

Press Release

## “Safe Firenze Fiera” – The New Protocol to Access a COVID-free Congress & Exhibition Centre

*Florence, 30th June 2020.* **Firenze Fiera Sicura (Safe Firenze Fiera)** is the new regulatory and organisational safety protocol launched by **Firenze Fiera – Congress & Exhibition Center** for the resumption of events inside the Florence congress & exhibition citadel.

This project ([click here to view the complete document and download the infographics](#)) was created in compliance with anti-COVID-19 health provisions, and in line with the documents drawn up by **AEFI** (Associazione Enti Fieristici Italiani - Italian Exhibition and Trade Fair Association), **EMECA** (European Major Exhibition Centres Association), **FEDERCONGRESSI**, and **UFI** (Global Association of the Exhibition Industry).

Our goal is to offer our clients a sort of “passport” to access a COVID-free congress and exhibition centre, implementing all the essential procedures to guarantee compliance with regulations in force – body temperature measurement through thermal scanners upon access, interpersonal distancing, providing PPE (Personal Protective Equipment), cleaning and sanitising spaces constantly by specialized companies, and the possibility for all the company employees of carrying out a serological screening on a voluntary basis.

With the reopening of congresses and exhibitions in Tuscany scheduled for 13<sup>th</sup> June 2020, this protocol is an accurate “handbook” featuring over 50 points to welcome anyone in complete safety, helping them organise all the various steps to carry out their event – starting from next September – inside our venues.

A digital platform to plan appointments during fairs and exhibition will be available for our clients, along with the exclusive use of online ticket office and electronic payment, access to provisions on COVID-19 through dedicated integrated apps and signs, and hand sanitizing gel dispensers available throughout the congress and exhibition centre. Scheduled and limited accesses according to the new capacity of each pavilion will be organised, along with security lanes and interpersonal distancing signs, and information updated in real time on facilities available in the city, in co-operation with Destination Florence CVB.

Within this whole new and changing world of events, restarting with new hybrid formats and looking forward to progressively reacquiring larger live spaces, **Firenze Fiera’s offer** looks even more attractive and competitive on the global market, thanks to the restyling of some of its venues – the **Nazioni Pavilion, a privileged location for large corporate events** – and to the versatility of its offer, featuring historic halls, modern pavilions and outdoor areas which, in this delicate post-COVID Phase 3, appear particularly interesting and functional to the request of increasingly wide and open spaces.

**Watch the VIDEO:** *Firenze Fiera is ready to welcome congresses, exhibitions and meetings in complete safety* (<https://www.youtube.com/watch?v=rodjpA88lY8>)

**Firenze Fiera spa**

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