



PRESS RELEASE

## Amerigo Vespucci World Tour 2023-2025

### Avion as Partner of Villaggio Italia to Showcase Italian Excellence Globally.

The International Freight Forwarder based in Peschiera Borromeo (Milan) handles the shipping of the valuable exhibits from the World Expo of Italian Excellence to each stop of the tour, accompanying the most beautiful ship in the world.

Rome, September 16, 2024 – From iconic elements of Italian design to Olympic torches once used in Italy, and highly coveted merchandise: **Avion Company S.p.A.** manages the global shipping of these and many other items, allowing tens of thousands of visitors to experience and appreciate Italy's beauty at **Villaggio Italia**. This premier, multi-year traveling exhibition of **Made in Italy Excellence** follows the **Amerigo Vespucci** to major international ports.

The **partnership** with Avion, which will celebrate its 30th anniversary in 2025, has already enabled the transportation, unpacking, repacking, and subsequent dispatch of Villaggio Italia's valued exhibits at the first two tour stops in **Los Angeles** and **Tokyo**, which drew **72,000** and **63,000 visitors** respectively.

Plans for similar shipping operations are underway for upcoming months, with Villaggio Italia being set up at the Vespucci's stops in Darwin, **Australia**; **Singapore**; Mumbai, **India**; and subsequently in Abu Dhabi, **UAE**; Doha, **Qatar**; and Jeddah, **Saudi Arabia**. In these locations, Italy will present an innovative and engaging exhibit that interacts with, hosts, and welcomes both Italians abroad and local citizens and visitors in each port city.

*"We are deeply honored to be selected as the official shipping partner for Villaggio Italia in the Vespucci World Tour. This initiative is a prestigious opportunity for us to contribute to promoting Italian culture and craftsmanship on a global stage. As an International Freight Forwarder company, we are committed to providing timely and secure delivery of all goods and materials."*

VILLAGGIO  
**ITALIA**



**AMERIGO  
VESPUCCI  
TOUR  
MONDIALE  
2023-2025**

*Moreover, we are proud to play an active role in delivering the Tour’s message: showcasing the best of Made in Italy while celebrating our rich history, art, and innovation”* said **Massimo Giordano**, CEO & Founder of Avion Company.

**Avion** has planned approximately **150 maritime and air shipments** to support the eight stops of the tour, from California in July 2024 to the final destination in Jeddah in January.

This extensive operation reflects the close coordination within Avion’s network: for instance, the late August Japan stop involved intensive collaboration between Avion’s Italian offices (including Malpensa Cargo City and the main office in Peschiera Borromeo) and its established Tokyo office.

The transported items also include key exhibits from the **“Italia Geniale” showcase**, organized by the Ministry of Enterprises and Made in Italy and ADI Design Museum, highlighting 60 years of Italian design history. Additionally, Avion is responsible for transporting the oversized, **three-dimensional “We are Vespucci” signage**, first displayed in Los Angeles and then moved to Tokyo and subsequent tour stops, where it will be positioned at the docks alongside Villaggio Italia.

*Info:*

<https://tourvespucci.it/en/>

<https://www.avioninternational.com/en/>