

# 2019 GREATER CHINA SALES MISSION

Fidenza Village, Milan



A MEMBER OF THE BICESTER VILLAGE SHOPPING COLLECTION®

APRIL 2019

fIDENZA  VILLAGE



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## Easily accessible



By plane: Every year over 50 million passengers land at 8 international airports within a two-hours drive from Fidenza Village



By car: 60 minutes from both Milan and Bologna, and within 90 minutes drive from the coastal destinations of the Italian Riviera



Fidenza Village is visible from the A1 motorway, the most important Italian route, linking Milan and Rome, with 65 million vehicles trafficking annually



By Shopping Express: Fidenza Village luxury coach service, running daily from Central Milan and Piacenza





# Services



## Basic

Welcoming by host/hostesses  
Village info  
Recommendation of gift shopping items

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## Tourism and MICE groups

Basic services  
VIP parking  
Refreshment and snacks  
Reserve the entire unit for particular groups

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## Vip guests

All the time, no appointment, but referred by someone

Basic services  
Tourism and MICE group service  
Gift Wrapping service

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## Vip guests

By appointment

In addition to above services  
Personal Stylist  
Calligraphy service for envelope  
Delivery  
Special event

# Welcome Chinese Partners



Fidenza Village



Ferrari Museums of Modena and Maranello



Bologna: city and airport (Guglielmo Marconi)



Cremona: city and Violin Museum

Fidenza Village has obtained the Certification Welcome Chinese at the trade fair ITB in Shanghai on the 10<sup>th</sup> of May 2017.

Welcome Chinese is the only official standard certification issued by the China Tourism Academy, and it guarantees adequate services and hospitality standards to Chinese tourists travelling abroad.

It also supports the hospitality industry to tailor all services necessary to welcome Chinese travellers properly.

Thanks to this exclusive recognition for Fidenza Village, Chinese guests will be welcomed with high standard hospitality services.

# VIP Shopping Experience

Fidenza Village is pleased to offer exclusive treatments for your guests, hosting them in the VIP Lounge or The Concierge. For an unforgettable Shopping Experience, a dedicated hospitality team will be at your service with the best hospitality services to make your shopping trip special and offer the best hospitality services so you will have an unforgettable shopping experience!

## Benefits provided by Fidenza Village

- Free Shopping Express® luxury coach service from Milan
  - Dedicated VIP welcome with drinks and snacks
  - Complimentary Hands-free Shopping service
- "You do the shopping, we do the carrying."*
- Luggage Deposit
  - Phone charging area
  - Exclusive lounge area for private welcomes and catering services.

## Additional Information

Personal stylists may be booked from a minimum of two hours up to a full-day service. Prices vary depending on the time requested.

To require this exclusive service send an email to [Tourism@FidenzaVillage.com](mailto:Tourism@FidenzaVillage.com)



# Shopping & Labyrinth Experience

Shopping & Labyrinth Experience offers an exciting day out. Travel from Milan on board the Shopping Express® luxury coach service to shop at Fidenza Village, then visit the biggest maze in Europe and the biggest bamboo maze in the world. In addition you will be able to visit the art collection of Franco Maria Ricci. Just a few minutes from Fidenza Village, a truly unforgettable journey awaits you.

## The package includes: For both FITs and Groups

- Dedicated guided tour of the Museum Art collection
- Fidenza Village VIP Experience
- Roundtrip transfer from/to Milan/Fidenza Village and from/to Fidenza Village/Labirinto della Masone

## Fidenza Village VIP Experience

- Shopping Express® return service
- VIP Card providing an additional 10% off the Village price
- Complimentary Hands-free Shopping service  
"You do the shopping, we do the carrying."
- Access to the new hospitality area The Concierge

## Additional Information

- A group is formed by at least 6 people  
For further information send an email to [Tourism@FidenzaVillage.com](mailto:Tourism@FidenzaVillage.com)
- Booking required 24 hours in advance



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# Cremona City



Situated only 30 minutes from Fidenza Village and 1 hour from Milan, Cremona is known for music, from the Violin Museum to the Auditorium, a UNESCO Intangible Cultural Heritage as well as the capital of the well known «Torrone», a local sweet made from eggs whites, honey and almonds. When you think about Cremona there is an immediate link with the violin culture. The city of Cremona has been recently given Welcome Chinese certification, giving the town the opportunity to showcase its beauty in regard to the Chinese Market. Cremona can easily be combined with a shopping experience at Fidenza Village with a unique touch of culture and a fine shopping experience.

For further information please visit [Turismocremona.it](http://Turismocremona.it)



## Easily accessible



By car: 30 minutes from Fidenza Village, 1 hour from both Milan and Bologna, and 40 minutes from Lake Garda



Cremona is easily reachable by taking the A1 motorway in the direction of Milan, and then taking the A21 direction Brescia until exit Cremona

# Shopping & Violin Museum Experience

The Stradivarian Museum was founded with the aim of preserving and passing on the culture of the "knowledge and skills of the Violin maker's of the Cremonese tradition", an intangible cultural heritage of UNESCO. The collection includes musical instruments owned by great Cremonese violin makers, including those of Antonio Stradivari. Here visitors can explore five centuries of violinmaking in Cremona directly through the great master violinmakers – Amati, Stradivari, Guarneri – and their outstanding instruments by following the well-balanced blend of art and craftsmanship, tradition and innovation which flows from late Renaissance to contemporary violin-making workshops. Concerts and live performances on historical violins, multimedia installations and a wealth of documentary displays allow everyone to enjoy an exciting and enthralling visit in which history, instruments, fragrances, sounds and images converge to give shape to stories, dreams and emotions.

## The package includes:

- Fidenza Village VIP Experience
- Entrance of the Museum

## The package does not include:

Transportation

## Additional Information

- Booking required 24 hours in advance
- A group is formed by at least 6 people. For further information send an email to [Tourism@FidenzaVillage.com](mailto:Tourism@FidenzaVillage.com)

## Fidenza Village VIP Experience

- VIP Card providing an additional 10% off the Village price
- Complimentary Hands-free Shopping service "You do the shopping, we do the carrying."
- Access to the hospitality area The Concierge



# Shopping & Motor Experience

"Shopping & Motor Experience" is an exciting tour of the Museo Casa Enzo Ferrari and Museo Ferrari of Maranello, which includes a futuristic automotive design gallery that is painted with the famous yellow that Enzo Ferrari chose as the background for the prancing horse logo. Visitors will embark on an exciting, emotional journey to discover the truth behind the Ferrari myth that was created during an era of huge challenges and a growing passion for speed. The cars, mounted and exhibited like works of art, are periodically changed to create seasonal exhibitions. After the tour of the Museo Casa Enzo Ferrari and/or the Museo Ferrari of Maranello, guests will stop at Fidenza Village for an unforgettable shopping experience

## The package includes: For both FITs and Groups

- Tour of the museums Ferrari of Maranello and Modena
- 10% off in the Ferrari store at the museum chosen
- Fidenza Village VIP Experience

**The package does not include:** Transportation

## Fidenza Village VIP Experience

- Shopping Express® return service from Milan to Fidenza Village
- VIP Card providing an additional 10% off the Village price
- Complimentary Hands-free Shopping service  
"You do the shopping, we do the carrying."
- Access to the new hospitality area The Concierge



## Additional Information

- Minimum of five passengers required
- Booking required 24 hours in advance
- Package is valid upon request