



Ambasciata d'Italia
Belgrado

Prot. 0003909-P

PUBLIC NOTICE FOR THE CALL FOR SPONSORS FOR THE ITALIAN PAVILION AT EXPO 2027 BELGRADE

The Ambassador of Italy to Belgrade and Commissioner General for Italy's Participation in EXPO 2027 Belgrade, Luca Gori (hereinafter, the "**Commissioner**"),

WHEREAS the Specialized International Exhibition EXPO 2027 Belgrade will take place in Belgrade, Republic of Serbia, from 15 May to 15 August 2027, under the theme "Play for Humanity: Sport and Music for All";

HAVING REGARD TO the Decree of the President of the Council of Ministers (D.P.C.M.) of 11 February 2026, registered by the Court of Auditors under No. 0007137 on 19 March 2026, by which the Commissioner was appointed and entrusted with the institutional duties relating to the implementation of the Italy Pavilion;

HAVING REGARD TO the Participation Contract for Italy's participation in EXPO 2027 Belgrade, signed on 30 April 2026 between the Commissioner for EXPO 2027 Belgrade, the Commissioner General of EXPO 2027 Belgrade and the Director General of EXPO d.o.o., which establishes the terms and conditions governing Italy's participation in EXPO 2027 Belgrade, in compliance with the 1928 Paris Convention and its subsequent implementing provisions;

WHEREAS pursuant to the aforementioned Participation Contract, Italy will participate with a "Large Pavilion" exhibition space located in Hall A.3;

PURSUANT TO the Decree of the Ministry of Foreign Affairs and International Cooperation No. 192 of 2 November 2017, entitled "Regulation laying down general guidelines governing procurement procedures and contract execution abroad, pursuant to Article 1(7) of Legislative Decree No. 50 of 18 April 2016";

INVITES

all interested public and private economic operators to submit sponsorship proposals in support of the realization of the Italy Pavilion and its programme of activities at EXPO 2027 Belgrade.



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1. EXPO 2027 BELGRADE: WHY BECOME A SPONSOR

EXPO 2027 Belgrade represents a unique opportunity for economic operators to gain international visibility, strengthen their strategic positioning, and develop business and commercial relationships in the Balkan region and beyond.

It is the first International Exhibition to be hosted in the Western Balkans, a region of primary geopolitical and commercial importance.

The event has attracted high-level participation, with approximately 140 countries already confirmed, including the United States, China, Japan, Germany, France, Saudi Arabia, and the United Arab Emirates, and is **expected to welcome more than 4 million visitors**.

Serbia is a target market for internationalization within the framework of Italy's **Action Plan for Accelerating Exports to non-EU markets**.

The **theme** of play and creativity provides a broad and cross-sectoral platform to showcase numerous industries, extending well beyond the creative and sports sectors.

Italy will have one of the twelve large-scale national pavilions located within one of the central halls of the exhibition site.

In addition to the spaces within the Italy Pavilion, EXPO 2027 Belgrade will provide business venues, sports facilities and areas, conference rooms, and thematic pavilions where events and initiatives may be organized.

The EXPO 2027 Belgrade programme includes six thematic weeks featuring dedicated initiatives: Play for Resilience (22–29 May 2027); Play for a Sustainable Future (5–12 June 2027); Play for Innovators (19–26 June 2027); Play for Future Visionaries (3–10 July 2027); Play for an Active Society (17–24 July 2027); Play for Peace (7–14 August 2027)

EXPO 2027 Belgrade will also host the **international GITEX GLOBAL AI exhibition** (21–23 May 2027), dedicated to artificial intelligence and innovation.



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2. ITALY'S PARTICIPATION

The Vision

At EXPO 2027 Belgrade, Italy intends to present **play as one of the most authentic expressions of Italian culture** and as a **tool by which our country innovates, creates, and engages with the world.**

For Italy, play is not merely a form of entertainment; it is a genuine cultural attitude deeply rooted in the nation's identity. It is a way of observing reality, addressing complexity, and transforming imagination into concrete action, ideas into experiences, and projects into opportunities for development.

At EXPO 2027 Belgrade, **we will showcase Italy's commitment to "playing together" in a collaborative and inclusive manner, placing its talent at the service of humanity through inventions, products, technologies, cultural achievements, and models of excellence that have contributed to global progress.**

The international success of Made in Italy is an expression of this vision: a system in which individual talent is combined with collaboration, quality, and the pursuit of shared value, generating economic, social, and cultural benefits. This is an **inherently collaborative and intergenerational vision** that recognizes dialogue among people, skills, territories and cultures as the essential foundation for building a more innovative, sustainable, and inclusive future.

The National Pavilion

The Italian Pavilion, covering approximately 1,400 square metres, will be developed across two levels.

The **ground floor** will be dedicated to the **public exhibition experience**, featuring immersive areas, a central piazza designed for live performances and events, and a food and beverage area.

The **mezzanine** level will be reserved for **institutional and business activities**, including a conference room with seating for 50–60 participants and a VIP lounge for meetings and B2B activities. Both the pavilion design and the programme of activities will follow the principles of **inclusion and accessibility**, with the aim of ensuring broad and participatory access to the contents



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3. SPONSORSHIP CATEGORIES

Public and private economic operators may submit sponsorship proposals in the following forms:

- **Financial Sponsorship**, consisting in a monetary contribution provided in support of project, organizational, communication and/or fit-out activities, without any obligation on the part of the sponsor to directly supply goods or services.
- **Technical Sponsorship**, a “*Value-in-Kind*” contribution consisting of services and/or supplies within the product and service categories identified in this Call for Sponsorships.

Sponsorship levels are divided into four categories, depending on the value of the proposed financial or technical contribution:

| | |
|-----------------|----------------------------------------------------|
| BRONZE | Contribution value € 5.000 - € 24.999 |
| SILVER | Contribution value € 25.000 a € 49.999 |
| GOLD | Contribution value € 50.000 a € 99.999 |
| PLATINUM | Contribution value equivalent to € 100.000 or more |

4. BENEFITS GRANTED TO SPONSORS

The sponsorship categories defined above shall be entitled to the benefits set out below in terms of visibility, communication, use of spaces, networking opportunities and services. For a comparative analysis of the benefits, please refer to **Annex B – Comparative Matrix of Sponsor Benefits**.

BRONZE SPONSOR (€ 5.000 – 24.999)

1. Logo displayed on the sponsor screen within the Italy Pavilion.
2. Logo included in institutional and promotional materials.
3. Right to use the designation “Official Sponsor of the Italy Pavilion”.
4. Right to use the Italy Pavilion logo/brand for corporate advertising and communication initiatives (in compliance with the rules and procedures communicated by the Commissioner’s Office).



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5. Mention in collective press releases.
6. Promotion of the sponsor through the Italy Pavilion communication plan (website, interviews, newsletters, etc.).
7. Invitation to the official presentation press conference.
8. Participation in the Italy Pavilion opening event.
9. Inclusion in the official group photo during the opening event.
10. Mention in any digital and printed materials relating to Italy's participation in EXPO 2027 Belgrade after the conclusion of the event.

SILVER SPONSOR (€ 25.000 – 49.999)

1. Logo displayed on the sponsor screen within the Italy Pavilion (greater prominence than the previous category).
2. Logo included in institutional and promotional materials (greater prominence than the previous category).
3. Right to use the designation "Official Sponsor of the Italy Pavilion".
4. Right to use the Italy Pavilion logo/brand for corporate advertising and communication initiatives (in compliance with the rules and procedures communicated by the Commissioner's Office).
5. Mention in collective press releases.
6. Promotion of the sponsor through the Italy Pavilion communication plan (website, interviews, newsletters, etc.).
7. Invitation to the official presentation press conference.
8. Invitation to the Italy Pavilion opening event.
9. Inclusion in the official group photo during the opening event.
10. Mention in any digital and printed materials relating to Italy's participation in EXPO 2027 Belgrade after the conclusion of the event.

Additional benefits compared to the previous category:

11. Company profile featured on the Italy Pavilion / Embassy of Italy in Belgrade website.
12. Promotion of the sponsor through the Italy Pavilion social media communication plan (Facebook, X and Instagram).
13. Participation in official events organized by the Commissioner's Office.
14. Participation in business networking events.



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15. Complimentary admission tickets to EXPO 2027 Belgrade (number to be determined).

GOLD SPONSOR (€ 50.000 – 99.999)

1. Logo displayed on the sponsor screen within the Italy Pavilion (greater prominence than the previous category).
2. Logo included in institutional and promotional materials (greater prominence than the previous category).
3. Right to use the designation "Official Sponsor of the Italy Pavilion".
4. Right to use the Italy Pavilion logo/brand for corporate advertising and communication initiatives (in compliance with the rules and procedures communicated by the Commissioner's Office).
5. Mention in collective press releases.
6. Promotion of the sponsor through the Italy Pavilion communication plan (website, interviews, newsletters, etc.).
7. Invitation to the official presentation press conference.
8. Participation in the Italy Pavilion opening event.
9. Mention in any digital and printed materials relating to Italy's participation in EXPO 2027 Belgrade after the conclusion of the event.
10. Company profile featured on the Italy Pavilion / Embassy of Italy in Belgrade website.
11. Promotion of the sponsor through the Italy Pavilion social media communication plan (Facebook, X and Instagram).
12. Participation in official events organized by the Commissioner's Office.
13. Priority participation in business networking events.
14. Complimentary admission tickets to EXPO 2027 Belgrade.

Additional benefits compared to the previous category:

15. Opportunity to organize a dedicated corporate presentation within the Pavilion.
16. Distribution of corporate informational materials during sponsor-related events and in connection with programme themes.
17. Use of office areas, conference facilities, lounge and catering spaces, subject to arrangements agreed with the Commissioner's Office.
18. Italian/Serbian interpretation services for agreed events held at the Pavilion.
19. Support for the booking and use of Conference & Business facilities located outside the Pavilion and available at the EXPO 2027 Belgrade site.



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PLATINUM SPONSOR (€ 100.000 or more)

1. Logo displayed on the sponsor screen within the Italy Pavilion (maximum visibility).
2. Logo included in institutional and promotional materials (maximum visibility).
3. Right to use the designation "Platinum Sponsor of the Italy Pavilion".
4. Right to use the Italy Pavilion logo/brand for corporate advertising and communication initiatives (in compliance with the rules and procedures communicated by the Commissioner's Office).
5. Dedicated mention in press releases.
6. Promotion of the sponsor through the Italy Pavilion communication plan (website, interviews, newsletters, etc.).
7. Invitation to the official presentation press conference, including speaking opportunity.
8. Participation in the Italy Pavilion opening event, including speaking opportunity.
9. Mention in any digital and printed materials relating to Italy's participation in EXPO 2027 Belgrade after the conclusion of the event.
10. Company profile featured on the Italy Pavilion / Embassy of Italy in Belgrade website.
11. Promotion of the sponsor through the Italy Pavilion social media communication plan (Facebook, X and Instagram).
12. Participation in official events organized by the Commissioner's Office.
13. Priority participation in business networking events.
14. Complimentary admission tickets to EXPO 2027 Belgrade.
15. Distribution of corporate informational materials during sponsor-related events and in connection with programme themes.
16. Use of office areas, conference facilities, lounge and catering spaces, subject to arrangements agreed with the Commissioner's Office.
17. Italian/Serbian interpretation services for agreed events held at the Pavilion.
18. Support for the booking and use of Conference & Business facilities located outside the Pavilion and available at the EXPO 2027 Belgrade site.

Exclusive category benefits:

19. Dedicated press kit.
20. Dedicated presence in media, digital and social media campaigns.
21. Joint communication campaigns.
22. Speaking opportunity during the Media Briefing organized on the occasion of Italy's National Day.
23. Speaking opportunity during the Business Briefing organized on the occasion of Italy's National Day.



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24. Tailor-made agenda of institutional and B2B meetings.
25. Use of the central Piazza for a dedicated event (direct costs to be borne by the sponsor).
26. Dedicated visibility during events and forums.
27. Dedicated operational support.
28. Dedicated page/section in any digital and printed materials relating to Italy's participation in EXPO 2027 Belgrade after the conclusion of the event.

8. TECHNICAL SPONSORSHIPS: CATEGORIES OF GOODS AND SERVICES

Technical sponsorships may be provided in the form of supply and/or, where applicable depending on the nature of the goods, through rental arrangements.

1. Lighting, Security and Technical Infrastructure

- Lighting solutions, designer lighting fixtures and decorative lamps.
- Advanced security, access control and surveillance systems.
- Acoustic systems and sound-absorbing materials to enhance comfort and optimize sound quality within spaces.
- Video surveillance systems.

2. Furniture, Interior Design and Hospitality

- Supply of indoor furniture for conferences, offices, lounges and networking areas.
- Professional kitchens, bar counters and integrated hospitality and food service solutions.
- Uniforms and professional apparel for hostesses, stewards and operational staff.
- Accessories and solutions for personal shading and visitor comfort.

3. Technology, Digital Solutions and Innovation

- Digital and immersive technologies: LED walls, digital screens, ICT, telecommunications, augmented reality and digital wayfinding systems.
- Multimedia solutions for direction, video production and immersive content.
- Professional audio systems for events and installations.
- Social walls, data visualization tools, infographics and interactive dashboards.
- Artificial Intelligence-based systems for crowd management, analytics and personalized accessibility.
- Technology-enabled sports equipment.



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4. Media, Communication, Branding and Visitor Experience

- Media services (traditional, digital and radio).
- Website design and management services.
- Graphic design services, logo development and visual identity creation.
- Environmental graphics, signage and physical and digital wayfinding systems.
- Concept, design and development of visitor experience content.
- Production of official merchandising.

5. Arts, Culture and Entertainment

- Live artistic, cultural and entertainment performances.
- Works of art and artistic installations.
- Supply of musical instruments.

6. Display Cases, Exhibition Fit-Outs and Exhibition Technologies

- Museum-grade display cases and protection systems for artworks, objects and products.
- Modular systems and technologies for temporary and permanent exhibition installations.
- Exhibition structures, displays and custom solutions for exhibition design.
- Conservation, security and environmental monitoring solutions for exhibited works.

7. Food & Beverage

- Catering and food service operations.
- Professional catering equipment and service accessories.
- Appliances and technologies for the food service industry.
- Supply of food products and alcoholic and non-alcoholic beverages.
- Mineral waters, functional beverages and sports supplements.
- Coffee products, professional roasting services and equipment for bars and cafés.

8. Logistics, Mobility and Operational Services

- Travel agency services.
- National and international shipping and logistics services, including fine art transportation.
- Vehicle rental and dedicated mobility services.
- Insurance coverage and risk management services.



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5. SUBMISSION OF PROPOSALS

Interested economic operators are invited to submit an application to participate, which shall in no way be binding with respect to the sponsorship proposal.

Sponsorship proposals must specify:

- A description of the proposing company's business sector and the reasons for the sponsorship;
- The economic value of the technical sponsorship.

In this regard, it is hereby clarified that activities carried out by the sponsor exclusively for its own benefit or not expressly approved by the Commissioner may not be included in the overall value of the sponsorship.

Sponsorship proposals must be submitted by certified email (PEC) to amb.belgrado@cert.esteri.it or by email to economico.belgrado@esteri.it

no later than 31st AUGUST 2026

and must include:

- a) Participation Application (using the attached template – Annex A), including a declaration of the absence of exclusion grounds and possession of the participation requirements, certified by the single applicant or, in the case of a joint applicant, by each economic operator forming part of the consortium, through a self-certification statement signed by the legal representatives of the proposing companies;
- b) A copy of a valid identity document of each signatory.

By participating in this procedure, the Commissioner is authorized to carry out all necessary checks with the competent authorities to verify the truthfulness of the declarations made by the Applicant, particularly those concerning compliance with the participation requirements.

The Commissioner guarantees the highest level of confidentiality in order to protect any commercial and industrial proprietary rights of the applicants, in accordance with applicable privacy regulations. The Commissioner may evaluate and grant, upon request by sponsors, different forms of benefit differentiation aimed at ensuring maximum synergy between the sponsor's commercial strategies and the needs of the Italy Pavilion, within the categories listed in this Notice.



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The proposals received will be examined by the Commissioner, who will negotiate the terms, methods, and conditions of the sponsorships with the selected economic operators and will subsequently enter into specific sponsorship agreements.

The proposals shall not be considered binding upon the Commissioner, who will assess their level of interest, compatibility, and consistency with the objectives of Italy's participation in EXPO 2027 Belgrade. The Commissioner reserves the right, at its sole discretion, not to consider proposals deemed unsuitable or incompatible with the institutional role or objectives of the EXPO 2027 Belgrade event, or with the purposes of this initiative, and, in the case of competing proposals, to freely select the one considered most advantageous.

Any requests for clarification regarding this Notice and the procedures for submitting proposals may be sent to **amb.belgrado@cert.esteri.it** or **economico.belgrado@esteri.it**, or by calling the following telephone number: (+381) 011 3066100.

ANNEXES

Annex A – Application for Sponsorship

Annex B – Privacy Notice on the Processing of Personal Data

Annex C – EXPO Belgrade 2027 Site Plan and Italy Pavilion

Belgrade, 9th June 2026

Luca Gori
Ambassador and Section Commissioner
to EXPO 2027 Belgrade