Modica and Lausanne, for the year 2017, the Scaligera city was chosen, and this is an event that will be, therefore, among the side events so as to promote the **Junior and Cadets World Fencing Championships Verona 2018**.

On Saturday 7th October 2017, from 9.30 to 12.15, at the **Circolo Unificato dell'Esercito** di Verona, in **Castelvecchio**, the workshop will face the **Italian Fencing Federation**, the **International Federation** and the **institutional and private sponsors** that invest in fencing, its athletes and its values.

The event, sponsored by the **Veneto Region** and the **City of Verona**, organised in conjunction by the Italian Fencing Federation and the Organizing Committee of the Junior and Cadets World Fencing Championships Verona 2018, will address issues related to the **promotion** and **communication** of sport and to the social and economic effects of international events on the territory. An appointment that is also suitable to illustrate the **marketing** and communication activities of the Italian and International Federation, continuing to develop relationships.

The President of the Italian Fencing Federation **Giorgio Scarso**, the President of the Organizing Committee Verona 2018, **Luca Campedelli**, the Councillor of Sport and Leisure, Youth Policies, Public Sports Building, **Filippo Rando**, the General Secretary of International Fencing Federation, **Emmanuel Katsiadakis** will take part in the event..

The interventions will be held by **Alessandro Noto**, Marketing e Digital FIS, “*Federscherma e Digital Marketing*”; **Giorgio Caruso**, Press Officer FIS, “*Communicate Sport from the Olympics to every day*”; **Paolo Quagini**, President of Bentobox, “*Communicate the World Fencing Championships Verona 2018*”; **Alessandro Sproviero**, President of Datamining Srl, “*Market Survey on Fencing from Veneto to the World*”; **Massimo Castiglia**, Sponsorship Manager of Ferrero Italia, “*The Promotion of Fencing among young people and the role of Kinder + Sport*”.

Moderator of the day, the journalist of the daily newspaper “L’Arena”, **Luca Mantovani**.

Mondiali di scherma 2018 S.R.L.

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The works will be ended in the afternoon at the **Bottagisio Sport Center** where the participants will have the opportunity to upgrade their Team Building through the practice of fencing discipline.

For further information, <http://www.fencingverona2018.com/>

MONDIALI DI SCHERMA 2018 SRL

The Junior and Cadets World Fencing Championships will take place on 1-9 April 2018, at the new prestigious headquarters of the Cattolica Sport society, located in the industrial area of Verona, not far from the Fair. Unesco World Heritage since the year 2000 and city of Arts, Verona will guest from 120 to 130 participating countries, with over 1250 athletes. The World Champions Event, sponsored by the Veneto Region and the Verona City council, in collaboration with the Italian Fencing Federation, the International Fencing Federation and Coni, involves the city of Verona with a series of side events so as to promote the values of the fencing and the sport world through the champions of tomorrow.

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