

## Generali and Trieste Convention Center (TCC) agree to name north-east Italy's largest convention center as 'Generali Convention Center Trieste'

Trieste – Generali and TCC-Trieste Convention Center announce the agreement to name the largest multifunctional convention center overlooking the sea in the entire north-east of Italy as the **Generali Convention Center Trieste**.

The three-year partnership increases Generali's support for one of the first activities initiated within the city's *Porto Vecchio* (Old Port) with the ambition of making the center an attractive place for conferences and events of both national and international calibre. It is a continuation of the Group's investment in Trieste, a city with great growth potential, due to its wide network of excellence institutions in the scientific and academic fields, as well as the increasing activity of its port system.

The announcement was made today during a press briefing, attended by **Generali Group CFO, Cristiano Borean, Group Chief Communications & Public Affairs Officer and Group Spokesperson, Simone Bemporad**, and **TCC's Chairman, Roberto Morelli**. The agreement will provide for a new coordinated image that will include the affixing of signs with the name on the buildings of the center and within the wider area with new signage that will facilitate visitors in identifying buildings and rooms.

Generali is the main shareholder of the Convention Center, with a 49% stake, together with illycaffè (13%), Biovalley (8%) as well as sixty other shareholders holding small shares of up to 2% each.

The center is located in the Old Port of Trieste, now Porto Vivo, and is structured in two buildings - warehouses 27 and 28 - which include the 1920-seat Generali Auditorium, 5 rooms, a cafeteria, a terrace overlooking the sea, and a 5,000 square meters of exhibition space, all together reaching a total of 10,000 square meters.

The **Generali Group Chief Communications & Public Affairs Officer and Group Spokesperson, Simone Bemporad**, said: *"Generali, one of the leading global players in the insurance and asset management sectors, supports Trieste's role as a bridge between Mediterranean and Central and Eastern European communities and cultures. The city, in which Generali was born, has its historic headquarters, and has given life to important initiatives such as the Group Academy, has always held this purpose in its DNA. The partnership with the Trieste Convention Center, now Generali Convention Center Trieste, goes in this direction, so that the Center can play its role as an attractive international congress and exhibition destination with more strength, while supporting the city's economy through a space that works in a collaboration with the wider territory"*.

The **Chairman of the Trieste Convention Center, Roberto Morelli**, said: *"We are proud to announce this agreement with Generali, our main shareholder and one of the world's leading groups in the insurance and asset management sectors. With Generali, we share a deep bond with our hometown, Trieste, as well as an aspiration to excellence, attention to people, the offer of meeting places and tailor-made services for our customers, a vocation for innovation and an eye to the future. This partnership further enhances Trieste's positioning as an international congress and tourist destination and confirms the important economic impact"*



*for the territory of conference and exhibition events. The association with a prestigious brand such as Generali is a source of pride for us and a lever to increase the attractiveness of our offer. It could be a fundamental reason for the recovery of the old port and the area's ability to attract initiatives of excellence".*

**The new logo** – The new logo of the convention center, called Waterfront and developed in collaboration with the Trieste-based agency Loud, is based on the development of an extremely stylized perspective version of a view from the sea of Pavilion 28, the nerve center and the characteristic and defining symbol of the Generali Convention Center Trieste. The sign, which recalls a wave as well as the silhouette of the center, combines the architectural element with the naturalistic one, developing the dialogue between the regularity of the structure and the sinuosity of the wave moved by the wind. A sort of balance in motion to represents a reality that is as composite as it is aggregating.

#### **THE GENERALI GROUP**

Generali is one of the largest global players in the insurance and asset management sector. Founded in 1831, it is present in over 50 countries with total premium income of € 81.5 billion in 2022. With 82,000 employees worldwide and 69 million customers, the Group boasts a leading position in Europe and an increasingly significant presence in Asia and Latin America. At the heart of Generali's strategy is the commitment to be a Lifetime Partner to customers, through innovative and customised solutions, an excellent customer experience and a global, digitalised distribution capacity. The Group has fully integrated sustainability into all its strategic choices, with the aim of creating value for all stakeholders and building a fairer and more resilient society.

[www.generali.com](http://www.generali.com)

TCC – Trieste Convention Center is the largest multifunctional conference center overlooking the sea in the entire north-east of Italy. With a total of 10,000 square meters for 2 pavilions and 5,000 square meters of conference areas, TCC is the result of the sustainable recovery and energy redevelopment of Warehouses 27 and 28 of the Old Port in Trieste. The availability of multifunctional areas of different sizes, the state-of-the-art equipment, including GARR ultrafiber and full accessibility even for people with reduced mobility, give TCC the flexibility needed to host events and fairs of all sectors, targets and sizes. Its proximity to the train station and the city center, the presence of parking lots, and the scenic sea view all contribute to making it an ideal location.

[Trieste Convention Center SpA – The place to be, the venue to hire](#)

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