

**Address by the Ambassador Gianluigi Benedetti
on the occasion of “Musica On The Beach”
LaLa Land, Tel Aviv – May 30, 2019**

Authorities, Ladies and Gentlemen, dear friends, cari amici,

Thank you very much for being here tonight to celebrate the Italian National Day, with “Musica on the Beach” an event that is becoming one of the famous events in Tel Aviv!

First of all, let me thank our hosts, the Municipality of Tel Aviv and Lala Land Restaurant together with all the partners and institutions that made this event possible.

We are organizing this party on the breathtaking Gordon beach for the third year in a row and we couldn't be happier for the positive feedbacks we have been collecting so far.

I'm very pleased to underline that this year's celebrations mark also a very important anniversary: 70 years of bilateral diplomatic relations between Italy and Israel.

70 years of solid friendship, 70 years of intense political dialogue and mutual exchanges in business, culture, science and tourism, which have seen lately a rapid growth in the number of Israeli visitors to Italy and Italian visitors to Israel.

It is not an unusual experience anymore to hear the Italian language spoken when walking on the streets of Tel Aviv or Jerusalem: all significant signals of the reciprocal interest and attraction connecting our two Countries.

The Embassy's efforts and the activities of all the Italian institutions operating in Israel, the Cultural Institute, the Trade Agency, the Chamber of Commerce and our National Agency for Tourism, are guided by our ambition to share with our Israeli friends the beauty and the vitality of our Country.

Imagination, creativity, style, generosity, flexibility, hard work: these are just some of the capacities Italy is happy to offer to our Israeli and international partners. Considering the excellent results we have reached so far in our

bilateral relations, I'm positive that the future will be even more generous and exciting for all of us.

Let me conclude this short address by thanking the National Agency for Tourism that is the main sponsor of this beautiful event and the Italy-Israel Chamber of Commerce for all the logistic and organization work together with our Israeli production partners.

A special recognition goes also to the Italian Cultural Institute for its contribution to bring to Tel Aviv the fantastic, amazing, wonderful Pop Orchestra of Milan Music Conservatory, a group of brilliant young musicians and composers which is entertaining us with the best of the Italian Popular Music heritage, reminding us what a long and rich tradition of talent and expertise lies behind the name of Italy in the field of music and art.

Ladies and gentlemen, dear friends, please enjoy the music and the party. We are very proud that you are celebrating with us the 73rd anniversary of our beloved Italian Republic!

Thank you all for your company and your attention.