

STOCKHOLM
19 OCTOBER 2026

ITW Stockholm is back again on 2026!

The **120th edition** of the **leading marketplace event for promoting and marketing Italian tourism products** will take place on **Monday, 19 October 2026**, at the **Sheraton Stockholm Hotel**, and will host buyers from **Scandinavian and Baltic countries** interested in Italy.

Each seller will have their own personalized desk, and at the end of the workshop, a networking dinner will be held for all participants—an additional opportunity to continue building business relationships.

Meetings will be scheduled through a matchmaking platform that allows participants to select buyers to meet by viewing their profiles. In addition, a session of free meetings will also be available.

For information and costs, you can contact Marta Romani:



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Lun – Ven 09.00-13.30 / 14.30-18.00



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