

Opening address by Lino Enrico Stoppani, FIPE President

I am happy and honoured to welcome you for this Hotrec working group which is dedicated to discuss the delicate topics of entertainment. I want, at the very beginning, to wish to all of you a very good stay in Italy and especially in Rome.

I'm sorry for my absence, justified by a previous commitment which imposed my presence today in Vicenza.

Fipe is well represented by Maurizio Pasca, who is also appreciated as vice-president, and hopes to meet the organizational and technical expectations of Hotrec.

The first – positive – mention is for Antonio Flamini, chairman of this Workshop, which wished to draw attention and coverage of Hotrec on a delicate topic, the entertainment, often considered as critical for several aspects (security – and its enlarged approach – , “peaceful” coexistence with residents and neighbours, excesses and abuses) that often characterizes it.

I hope Hotrec can spend the same effort on the big topic of beaches and bathing, which are under attack by a faulty European legislation oriented to deny historical approach and specific nature of the offer; Marco Buticchi – our fellow member of Hotrec – is leading discussions at European and National level to raise attention on this topic.

The second appreciation goes to Hotrec managers, who have accepted our invitation with responsibility and sensibility, values that comfort and guarantees us about the quality of professionals who represent us at European level.

The third appreciation finally goes to Silb and its president Maurizio Pasca, who took in charge all the organizational commitment and reaffirmed the ethical and responsible attitude in the management of its role as representative of the category.

Often the values of ethics and responsibility are good intentions, that remain just good intentions, with few operational steps towards a real strenght.

This is not the Italian case: Silb and our Federation are constantly looking forward to represent the needs of entrepreneurs, combining the defense of economic interests with social and moral responsibilities of their activities.

The position on a general and effective approach to a common strategy for alcohol demonstrates those efforts: commitment on training aspects in favor of its members, investments on education for young people, initiatives to promote culture and respect even in fun. We should always know how to combine all those aspects with an healthy approach.

I am sure that these objectives are also shared by all the European colleagues here today, aware that business should always be done inside and within the rules and its moral aspects; and primary role of the associations is to raise awareness on those issues among its Members.

The objective of the seminar today is certainly broader than this little introduction, addressing technical issues with comparison of laws, study of case histories, evaluations and perspectives of the great transformation in the sector; sector which suffers difficulties on market access, at least in Italy, and also because of a large background of abuses and illegal activities which must be contrasted also with investment on modernization.

So many reasons and arguments, then, entrusted to your experience and your skills.

In this spirit, thanking for the honor that you have reserved to Fipe and its organization, I renew my apologies for the absence, and I express the best wishes for your activities and for your commendable commitment in the big family of Hotrec.

Yours sincerely,

Lino Enrico Stoppani