

SIGNA MARIS – Ports and Airports as gateways to cultural and gastronomic heritage of Southern Regions of Calabria, Campania, Puglia (Apulia) and Sicilia (Sicily).

Italian Chamber of Commerce in Chicago has been chosen as a partner of SIGNA MARIS project, promoted by Italian Ministry of cultural heritage and activities and tourism (MiBACT) – Intermediate Body for Cultural, Natural and Tourist Attractions (POIn) in collaboration with Invitalia, National Agency for the attraction of Investments and development of entrepreneurship.

The objective of **SIGNA MARIS** is the promotion and valorization of tourism in Italy, via the sea – specifically, it is the enhancement of access to, and awareness of, the innumerable historical, cultural and natural offerings of the Bel Paese via its ports, particularly those ports in the Southern Regions of Calabria, Campania, Puglia (Apulia) and Sicilia (Sicily). With such a novel objective in mind, SIGNA MARIS interprets the marinas located along Italian coast as gateways to the territory, and invites tourists traveling by boat to avail themselves of the cultural and natural heritage within easy reach of any given touristic port.



SIGNA MARIS offers a new way of promoting Italian tourism throughout 38 touristic ports and airports located in Calabria, Campania, Apulia and Sicily as a main access to Italian Territory.

Signa Maris project, continuing along its natural path of evolution, constantly augments its own value as an integrated system for promoting and raising awareness of national and international tourism, providing support to the nation and, in an increasingly extensive fashion, delivering an innovative way of presenting the treasures found across the territories concerned in addition to raising awareness of these areas' unequalled cultural and natural heritage.

Italian Chamber of Commerce in Chicago will promote SIGNA MARIS within the framework of next social business networking event "[The International Wine & Fine Food Expo](#)" that will be on 27th October, with the purpose of promoting and presenting, throughout communication and promotional materials, to the audience and all participants interested this project for better understand the value of beauties, fruits and endowments of Southern Regions and their territories such as Blue Mountains in Calabria, Bay of Naples in Campania, Salento in Apulia Region and Greek Sicily.

For further information, please keep contact with info@iacc-chicago.com

Discover touristic itineraries of those Regions of Southern Italy by clicking on www.signamaris.it. A virtual tour could be done also by visiting @signamaris, www.facebook.com/signamaris and by downloading App (iOS e Android).

