

**EXECUTIVE  
COMMITTEE**

9<sup>th</sup> April, Milan Chapter Opening

President  
**Enrico G. Cleva**  
*ec&co.architects*

NEWH Milan Chapter  
hosted Italy's first meeting online  
with great audience and massive interactive engagement.

Secretary  
**Michele Crociani**  
*Wall&decò Srl*

With over 80 participants from the Hospitality Industry, Italy confirms that the sector is ready to develop strategies and bring all skills into play to respond to this unexpected market challenge.

Executive Advisor  
**Marisa Corso**  
*MC International Srls*

An exciting live poll revealed instant results from participants that, although their activities has been reduced mainly from 20% to 40% and that the first signs of Industry recovery will likely be not before six or twelve months, are strongly oriented to networking as for first choice, followed by comparison opportunities, gathering proposals, sharing ideas. That's sounds incredibly in line with NEWH's DNA considering that, in addition, the majority of the audience are now taking concrete actions as:

**BOARD OF  
DIRECTORS**

- ▶ Working at new business models
- ▶ Looking for new business opportunities
- ▶ Gathering information and developing new professionals skills

Membership  
**Sergio Grazioli**  
*Design & Business  
Sas*

The event opened with greetings from the President **Enrico Cleva** and with the special welcome of **Chris Tucker** NEWH Inc. Executive President, who promoted, together with Marisa Corso Executive Advisor, the Milan Chapter's successful launch.

Programming  
**Anna Paola Tassi**  
*Arpa International  
Srls*

Important contributions from Keynote Speakers, moderated by **Sergio Grazioli** Membership Director, focused on the Italian Hospitality market overview:

Director  
**Davide Ravalli**  
*Hintown Srl*

**Howarth HTL** presented a future prospective, according to the market analyst **Alessio Franzese** 83% of Italian travellers prefers domestic destinations which could be a driver to stimulate the market, with 60/70% fall in turnover. At International level, business travels will be the first to restart and contain effects of Interrupted activities. No operations of investments recently registered in Italy because of the high risk perceived, even if around the world, investors are still closing advantageous deals thanks to lower cost of capital rates. For future investment, flexible hospitality concept, student housing and RSA the sectors at lower risks while F&B and MICE would less appealing as space re-layout are requested.

Marketing  
**Silvia Criscione**  
*Lifestyle & Color  
Consulting*

**Magda Antonioli**, Director of ACME (master's degree in Economics and Management in Arts, Culture, Media and Entertainment) at **Bocconi University** and VP European Travel Commission remembered the importance of a higher professional education, the human resource is what makes the difference in terms of competitiveness where women, for example, in certain positions are irreplaceable. The hospitality sector need a special strategic plan where the tourism represents a stimulus and a growing factor able to offer employment to young and women. As we are operating in an era of unprecedented change we need to: redefine tourism supply and demand by thinking at our future guests and giving the importance to quality behind; replace referring models enhancing our heritage and Italian identity.

Among the guests connected, the point of view of **Francesco Scullica**, Professor of Interior Design at **Politecnico of Milan**, confirmed the great responsibility of design to respond to new social needs and habits in an highly changing scenario. A precious opportunity both for professional and training environment to: cooperate with associations as NEWH and political and economic organizations, reinterpret existing models and finally give shape and content to the new services & space systems of the future.

Closing remarks by **Marisa Corso** who showed the benefits of being part of an International association for business development and education, to which in particular she would like to dedicate special attention. Our mission is to change, the Hospitality Industry will take on the big challenge of Olympic Games 2026 and have to be ready with ideas, projects and solutions. All participants are encouraged to involve professionals from real estate and investments, as the respondents of the instant survey online belongs to design (31%) and industry (28%) and mostly sharing ideas as priority discussions for the upcoming events.

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