

# PRETOURS PROGRAMMES

15-17 JANUARY 2011



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# General terms and conditions

**FITUR Meetings & Events** will bring together Spanish suppliers and international buyers by means of a system of pre-arranged appointments, whereby the buyer receives the seller in his workplace. This gathering will take place in a single day, **January 18, 2011**, that will, as in previous years, act as a preface to the FITUR Trade Fair. Selected buyers will not only be invited to take part in the workshop but also in a program of **pretours and social events**, which will be provided with **guest transport and accommodation**.

## **PROGRAMME**

- **Saturday 15<sup>th</sup> January to Monday 17<sup>th</sup> January:** Pretours (*Optional*)
- **Tuesday 18<sup>th</sup> January:**
  - Unscheduled appointments: **8.30 am. 9.00 am.**
  - Appointments: **9.00 am. 1.35 pm.**  
**2.45 pm. 5.40 pm.**
  - Luncheon: **1.40 pm. 2.30 pm.**
  - Meet-the-Press: **5.45 pm. 6.15 pm.**
  - 9.00 p.m. Fitur meetings & events special event**
- **Wednesday 19<sup>th</sup> January:** FITUR 2011 Official Opening

# General terms and conditions

## WORK DAY

- Guest **buyers** will be furnished with a work station, where they **will receive sellers** by appointment during the course of one working day (Tuesday 18 January 2011).
- There will be a limited number of buyers and sellers. **Buyers will have 20 to 23 pre-arranged appointments, lasting 15 minutes**, with a 5-minute break between appointments.
- Appointments may be arranged in situ, outside the official appointments schedule. Half an hour will be set aside for this purpose, before the formal commencement of the work day, and there will be a system for sending and receiving messages.
- All services included during this work day are to be free of charge: catering, luncheon etc.
- Those participants will receive a **CD catalogue** containing a full briefing on all corporate participants.

# General terms and conditions

## PRETOURS

- The pretours are fam-trips designed by product and intended to act as a showcase for the convention and tourist supply side in a given area of Spain.
- These tours are scheduled to take place from **Saturday 15 to Monday 17 January**.
- The **maximum number** of participants in each pretour is **20** and the **minimum, 10**. Pretours that fail to attract the pre-established minimum number of participants will be cancelled, and in that case buyers will be offered to join another tour.
- From among the itineraries proposed, buyers **must choose at least three destinations** in order of interest. Demands will be attended in a "first come first serve" system.
- **FITUR Meetings & Events** shall not be liable under any circumstances for last minute changes in the pretours programme made by each destination.

## SOCIAL EVENTS

Free of charge to all buyers.

# General terms and conditions

## VISIT TO FITUR OFFICIAL OPENING

- **The FITUR Meetings & Events Participants' Pass entitles all holders to enter to FITUR**, daily, for the entire duration of the Trade Fair, from 19-23 January 2011.
- Buyers will receive an invitation to attend the official opening ceremony on **Wednesday 19 January**.

## TRAVEL

- Free of charge to all buyers.
- TRAPSA/TRAVELBUS will undertake all travel and transfers in Madrid by bus and coach.
- Travel insurance included.

## ACCOMMODATION

- **Two nights' bed-and-breakfast hotel accommodation**, from Monday 17 to Wednesday 19 January offered by the Madrid Hotel Association (AEHM).
- Buyers wishing to extend their stay during the FITUR Trade Fair shall be entitled to take advantage of the **special discounts** available to all FITUR visitors. ([www.fitur.com](http://www.fitur.com)).

# General terms and conditions

## PROCEDURE

- Buyer's participation request will be managed on-line.
- **FITUR Meetings & Events** will send out a list of participant sellers, along with information on the full range on offer, so that participant buyers can draw up a **shortlist of their preferences** when the time comes for arranging their respective appointment schedules.
- Preferences received will be processed once and matched up, with appointments being arranged in line with the following order of criteria:
  1. *Buyer wishes to see seller and seller wishes to see buyer.*
  2. *Buyer wishes to see seller.*
  3. *Seller wishes to see buyer.*
- The appointments schedule as finally arranged will be given to all buyers upon the arrival at the hotel in Madrid.
- **FITUR Meetings & Events** will proceed with the booking and issue of tickets and reservation of accommodation.

# Pretours 2011

Organised by: **Bilbao Turismo and Convention Bureau**  
[www.bilbao.net/bilbaoturismo](http://www.bilbao.net/bilbaoturismo)



## **Bilbao: a 21st Century City**

Bilbao has become the first ever city to be awarded the **Lee Kuan Yew World City Prize**, otherwise dubbed the Nobel prize for cities. Backed by the Swedish Nobel academy, the prize is intended for individuals or organizations considered to be examples of *'Liveability, Vibrancy, Sustainability and Quality of Life'*.

Bilbao is the heart of a metropolitan area with over 1,000,000 inhabitants. The urban revolution that the city has undergone is the experience of particularly significant years, extending far beyond the success of the **Guggenheim Museum**. It is the best example of a major city's **sympiosis with its river**.

Far from being the only exponent, the Guggenheim is just one of the gems that make up the extensive urban architectural landscape, signed by some of the most renowned architects, that certify to Bilbao's metamorphosis: the amazing building for the Basque Health Service, Osakidetza, the Palacio Euskalduna Conference and Performing Arts Centre, the Alhondiga (Philippe Starck), the libraries of the Bizkaia Regional Government and the University of Deusto, etc.

# Bilbao Programme

## Saturday 15th January

Participants arrive at Bilbao International Airport. Transfer to the hotel by bus, accompanied by a guide. Bilbao Turismo and Convention Bureau welcomes to the participants and technical visit to the hotel

**8:30 p.m** : Meet the guide at the hall of the hotel and transfer to Zortziko, a Michelin Star restaurant, for dinner. [www.zortziko.es](http://www.zortziko.es)

## Sunday 16th January

**10.00 a.m** : Guided tour the Guggenheim Bilbao Museum  
[www.guggenheim-bilbao.es](http://www.guggenheim-bilbao.es)

# Bilbao Programme

The architectonic visit to the building designed by Frank O. Gehry surprises the visitor with its originality. The Museum stands in an outstanding location on the riverside, the communication route behind the economic growth of Bilbao, opposite the University of Deusto, a temple of knowledge. The building itself is like a large sculpture with amazing silhouettes. From one side it reminds us of a ship on the bank of the Nervión river, a reminder of the industrial and shipping past of Bilbao.



# Bilbao Programme

## Sunday 16th January

**11:30 a.m** : Transfer by tram to the **Old Quarter** of the city.

The old town, called **Casco Viejo**, houses numerous monumental buildings: the **Arriaga Theatre**, the **Plaza Nueva** and the Gothic-style **Santiago Cathedral**.

The Casco Viejo is also the best place to find genuine Basque cuisine, in plentiful supply, with a strong emphasis on raw materials, as well as the possibility of **tasting pintxos**, a form of miniature cuisine that produces truly mouth-watering works of art.

Stroll around the Old Quarter, visiting the **Ribera Market** and the **Gothic Santiago Cathedral**. Lunch based on pintxos at different bars in the Casco Viejo. Freetime.

**07:15 p.m** : Meet at the hall of the hotel y transfer to AlhóndigaBilbao.

**07:45 p.m** : Visita a **AlhóndigaBilbao**. One of the most representative buildings in the centre of Bilbao re-emerges for all after a long process of transformation: la Alhóndiga, the wine warehouse designed by Ricardo Bastida in 1909.

# Bilbao Programme

Now, Alhóndiga Bilbao is a place brimming with activities for everyone, with the aim of becoming a new driving force behind cultural and leisure pastimes. This transformations author is the worldwide known Philippe Starck.

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

After the technical visit, dinner at Yandiola restaurant, located in Alhóndiga Bilbao building. [www.yandiola.com](http://www.yandiola.com)



# Bilbao Programme

## Monday 17th January

**9:30 a.m** : Technical visit to **Euskalduna Conference Center & Concert Hall**. World's Best Conference Centre 2003. It is the most outstanding prize to be awarded to a Conference Centre. [www.euskalduna.net](http://www.euskalduna.net)

**10:30 a.m** : Shopping in the Bilbao Centro area.

**11:30 a.m**: Transfer to Getxo, a residential area on the coast, built early last century.

**12:00 a.m** : Guided visit to the **Biscay Transporter Bridge**, declared a World Heritage Site by UNESCO.

**12:30 p.m** : Visit to a singular building.

**1:00 p.m** : Transfer to a Txakoli cellar, local White wine. Visit and lunch. [www.azurmendi.biz](http://www.azurmendi.biz)

**4:00 p.m** : Transfer to Bilbao International Airport.

*Organised by:*

**Elche Convention Bureau** ([www.elcheconventionbureau.com](http://www.elcheconventionbureau.com)) and **Elche Tourism Board** (Turisme d'Elx) ([www.turismedelx.com](http://www.turismedelx.com))



Elche is a dynamic and forward thinking city - a business capital and the most important Spanish footwear manufacturer. It has an **innovative business sense** with a continuing range and variety of services available.

The climate, good communication systems and the proximity of economic activity such as **IFA Exhibition Fair** make Elche an ideal spot for conferences and business meetings. The Ciutat d'Elx Conference Centre was built in March 2003 and is situated in very attractive surroundings in the middle of the historic city centre. It is a modern building of glass and steel, with state of the art facilities which has allowed it to become a key venue for meetings in the south of Alicante province.

In addition to excellent facilities, the business delegate can also count on a superb range of hotel accommodation and leisure opportunities right in the heart of the **largest palm tree setting in Europe, a UNESCO World Heritage site.**

# Elche Programme

## Saturday 15th January

**3:00 p.m:** Participants arrival and transfer to the hotel/hotels.

**4:00 p.m:** Accommodation and free time until dinner. When all the participants are in Elche, visit of the premises of the hotel (congress venue).

**8:30 p.m:** Welcome dinner in an emblematic restaurant of the town.

**11:00 p.m:** Transfer to the hotel/hotels.



# Elche Programme

## Sunday 16th January

**10:00 a.m:** Guided visit to the tourist attractions of the city, and the different special venues: Visitor's Centre, Municipal Park/Hort de Baix, Archaeological Museum, Altamira Palace/ Parade Ground, Santa María Basílica, Mystery Play Museum, Palm Grove Museum, National Artistic Garden "HuertodelCura".

**2:00 p.m:** Lunch in an emblematic restaurant with typical cuisine tasting.

**4:00 p.m:** Visit to the congress venues: Ciudad de Elche Congress Centre; Miguel Hernández University and Huerto del Cura Hotel.



# Elche Programme

## Sunday 16th January

**6:30 p.m:** Free time until dinner.

**8:30 p.m:** Theme dinner “Oasis” in an emblematic restaurant of the town.

**11:00 p.m:** Transfer to the hotel/hotels.

## Monday 17th January

**9:00 a.m:** Bus transfer to Institución Ferial Alicantina (IFA), visit of the premises.



# Elche Programme

## Monday 17th January

**11:00 a.m:** In Elche, the world capital of footwear industry, visit to the "Outlet Route" in Elche Industrial Park and showing of footwear manufacture process of one of the most relevant well-known brands.

**2:00 p.m:** Farewell lunch in a restaurant of the city.

**4:00 p.m:** Transfer to the airport El Altet (ALC) and bid farewell.

*Organised by:*

**Granada Convention Bureau ([www.granadaconventionbureau.com](http://www.granadaconventionbureau.com)) and  
Turismo de Granada ([www.turgranada.es](http://www.turgranada.es) )**



Granada owns one of the most important cultural heritages of Spain: **Alhambra and Albaicin** (Human heritage places), and an amazing cathedral. This is a contrasts province where enjoying beach and mountain, **Sierra Nevada** is the only andalusian place to practice ski and winter sports. Likewise it offers great cultural and art life with important annual events as International Jazz Festival, theatre, etc.. Granada is the perfect city to host congresses, conventions and incentive Travel. The Congress Palace is the biggest in Andalusia and Granada has also many wonderful venues and spaces where host all different kind of meetings and conferences; we can assure you Granada is the perfect city for your **MICE business**.

# Granada Programme

## Saturday 15th January

- Arrival to Granada airport and transfer to the hotel.
- City presentation and site inspection to meeting venues and amazing spaces as palaces, etc
- Transfer to “Sacromonte”, traditional gipsy people neighbourhood, dinner and flamenco show .
- Free Granada night-life.



# Granada Programme

## Sunday 16th January\*

**9:30 a.m:** Transfer to Guadix.

**10:30 a.m:** Arrival in Guadix, 4x4 experience in the desert. Bad Lands landscape is so characteristic in this area. It has been modified by wind and water during thousands of years .

**2:00 p.m:** Transfer to “Pago de Almaraes winerie”. Wine tasting and lunch.

**4:30 p.m:** Visit the cave-houses. Houses built inside the mountains. Many prehistoric population founded in this natural places, the place to live, and later, another cultures as muslims also decided to live in there. Is an amazing heritage that has turned into a Granada cultural tourism resource.

**5:30 p.m:** Transfer to Granada.

**6:30 p.m:** Free time.

**9:00 p.m:** Dinner in a city traditional restaurant.

# Granada Programme

## Monday 17th January

**9:30 a.m:** Guided tour to **Alhambra** and **Generalife**.

Human heritage, formed by Alhambra and Generalife, is the most known and visited monument in Spain; it is a City, also a fortress and has also Nazarí kings palaces, its rooms, gardens and spaces are the most important muslim art creation in Europe. This Arabian ancient city is a monumental construction formed by different buildings, as Alcazaba: military city, the palaces: royal residence, and Generalife gardens: royal summer residence. Built many time after, King Charles V Palace, was included in 1527 in the Alhambra.

**1:30 p.m:** Traditional lunch.

Departure to Madrid

\* Sunday program still to be confirmed

Organised by: **Madrid Convention Bureau** ([www.esmadrid.com](http://www.esmadrid.com)) in collaboration with **Turismo Madrid** ([www.turismomadrid.es](http://www.turismomadrid.es))



Madrid is an open-minded city where culture, entertainment and business share an attractive, thriving space. Thanks to its **modern and cosmopolitan** flare and to the friendly and passionate character of Madrilenians, the Spanish capital makes everyone feel right at home while providing them with some of the world's most interesting tourist attractions.

Madrid hosts **over 4,000 congresses, conventions and meetings** every year. There is a wide range of venues on offer, which include Feria de Madrid trade fair grounds (Ifema) and the future International Convention Centre to be opened by 2011. Furthermore, the excellent communications -such as Madrid-Barajas International Airport-, its top-quality hotels, and its significant cultural and entertainment offer will surely make the organization of any business event a clear success.

# Madrid Programme

## Saturday 15th January

**9:45 a.m:** Walking guided tour Madrid de Los Austrias.

**12:00 p.m:** Incentive activity and lunch in one of our special venues.

**4:00 p.m:** Activity organised by one of our DMCs.

**6:30 p.m:** Free time.

**8:45 p.m:** Pick up at the selected hotel.

**9:00 p.m:** Dinner at Casa María Restaurant. [www.casamariaplazamayor.es](http://www.casamariaplazamayor.es)

**11:00 p.m:** Madrid by night- Drink at a trendy place.

**12:00 a.m:** Transfer to the hotel

# Madrid Programme

## Sunday 16th January

**10:00 a.m:** Pick up at the hotel, transfer and visit to Alcalá de Henares.

**1:00 p.m:** Lunch at El Parador de Alcalá de Henares.

**4:00 p.m:** Visit to Las Rozas Outlet Village. Send your customers to Las Rozas Village, where they will enjoy the exclusive experience of shopping in a luxury outlet, just 30 minutes from the centre of Madrid, as a complement to their congress and incentive trips. [www.lasrozasvillage.com](http://www.lasrozasvillage.com)

**6:30 p.m:** Transfer to Madrid and free time.

**9:00 p.m:** Dinner at Café de la Ópera Restaurant. Located in the heart of Madrid, the Café de la Ópera restaurant offers “Una Cena Cantada” (A Dinner and a Song): a unique magical show and a delicious dinner served by their famous “waitersingers.” The versatility of this opera group allows them to adapt to the needs of each event. [www.elcafedelaopera.com](http://www.elcafedelaopera.com)

# Madrid Programme

## Monday 17th January

### **9:15 a.m: Visit to Casino de Madrid (special venue).**

Accommodated in a singular historical building, is the perfect place for organising private and professional events. Our vast range of amenities and services places us alongside the best clubs in the world. Prestigious chef Ferrán Adrià (Three Michelin Stars) is our gastronomic advisor and Paco Roncero (One Michelin Star) is in charge of our gastronomic offer. [www.casinodemadrid.es](http://www.casinodemadrid.es)



# Madrid Programme

## Monday 17th January

**10:15 a.m:** Visit to Círculo de Bellas Artes (special venue).

It is a private non-profit cultural organisation declared a “Centre for Protection of the Fine Arts and of Public Utility”. It has an open attitude towards the most outstanding and innovative artistic currents. It is a multidisciplinary centre where activities are performed ranging from the plastic arts to literature, through science, philosophy, the cinema or the stage arts.

Organizado por: **Sitges Convention Bureau**

[www.sitgescb.cat](http://www.sitgescb.cat)



**Sitges** has grown to become one of the main tourist destinations both in Europe as well as worldwide and it is the **number two Catalan city**, following Barcelona, in **congress and business tourism**.

Sitges, this famous Mediterranean town, just 30 minutes from Barcelona and 20 minutes from the El Prat International Airport, offers you a wide range of possibilities to make your meeting a success. Its residents' tolerant, friendly, cosmopolitan character, as well as the numerous events held here year after year, makes Sitges a fascinating destination. From the Congress Center seating 1,400, the Conference Centre seating 500, 5.000 hotel beds, the majority of which are in the 4 and 5 star category, hotels and venues with excellent meeting facilities, to its cultural treasures and its wide variety of gastronomy, shopping, leisure and sports activities, makes Sitges a unique spot on the Mediterranean seafront for your meetings.

# Sitges Programme

## Saturday 15th January

**Morning:** Arrival in Sitges. Check in at a Melia Sitges (4\*)

The Congress Centre and hotel Meliá Sitges is equipped with the latest technology, its 4.000 square metres of multipurpose halls can seat up to 2.000 guests and host several events simultaneously. We cater for anything from a general shareholders' meeting to a trade fair with over 100 stands.

**Afternoon: Old quarter and “Modernista” guided tour.**

**Casa Bacardi** is a permanent visitor centre located in Sitges, the birthplace of Don Facundo Massó, who founded the world's most-consumed rum brand. It has been established with the aim of being an international visitor centre, the European equivalent to the Bacardi Museum in Puerto Rico. At the end of the tour visitors will learn how to make their own Original Bacardi Cocktails.

**Dinner at a local restaurant (TBC)**

# Sitges Programme

## Sunday 16th January

### **Morning: Meeting facilities & venues site inspection**

The **Palau Maricel**, in the centre of the old town, exemplifies the survival of the local way of life. Built in 1910 to house the art collections of the American millionaire Charles Deering, it still has the feel of a “living” stately home. It is now one of Sitges’ flagship buildings for meetings and banquets. The sedate, elegant Saló d’Or – Gold Room – is the heart of the Palau. Originally designed as a public hall, it has been refurbished to cater for receptions and lectures.



# Sitges Programme

Sunday 16th January

## Morning: Meeting facilities & venues site inspection

**Sitges Design Centre** is a modern, unique venue located in Sitges' residential area. It was originally conceived as the "cave" for the Seat-Audi-Volkswagen group's great car designers. It is equipped to cater for any sort of event, maintaining its original personality and distinguished features like the ceiling height, its open, luminous spaces and the revolving platforms that can be used to set up all sorts of meetings.



# Sitges Programme

## Sunday 16th January

**Lunch time: Tapas workshop (place TBC)**

Learn how to cook tapas and enjoy its delightful results!

**Afternoon:** Tailor made groups according to your needs of free time for shopping.

**Evening: Hotel Dolce Sitges site inspection and dinner:** Dolce Sitges has 263 luxurious guestrooms and suites with terraces overlooking the sea. Dolce Sitges features 2,175 m<sup>2</sup> (23,411 sq. feet) of meeting space and has recently been acknowledged by the IACC as a Silver Green Star member. It has 1 amphitheatre, 11 meeting rooms, and 25 breakout rooms.

# Sitges Programme

## Monday 17th January

### **Morning: Cellars & Wineries Tour, Wine and Cava Tasting at the Penedes**

The **Bodegues Torres** name has been related to the world of wine for more than three centuries. A few years back the Visitors Centre was created opening its doors to the public offering the chance to learn about the history of its wines.

Torres also offers singular venues for all kinds of events, such as the Masia Rustica (Catalan country house), the new Waltraud Cellar designed in a modern and sustainable style. Outdoor activities can be arranged too using the natural spaces of the estate.



# Sitges Programme

## Monday 17th January

### **Morning: Cellars & Wineries Tour, Wine and Cava Tasting at the Penedes**

**Vilarnau:** The visit starts with a walk around the grounds (the vineyard, gardens and lake), and continues in the winemaking area with an explanation of the process. Visitors are then taken to the underground cellars where they can observe the use of the latest technologies in cava production. From there, the visit moves on to the bottling and disgorging area. After a break on the terrace, which offers a magnificent view of Montserrat, there is a tasting.



# Sitges Programme

## Monday 17th January

**Lunch time: Sumoll Restaurant**, located in the upper part of the Masia Gustems country house, headquarters of the Castell del Mirall cellars. The decoration draws its inspiration from modernist and Victorian tendencies, and a design with rococo touches. We offer small groups the chance to visit the cellar to see how we make our wines from up close, and cooking workshops.

**Afternoon:** Departure to Madrid.

Organized by: **Zamora Tourism**

[www.zamora.es](http://www.zamora.es)

**TURISMO DE ZAMORA**

[www.zamora.es](http://www.zamora.es)

## **Zamora: a liquid city**

Zamora is a destination with a great deal of heritage. It is the greatest **Romanesque city** in Spain with about 20 buildings in this style. **The Duero**, the main river in Castile and Portugal, dominates Zamora's city centre and tourist spots. The cathedral and scaled dome... the delicate modernist touch, the great medieval legacy with countless characters, stories, legends... and **Pure art** together with excellent quality in terms of **gastronomy** and **landscape**.

Resources, which together with the quality and versatility of the tourist industry – accommodation, catering, commerce – and a **great quality/price ratio**, which is one of the most competitive in Spain, make it possible to create open and evocative offers which can be suitable “almost a la carte”, to the demands of a very specialised, and segmented tourism and to the needs of the tour operators.

# Zamora Programme

## Saturday 15th January

- Arrival at Zamora. Hotel check-in.
- Guided Tour “**Duero Nights**” (from the Castle to the Watermills).

The Duero River is a distinguishing feature of our city. Symbol of prosperity, next to this river rose the main buildings of Zamora. Our newly opened **Medieval Castle** is one of the members of our river, and together with the **watermills of Olivares**, a tenth century flour mills, lead us to a great journey.

- Welcome cocktail at **Zen Viewpoint**. Center of Interpretation of the Medieval City. This Interpretation Centre, located a few meters from the River Duero, shows a journey through the origin, organization and life of medieval towns.

# Zamora Programme

## Sunday 16th January

**9:15 a.m- 12:00 p.m:** Departure from the hotels. Guided tour “**Zamora, from Romanesque to Art Nouveau**”. The **Byzantine dome of the Cathedral**, popularly known as "Pearl of the Duero" will be the starting point of our journey, linking the two golden ages of our city, with **the 19 Modernist buildings**.

**12:00 p.m:** Guided tour “Vicente Pastor” – Tasting of cheeses.

**1:00 p.m:** Departure to Hotel Convento I. Guided tour and lunch.

**3:30 p.m- 07:30 p.m:** Departure to the “Sierra de la Culebra” for the **Iberian Wolf Watching** where the group will be greeted by a biologist. (Wear warm clothing).

**9:00 p.m:** Departure from hotels to dinner at Hotel Rey don Sancho. Jazz Concert and presentation of the Jazz Festival of Castilla y León called “Noches de Viriato”.

# Zamora Programme

## Monday 17th January

**9:30 a.m:** Visit some different conference rooms and spaces in Zamora.

**11:00 a.m:** Coffee-break. Fundación Rei Afonso Henriques. Located along the Duero River, this Spanish-Portuguese Foundation joins a 14th century convent, with a new building designed by architect Manuel de las Casas.



# Zamora Programme

## Monday 17th January

**12:30 p.m:** Departure to the wine tourism complex Montelarreina – Valbusenda Estancia Piedra. The **D.O. Wine of Toro**, currently holds a total of 15 municipalities, covering an area of 8,000 hectares. The varieties accepted by the D.O. two for red wine –Garnacha and Tinta de Toro-, and two for white wine – MalvasíaandVerdejo-.

**2:30 p.m:** Sampling of productos of the land in Estancia Piedra Winelry.

Transfer to Madrid.



# Zamora Programme

## Monday 17th January

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Transfer to Madrid.

# Social Events Programme

**Tuesday 18<sup>th</sup> January**

**9:00 p.m: FITUR Meetings & Events Special Event.**

Offered by:           Tourspain  
                              Turismo de Madrid  
                              Promoción de Madrid  
                              Madrid Chamber of Commerce and Industry



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## FITUR 2011 Official Opening

**The FITUR Meetings & Events Participants' Pass entitles all holders to enter to FITUR, daily, for the entire duration of the Trade Fair, from 19-23 January 2011.**

**Buyers will receive an invitation to attend the official opening ceremony on Wednesday 19 January.**