



OIC Group moving towards 2023 with a strong focus on international growth, with a new organization by relocating from their historical HQ base in Florence

24th October 2022. OIC Group strengthens its international growth, consolidating its presence in the Benelux area and relocating from their historical HQ building to offices in La Nazione building.

Starting from November 2022, **OIC Group will become partner of Visit Brussels Convention & Association Bureau and will strengthen its international team with the entry of Edoardo Guglielmino**, who is based in Brussels, and will cover the role of Business Development Manager.

Edoardo is originally from la Spezia, Italy, and has a degree in International Relations from the University of Genoa, which he achieves in 2009.

That same year he moves to Lyon and begins to work in the event industry, representing Italian societies at international event exhibits. In 2015 he begins working for GL events with the role of Business Developer, promoting Lyon as an international congress destination.

In the meantime, he becomes one of the founding partners of ICCA France Benelux Chapter educational committee and “interim Chair” of the 2019 summit. In that same year, Edoardo decides to enter the Visit Brussels Convention & Association Bureau team, with the objective of working closely with international associations and supporting them in organizing their events.

Through his work in synergy with the Brussels Convention & Association Bureau - which OIC Group has now become partner of - Edoardo will be managing the international client portfolio of the company, by enhancing the presence of the Group internationally and in the Benelux area.

Edoardo Guglielmino adds: *“I’m very proud of the professional choice that I’ve made, and to have returned - after so many years - to working for an Italian company, which is a leader in the congress and MICE field and has a great history and expertise in the industry. It will be a great challenge to contribute towards reinforcing and enhancing the company’s international growth; personally, I can’t wait to take on this new challenge with my new big family, OIC Group.”*

Taking into consideration new market trends and giving coherence to the new development path that has been undertaken, **after 25 years OIC Group has decided to change its HQ office and relocate its new home to La Nazione, the Florentine newspaper office building.** The new location will have multifunctional and open workspaces, which are better suited to new company needs and objectives: a work environment that has been carefully planned to guarantee a **flexible working ecosystem, a co-working space which is comfortable and sustainable in the long-term.**

Nicola Testai, CEO of OIC Group remarks that: *“After a difficult period due to the pandemic and a rapid business recovery in 2022, the company is ready to expand into the international market, in a more strategic manner and with greater awareness, thanks also to the detailed market analysis carried out with Giuseppe Lepri, Senior Consultant at OIC Group and an important figure in the international association field. Having a solid reference point in the Benelux area, in which many associations have their HQ office, and becoming partner of Visit Brussels Convention & Association Bureau, is an absolute priority for incrementing business. I’m sure that Edoardo, with his experience and know-how will achieve wonderful and ambitious results for OIC Group. I’m also very proud to leave the HQ building that contributed to the very history of the company and to move to another building, which has seen the evolution of one of the most important newspapers that we have in Italy. Our priority today is to transform these spaces, making them cutting-edge, following new trends to reorganize the workspaces and business models, underpinning new needs and sustainability, all in perfect balance with the surrounding architecture-style”.*

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