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CWT M&E chosen As Partner of FIS Alpine World Ski Championships 2021

CWT M&E, the global meetings and events agency, has been selected as the partner for the Alpine World Ski Championships 2021 in Cortina d'Ampezzo, Italy, during which ski champions from 70 countries will be competing over the course of 14 days.

"We are proud and honored to be chosen as the partner of the organizing committee, the Cortina 2021 Foundation," said Armando Mastrapasqua, Senior Director for Egypt, Greece, Italy, and Morocco at CWT M&E. "This is a top international event of the first order, and one that inspires passion among

sports fans all over the world.”

The Cortina 2021 Foundation, run by CEO Valerio Giacobbi, picked CWT M&E for its proven expertise in the area. CWT M&E already partners with Italian sports associations including the Italian Federation of Ice Sports, for whom it ran the 2018 World Figure Skating Championships in Milan, and the National Italian Olympic Committee, for whom it ran the 2018 Olympics Games in Pyeongchang. Internationally, CWT M&E has worked with CIO, UEFA and Dorna Sports.

“This is without a doubt the most important sports event taking place in Italy over the next three years – and smooth, professional organization is crucial to its success,” said Valerio Giacobbi. “The partnership with CWT M&E will meet the quality standards required by the FIS (International Ski Federation) and create an event platform that will delight the teams, the media, the sponsors – and of course the fans.”

Together with the Cortina Hotel Association, chaired by Roberta Alverà, the Cortina 2021 Foundation and CWT M&E have also signed an agreement covering the accommodation needs of participants. CWT M&E Sport, CWT’s specialist sports management outfit, will coordinate and manage the organizational aspects during the event.

“The partnership with CWT M&E and the Cortina Foundation 2021 is a source of great satisfaction for us,” said Roberta Alverà, President of the Cortina Hotels Association. “We are happy with this agreement, which will help ensure the hospitality aspects are professionally managed.”

CWT Meetings & Events

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CWT Meetings & Events is CWT’s meeting & events division.

CWT

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