

# TO WELCOME YOU



**ESCP - FINANCIAL MANAGEMENT  
ASSOCIATION CONFERENCE**  
Torino, June 12-14 2024

## Conference venue

**Grattacielo Intesa Sanpaolo**  
**Corso Inghilterra 3.**

## TORINO Top 10

- *The first Capital of Italy, before Florence and Rome*
- *The Museo Egizio, the oldest in the world*
- *The Mole Antonelliana, housing the National Cinema Museum*
- *The Holy Shroud in the Dome*
- *The Royal Residences, declared by Unesco a World Heritage Site*
- *The Leonardo da Vinci's self portrait*
- *The capital of contemporary art*
- *The famous historical cafés and patisseries*
- *The capital of taste, chocolate and aperitifs*
- *The city with 18km of arcades for shopping*



Photo: Città di Torino, Andrea Guermani

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## Tourist information and assistance

*Turismo Torino e Provincia is the Visitor & Convention Bureau of the city of Torino. We promote Torino as a tourist destination for leisure, conferences and business travel and we are pleased to provide you with some useful information.*



### PIAZZA CASTELLO

At the Tourism Office you will find lots of useful tips for getting to know the city and its territory  
from Monday to Thursday, 9am/1pm | 2pm/6pm  
from Friday to Sunday, 9am/6pm

### CONTACT CENTRE

(+39) 011 535181  
from Monday to Saturday, 9.30am/12.30pm | 2.30pm/5pm  
Sunday, 10am/1pm

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## Discounts and benefits reserved for congress participants

*Torino welcomes you.*

*For the participants in ESCP - Financial Management Association Conference and their accompanying persons, a series of reserved facilities and discounts to discover and experience the city.*

Show your 2024 Delegates Voucher on the side and you will be entitled to the following benefits:

- **Torino+Piemonte Card** at reduced rates
- **City Sightseeing Torino** tourist bus 10% discount
- Reduced entrance to a selection of **museums**
- **Torino Outlet Village:** free shuttle bus, One Day Card (10% discount on outlet price) and Welcome Drink





### TORINO+PIEMONTE CARD

Discover the amazing beauties and the many activities you can do with the Torino+Piemonte Card:

- free admission in the most important museums and exhibitions in Torino, in the castles, fortresses and Royal Residences in Piemonte
- reduced ticket on the main tourist services of Torino: lift in the Mole Antonelliana, Sassi-Superga rack tramway, "Venaria Express" shuttle bus, City Sightseeing Torino and Turin Eco City Tour buses

#### Special rates

**1 day** € 28.00 instead of € 29.00

**2 days** € 37.00 instead of € 39.00

**3 days** € 42.00 instead of € 45.00

**5 days** € 45.00 instead of € 50.00

[www.turismotorino.org/card/en](http://www.turismotorino.org/card/en)



### CITY SIGHTSEEING TORINO®

If you are looking for a unique solution to discover Torino, hop on the City Sightseeing® and let yourself be enveloped by the charme of a city with over two thousand years of history and today increasingly projected into the future.

#### Special rates

**3 lines** ticket valid 24h € 25.00 instead of € 28.00

**3 lines** ticket valid 48h € 27.00 instead of € 30.00

**3 lines** ticket valid 72h € 29.00 instead of € 32.00

[www.city-sightseeing.it/en/turin](http://www.city-sightseeing.it/en/turin)



### TORINO OUTLET VILLAGE

Just 15 minutes away from the city centre, Torino Outlet Village offers 80 stores of the most famous clothing, accessories and footwear, household articles, sport and personal care brands. Outlet prices all year around.

- free shuttle bus from/to Torino Outlet Village (Friday, Saturday and Sunday, [www.torinooutletvillage.com/en/shuttle-bus](http://www.torinooutletvillage.com/en/shuttle-bus))
- One Day Card to get 10% off at the participating stores (not combinable with any other promotion)
- Welcome drink
- Torino+Piemonte Card at reduced rates at the Info point

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

### MUSEUMS WITH REDUCED TICKET FOR DELEGATES AND ONE ACCOMPANYING PERSON

- **Agnelli Picture Gallery** - [www.pinacoteca-agnelli.it](http://www.pinacoteca-agnelli.it)
- **Fondazione Torino Musei**  
[www.fondazionetorinomusei.it](http://www.fondazionetorinomusei.it)
- **La Venaria Reale** - [www.lavenaria.it](http://www.lavenaria.it)
- **Lavazza Museum** - [www.lavazza.it](http://www.lavazza.it)
- **MAUTO National Automobile Museum**  
[www.museoauto.it](http://www.museoauto.it)
- **National Museum of Cinema** - [www.museocinema.it](http://www.museocinema.it)
- **National Museum of Italian Risorgimento**  
[www.museorisorgimentotorino.it](http://www.museorisorgimentotorino.it)
- **Museo Egizio** - [www.museoegizio.it](http://www.museoegizio.it)

To enter the Museum you must buy the entrance ticket online at [Museo Egizio - Official Tickets](http://Museo Egizio - Official Tickets)

## Urban public transport discounts and concessions



### URBAN PUBLIC TRANSPORT

Torino is extensively served by buses and trams, which cross it in every direction from early morning to late evening

#### Special rates


**"Tour" Ticket** valid for 48h € 7.00 instead of € 9.50

**"Tour" Ticket** valid for 72h € 9.00 instead of € 12.50



available at the Tourist Office in Piazza Castello on presentation of the conference badge.

[www.gtt.to.it](http://www.gtt.to.it)

Waiting for a bus or tram?  
When will it pass by?



By connecting to the GTT TO Move or Moovit apps you can check the timetable in real time.

## Most visited museums

### FONDAZIONE TORINO MUSEI

The extraordinary heritage of the Torino Museums Foundation includes the GAM-Civic Gallery of Modern and Contemporary Art, Madama Palace-Civic Museum of Ancient Art and the MAO-Museum of Oriental Art.  
[www.fondazionetorinomusei.it](http://www.fondazionetorinomusei.it)

### AGNELLI PICTURE GALLERY

On the rooftop of Lingotto, the Pinacoteca houses 25 masterpieces between 19th and 20th century from Agnelli's family private collection. New opening: Casa 500, a journey through the history and culture of Italy.  
[www.pinacoteca-agnelli.it](http://www.pinacoteca-agnelli.it)

### MAUTO - NATIONAL AUTOMOBILE MUSEUM

This place tells the story and the evolution of the motor car, as well as the social themes linked to it, with spectacular displays showing off the valuable pieces in the collection.  
[www.museoauto.it](http://www.museoauto.it)

### MUSEO EGIZIO

The collections that make up today's Museum were enlarged by the excavations conducted in Egypt by the Museum's archaeological mission between 1900 and 1935.  
[www.museoegizio.it](http://www.museoegizio.it)

### NATIONAL MUSEUM OF CINEMA

It offers an interactive trip through the world of cinema designed by the Swiss architect François Confino. In the middle there is a panoramic glass lift that rises to the top of the building and from where the whole Torino can be seen.  
[www.museocinema.it](http://www.museocinema.it)

### ROYAL MUSEUMS TORINO

The complex includes: Royal Palace, Royal Gardens, Royal Library and Armoury, the Savoy Gallery, the Archaeological Museum, the Chiabrese Halls and the Chapel of the Holy Shroud.  
[www.museireali.beniculturali.it](http://www.museireali.beniculturali.it)

### LA VENARIA REALE

One of the world's most important examples of the magnificence and baroque architecture of the 17th and 18th centuries, listed World Heritage by UNESCO in 1997.  
[www.lavenaria.it](http://www.lavenaria.it)

## Experiences

Sat 10am-12pm

### YOUR FIRST TIME IN TORINO

For those who visit the city for the first time, and for those who want to discover its new aspects, Torino's DOC guides will take you on a walk in the historic centre, reviving its millenary history. You can reserve until 5 pm of the previous day. Tour guaranteed with minimum 1 participant.

**Piazza Castello at the corner of Via Garibaldi**  
[www.turismotorino.org/en/events](http://www.turismotorino.org/en/events)

### MERENDA REALE®

The Royal Chocolate Time can be a travel through time: taste a Merenda Reale® in the participating historical cafés or in the cafeterias of the Royal Residences.

Choose between a steaming hot chocolate or a *Bicerin*, presented with the irresistible *bagnati* and other chocolate specialties, strictly for dipping such as *savoirdi*, *baci di dama*, *torcetti*, *lingue di gatto*, *canestrelli*, *cri cri*, *diablottini* and *gianduiotti*.

Treat yourself to an unforgettable sweet break!

Check out [here the rates](#) and the participating historic cafés.



### EXTRA VERMOUTH.

### THE VERMOUTH™ TIME IN TORINO



EXTRA Vermouth is not just a tasting: it is a ritual, a unique experience.

A gastronomic pleasure and, at the same time, a didactic opportunity to discover the aromatised wine that

appeared at the end of the 18th century at the court of the Savoy family and in the shops of Torino's liquor makers. Vermouth is served cold, with or without ice, with untreated and organic lemon or orange peel. Alongside the real *Vermouth di Torino*, a selection of typical local products and piedmontese cuisine.

Check out [here the rates](#) and the participating establishments.