

Culture, outdoor, leisure and great events: Piedmont plays its aces at IMEX Frankfurt

Frankfurt, 23rd May 2023 – From 23rd to 25th May, Piedmont will take part in **IMEX Frankfurt**, a "long-standing" fixture on the Piedmont Region's international exhibition schedule.

The **Piedmont Region** will be at the exhibition together with Visit Piemonte, Turismo Torino e Provincia Convention Bureau, Lago Maggiore Tourism Board and Lago Maggiore Tourism Board in the **ENIT Italy Hall** with an extensive tourist offer aimed at increasing the international incoming basin and boosting the excellent tourist reputation that the Piedmont region already enjoys with travellers from German-speaking countries as well as from the world.

There is no shortage of *appeal* for international travellers in Piedmont's scene. For connoisseurs of **Piedmontese food and wine**, the event worth marking in your diary is **Cheese**, the festival of the best cheeses from around the world, which will be held in Bra from 15 to 18 September. With **Cioccola-Tò** (27 October-5 November), the centre of Turin is transformed into a chocolate village, where the absolute stars are Italy's most renowned master chocolatiers. More wine with the great **Portici Divini-Grapes in Town** event in Turin (22 October - 7 November), which features two weeks of tastings, workshops, historical and cultural tours, and food and wine experiences. And, to top it all, **from 7 October to 3 December**, Alba and the Langhe will be the focus of the [93rd edition of the International Alba White Truffle Fair](#), with the correlated **Alba White Truffle World Market**.

Piemonte is synonymous with a **first-class cultural sphere** starting from exceptional UNESCO sites: from the **Royal Residences of the House of Savoy** to the **Sacred Mountains** and the **Langhe Roero and Monferrato wine-growing landscapes**. From 21 to 23 September the **2023 World Tourism Event for World Heritage Sites** will take place in Turin with exhibition spaces and a rich calendar of in-depth discussions on current issues related to tourism and the conservation, promotion and enhancement of World Heritage Sites. Among the most popular events the [Palio di Asti](#), the historical reenactment with the challenge between the 21 town boroughs, is do not missed (3 September 2023). From 3 to 5 November, autumn in Turin features [Artissima](#), the most important contemporary art fair in Italy dedicated exclusively to contemporary art forms. The top musical events include **Stresa Festival**, from 14 July to 8 September, with a great repertoire of concerts ranging from classical music to jazz on Lake Maggiore; in September, **MITO SettembreMusica**, an international music and dance festival that has been uniting the cities of Milan and Turin since 2007; and in autumn, again in Turin, [CLUB2CLUB Festival](#) with pop and avant-garde music (2-5 November).

A perfect landscape for [golf](#) lovers, Piedmont boasts 5 golf ground among the top 10 in Italy, with more than 51 golf clubs and 15 driving ranges for every level. [20,000 kilometres of paths and cycle-hiking trails](#), **2 National Parks (Gran Paradiso and Val Grande)**, **95 protected areas**, **3 UNESCO MaB Biosphere Reserves** and the brand new **high-altitude outdoor experiences on the Historic Mountain Routes**. Lakes Maggiore and Orta, the **Novara Biella and Vercelli rice-fields** dotted with villages and abbeys; art cities between hills and vineyards in **Asti, Cuneo**

and **Alessandria** areas...Piedmont is synonymous with proposals for “4 season” outdoor experience mixing **eco-sustainability** and **slow tourism**.

When it comes to **sports event**, the “must” will take place from 12 to 19 November, with the **Nitto Atp Finals 2023** return to Turin (which will also host the 2024 and 2025 editions of the event) for the third edition of this major fixture of international men's tennis.

Piemonte is a perfect welcoming land, which can host **corporate events, congresses, incentive tours** and **weddings** all year round, in complete safety. From the **UNESCO World Heritage Sites** - the [Royal Residences](#) and the [Vineyard Landscape of Langhe-Roero and Monferrato](#) – to the enchanting [Lakes Maggiore and Orta](#), to the charming City of [Torino](#), first capital of Italy and UNESCO Creative City for Design, Piemonte offers a wide range of venues, combining a contemporary approach with a fascinating tradition.

Welcome to Piemonte, your Italian unexpected experience

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