

COMUNICATO n. 1529 del 05/06/2017

A balance of the 12th edition of the Trento Economics Festival

After a four days brainstorming on economics, mainly focused on the issue “Unequal Health”, it is time for a balance. In Trento people of the Festival attended 102 meetings animated by 189 speakers – supported by 50 moderators - coming from all over the world. To be mentioned, two Nobel Prize for Economics (Alvin Eliot Roth and Jean Tirole), a central banker (Ignazio Visco from Bankitalia), two Italian Ministers (Pier Carlo Padoan and Beatrice Lorenzin), and a panel of professors coming from most famed University worldwide. Some 350 registered press coming from Italy, Europe and overseas (even from Brasil and China), on behalf of 150 media. Moreover, were broadcasted some 300 coverages from radio and TV, nearly 540 mentions on websites and 365 on printed edition magazines and newspaper. The official website of the Festival, during the four days of events, reached the record of 4.5 million contacts with a traffic of 2 Tbyte. Goes on the “boom” of Festival on Social Media too: the Twitter account reached 6,600 followers, while the Facebook official page recorded 35,000 visualisation.

“The Trento Economics Festival does not end to surprise – argues an enthusiast Ugo Rossi, governor of Trentino and main partner of the event -, never. For our small but ambitious territory is an incomparable occasion to connect with the rest of the world. Yet, I can reveal that Trento Economics Festival has been confirmed for next two edition till 2020 included”.

Anyway, is the founder and deus ex machina of the Festival, Tito Boeri, the most pleased actor of the convention. “It is a positive balance for the 12th edition of the Festival – explains a satisfied Boeri – both from a quantitative or a qualitative point of view. Many numbers of the Festival have been told but I am particularly proud of one of them: 136 Italian high-school attending the contest “Economia”, a sort of prize for the tomorrow’s economists”.

Last but not least, the public of the Economics Festival that crowded as usual all location – indoor and outdoor – in Trento: the most participated event of the 12th edition was without doubt the meeting with Gino Strada, founder of Emergency. See you in Trento on June 2018 for the 13th edition!

Web: <http://2017.festivaleconomia.eu>

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