***Press Release of Monday, March 8th 2021***

**THE CAMPANIA REGION, THE MUNICIPALITY OF CAPACCIO PAESTUM**

**AND THE ARCHAEOLOGICAL PARK OF PAESTUM AND VELIA RELAUNCH THE MEDITERRANEAN EXCHANGE OF ARCHAEOLOGICAL TOURISM:**

**NEW DATE,**

**ESTABLISHMENT OF THE STEERING COMMITTEE**

**AND OF THE SCIENTIFIC COMMITTEE,**

**APPOINTMENT OF THE HONORARY PRESIDENT**

**In compliance with the last decree of the Italian Prime Minister of 02/03/2021, that will be effective until April 6th, there are not the conditions for the unfolding of the Mediterranean Exchange of Archaeological Tourism from April 8th to 11th, 2021, after having already given up in 2020 the scheduled dates from November 19th to 22nd. Therefore, the promoting bodies – Campania Region, Municipality of Capaccio Paestum, Archaeological Park of Paestum and Velia – on the occasion of the recent meeting with the Direction of the Exchange postponed the 23rd edition from Thursday, September 30th to Sunday, October 3rd, 2021, mostly to ensure safety but also satisfaction of results.**

**During the meeting, to relaunch the Mediterranean Exchange of Archaeological Tourism and to make it the international showcase of Campania’s archaeological offer in terms of cultural tourism and valorisation of the heritage from a perspective of system and sharing of best practices, the Steering Committee,** that will have as protagonists the Campania Region with Tourism Assessor **Felice Casucci** and Director-General for Cultural Policies and Tourism **Rosanna Romano,** the Municipality of Capaccio Paestum with Mayor **Franco Alfieri**, the Park of Paestum and Velia with Director **Gabriel Zuchtriegel** and Board Member **Alfonso Andria**, has been established.

**The Steering Committee will work with the Scientific Committee**, consisting of Archaeological Parks (Pompeii with the **new director**, Herculaneum with **Francesco Sirano**, Phlegrean Fields with **Fabio Pagano**) and Museums (Naples’s MANN with **Paolo Giulierini**), Museums’ Regional Direction of the Ministry of Culture with **Marta Ragozzino** and the National Park of Cilento, Vallo di Diano and Alburni with **Tommaso Pellegrino**.

**Finally, the promoting bodies, on the recommendation of the Founder and Director, Ugo Picarelli, named Mounir Bouchenaki Honorary President,** to recognize what he did for the territory of Salerno and to give value to his constant role as ambassador of the Exchange around the world. **As Director of Cultural Heritage and late as Director of UNESCO’s** World Heritage Centre he ratified the final inquiry for the inclusion in the List of World Heritage Site of the Amalfi Coast in 1997 and of the National Park of Cilento in 1998 with the archaeological areas of Paestum and Velia and Padula’s Charterhouse **and as Assistant Director-General for Culture of UNESCO, as Director-General of ICCROM and as Special Adviser to the Director-General of UNESCO he validated the Exchange at Ministries of Tourism and Culture of all continents, supporting the participation of many of them along with the top representatives of Madrid’s UNWTO and increasing since the first edition in 1998 its international scientific value.**

The new date will also give the many visitors and professionals the opportunity to **live Paestum and the beauty of the UNESCO site in a month particularly coveted for its climate, compared with the traditional date of November**, that will represent **the definitive restart of our *Bel Paese* and of tourism in a more experiential and sustainable perspective, also geared to proximity demand, all themes that will inspire this edition of the Exchange.**