

## HORTUS ROMANI

### Promotion Ceremony of Rome Garden in IHE Yangzhou

#### 扬州世界园艺博览会罗马花园推介会

Thursday 8th July 2021, 08:30 – 9:35 am, CEST  
2021年07月08日，星期四，北京时间 14:30-15:35

Rome Venue: Auditorium, Faculty of Architecture of Fontanella Borghese, Rome  
罗马会场：罗马建筑学院礼堂

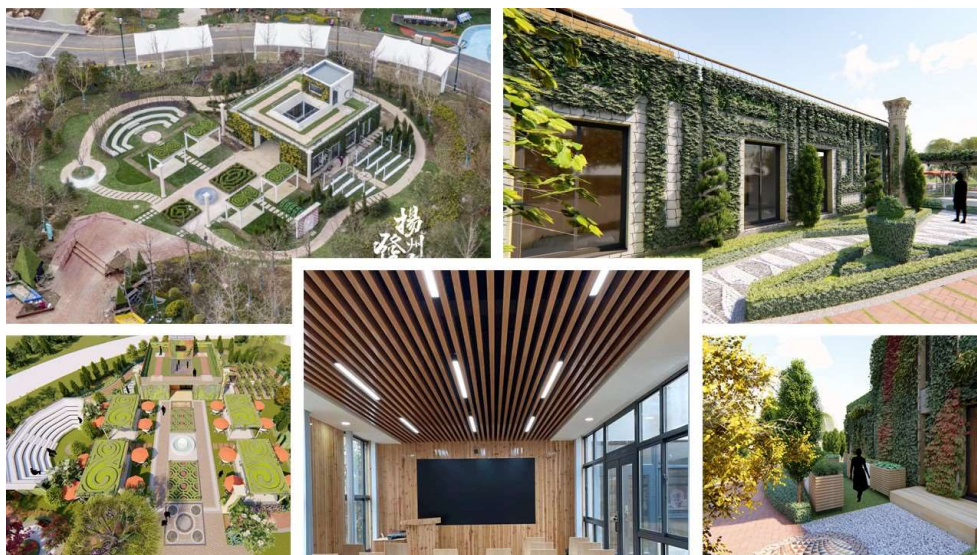
Yangzhou Venue: Pavilion, Hortus Romani garden, IHE Yangzhou  
扬州会场：世界园艺博览会罗马园展馆会议厅

Join Zoom Meeting 线上参加：

<https://us06web.zoom.us/j/86900587164?pwd=enBLQUNPOzFiL3VyZ3RpTG5VNk1jUT09>

Meeting ID 会议代码：869 0058 7164    Passcode 会议密码：738223

English-Chinese Simultaneous Interpretation available 会议提供中—英同声传译



## HORTUS ROMANI IN CHINA: A ROMAN GARDEN AT IHE 2021 YANGZHOU

The City of Yangzhou presented the opportunity to the city of Rome for the participation at the Horticulture Expo 2021.

Hortus Romani and the Rome Pavilion are a synthesis of an architectural space integrated with vertical and horizontal green solutions that could represent the material and immaterial excellence of the Roman City and its surrounding areas. The Rome team designs the garden with two principles that incorporate their own history and culture:

1. Green architecture with low carbon solutions and innovative green building integrations
2. Urban agriculture for an ecological transition and Green Deal.

The participation of the Rome team represents a great opportunity for collaboration in the academic, institutional and economic fields between Rome and Chinese Cities and an opportunity to strengthen the cooperation for increasingly sustainable urban systems close to their inhabitants.

## URBAN SYSTEMS FOR TOURISM

Urban systems built with quality and ecological criteria bring about the ability to turn into tourist attractions, capable of handling, in a sustainable way, all the practices related to promotion and welcoming of incoming tourists. This process can be particularly relevant in the case of Rome, the capital city of Italy, keeper of invaluable architectural and cultural heritage.

By applying the tools of digitalization and innovative technologies such heritage can be appreciated by tourists coming from geographically and culturally distant locations, Chinese tourists being one relevant example. In this dynamic context, tourism can also be interpreted as a key tool to international cooperation, potentially bridging places, cultures, and people.

## HORTUS ROMANI 在中国：扬州世界园艺博览会的罗马花园

去年扬州市向罗马市提出邀请，参加 2021 年世界园艺博览会。

罗马花园以及其中的罗马展园是建筑空间与垂直和水平绿色解决方案整合的综合体，展现出罗马市及其周边地区精彩纷呈的风貌。结合了罗马的历史与文化，花园的设计是基于以下二个原则：

1. 整合创新及低碳解决方案的绿色建筑
2. 配合生态转型和绿色协议的城市农业

罗马团队在世园会的参与，除了代表罗马与中国城市间在政府、学术和经济领域上合作的绝佳机会，也是加强建立更贴近居民的可持续城市系统的合作良机。

### 城市旅游系统

以高质量和生态标准建造的城市系统，使旅游景点能以可持续的方式，欢迎入境游客并推广观光活动。这样的演进过程，对于作为珍贵建筑及文化遗产守护者的意大利首都罗马来说，至关重要。

应用数字化工具和创新技术，来自地理远方和文化各异的游客们也能欣赏领略这些遗产，中国游客就是最佳例证。从这个角度出发，旅游业也可被视为国际合作的关键工具，能作为地方、文化和人民的桥梁。

## AGENDA 议程

Moderator 主持人		Ms. Qian WANG, Key Expert of IURC-China Programme 王倩女士，欧盟国际城市与区域合作项目执行主任
CEST 欧洲	CST 中国	Agenda topic / 议程主题 Speaker / 发言人
<b>Promotion Ceremony of Rome Garden, Hortus Romani 扬州世园会罗马花园推介会</b>		
08:30 08:35	14:30 14:35	Introduction of IURC-China Programme 欧盟国际城市与区域合作项目简介 Ms. Qian WANG, Key Expert of IURC-China Programme 欧盟国际城市与区域合作项目执行主任 王倩女士
08:35 08:40	14:35 14:40	Remarks 致辞 Mr. Ramón López Sánchez, Policy Coordinator for International Relations, DG REGIO 欧盟地区与城市政策总司 国际关系政策协调员拉蒙·洛佩斯·桑切斯 先生
08:40 08:45	14:40 14:45	Remarks 致辞 Ms. Veronica Tasciotti Amati, Councillor for Tourism of Rome Municipality 罗马副市长（主管旅游）维罗妮卡·塔西奥蒂·阿马蒂 女士
08:45 08:50	14:45 14:50	Remarks 致辞 Deputy Mayor YU Ting, Yangzhou City Government 扬州市政府副市长 余珽 先生
08:50 08:55	14:50 14:55	Remarks 致辞 Mr. Orazio Carpenzano, Dean Faculty of Architecture Sapienza Rome 罗马第一大学建筑学院院长 奥拉齐奥·卡彭扎诺 先生
08:55 09:00	14:55 15:00	Remarks 致辞 Ms. CHENG Zhaojun, Deputy Director of Yangzhou Development and Reform Commission 扬州发展和改革委员会副主任 程兆君 女士

CEST 欧洲	CST 中国	Agenda topic / 议程主题 Speaker / 发言人
<b>International Cooperation in Tourism 旅游文化与国际合作</b>		
09:00 09:15	15:00 15:15	Keynote Speech 主题演讲 Ms. Elisa Morsicani, Italian LifeStyle CEO 意大利时尚生活执行总裁 爱丽丝·莫西卡尼 女士 <b>Topic:</b> The Prospects of Sino-Italy Cultural Exchange <b>主题:</b> 中意旅游文化交流的前景
09:15 09:25	15:15 15:25	Keynote Speech 主题演讲 Ms. CHENG Lingchun, Deputy Director of Bureau of Culture, Radio, Television and Tourism Yangzhou Municipal Government 扬州市文化广电和旅游局副局长 陈玲春 女士 <b>Topic:</b> Introduction of Yangzhou Tourism Culture and Prospects of Cooperation with Europe <b>主题:</b> 扬州旅游文化介绍及对欧合作展望
09:25 09:35	15:25 15:35	Keynote Speech 主题演讲 Ms. XU Jing, Deputy Director of Foreign Affairs Office, Yangzhou Municipal Government 扬州市外事办公室 副主任 徐静 女士 (TBC) <b>Topic:</b> Introduction to Yangzhou's Contacts with European Cities <b>主题:</b> 扬州与欧洲城市友好交往情况介绍