

Success for the first stage of the Italy Padel Tour Bombeer in Rome

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The Padel Trend Expo marketplace, main partner of the tournament, with the logo and the date of the event on the jersey, to promote the great appointment in Milan from 13 to 15 January 2023

ROME – Crowded stands and crowded fields on Saturday 8 October at the Fight Club Padel in Rome on the occasion of the first stage of the Italy Padel Tour Bombeer, an original circuit of amateur padel tournaments managed via app (4000 appointments are scheduled in the coming months in 107 Italian provinces) where the most deserving of this first phase will have the opportunity to go and play padel in Qatar, even with Bobo & Friends during the next World Cup.

Ambassador and promoter of the event, he himself, the bomber par excellence Bobo Vieri who, having abandoned competitive football, turned to padel 'anema e core'. With him there was an exceptional "team" made up of Daniele De Rossi, Vincent Candela (landlord), Gigi Di Biagio, Thomas Locatelli, David Bizzarro, Alessio Cerci, Christian Brocchi, Stefano Fiore, Giuliano Giannichedda, Marco Amelia, Alessio Scarchilli, to Aldair's great surprise.

To win the tournament was the couple formed by Bobo Vieri and Thomas Locatelli.

Main Partner of this Roman stage that inaugurated the Tour, the brand of Padel Trend Expo, the first major Italian event entirely dedicated to the world of padel, scheduled in Milan from 13 to 15 January at the Allianz MiCo Congress Center – Fiera Milano City. The logo on the shirts of all the players and the banners positioned inside the playing fields reminded everyone present of the appointment with the new big event coming and long awaited. What animates the world of padel is in fact an interconnected community, made up of players of all levels always ready to cross racquets but also to socialize on and off the pitch.

"We are happy to have been Main Partner of this inaugural stage of the Italy Padel Tour Bombeer, an event that has met with incredible success and also proud to have had the privilege of placing the Padel Trend Expo logo on the players' shirts, with the I hope to be able to meet again all together in January in Milan " – declared Marco Jannarelli, President of Next Group.

Padel Trend Expo will be a real marketplace with a double B2B and B2C matrix, signed by the integrated communication group Next Group (through its subsidiary Padel Trend Srl) in collaboration with the Italian Tennis Federation. But it will also be a significant networking opportunity, capable of attracting enthusiasts from all over the world, as well as the main operators in the supply chain: companies producing rackets, clothing, shoes, balls, accessories as well as court builders, service providers, innovative technologies and solutions for the management of a club. An unmissable three-day event of sport, business, information, entertainment and shopping, designed to give visitors an immersive experience, through a fascinating exhibition itinerary, 'seasoned' by many collateral events, which will be set on the 4 playgrounds set up for the occasion and in the conference room.