

DESTINATION PARTNER



OFFICIAL DMC



WELCOME TO TRUE PUGLIA 2026

OFFICIAL MAIN AGENDA

TRUE PUGLIA

APRIL 13TH - 16TH 2026

OFFICIAL MAIN AGENDA

DESTINATION PARTNER

PUGLIA



OFFICIAL DMC



INDIGENUS
EXPERIENCES

APRIL 13TH

h. 11:00 - 14:00

Opening Icebreaker

Masseria Torre Maizza (Savelletri)

It's time to welcome you to TRUE Puglia where all participants will mingle & meet each other, sign up for registration, receive the official event badge, and enjoy a lively atmosphere with refreshments, finger food, and lunch.

Dress code: Business casual.

h. 14:00 - 16:00

Departure for the on-sites

For buyers and media only, in pre-assigned groups to Ottolire Resort, Masseria Borgo Ritella, Leonardo Trulli Resort.

h. 16:30 - 18:30

Relax & Chill

h. 18:30

Hotel departures for Opening "Puglia Night"

Participants staying at TRUE Puglia official hosting hotels will have pick-up times for each event that will be communicated at the property.

h. 19:00 - 23:00

Opening Party "Puglia Night"

Borgo Egnazia (Savelletri)

Sponsored by Borgo Egnazia

An exciting evening of traditional food, wine, music, and dancing!

Dress code: Be inspired by the Puglia countryside, summer lace, white flowing dresses, and linen pants. Please note we will be outdoors.

Important note: Flat footwear or low block heels are a must for this evening!



APRIL 14TH

h. 08.30

Hotel departures for Networking Day

Participants staying at TRUE Puglia official hosting hotels will have pick-up times for each event that will be communicated at the property.

h. 09.00 - 13.00

Networking Day | 1to1 scheduled meetings

Borgo Egnazia (Savelletri)

Enjoy your 15-minute meetings agenda. and discover the set of unique experiences we have created for you.

Dress code: Business casual.

For media only: A site inspection and experience at Borgo Egnazia.

h. 13.15 - 14.00

Networking Day | Experiential Lunch

Borgo Egnazia (Savelletri)

An authentic taste of Puglia in the heart of Borgo Egnazia.

h. 14.00 – 16.30

TRUE Puglia DMC Experiences by Indigenus

For all TRUE Puglia participants in pre-assigned groups. Please check your pre-assigned group and experience, and dress accordingly (e.g., athleisure wear for biking or a light layer for the cave).

h. 17.00 – 18.30

Relax & Chill

h. 18:30

Hotel departures for “A Night in Masseria”

Participants staying at TRUE Puglia official hosting hotels will have pick-up times for each event that will be communicated at the property.

h. 19:00 - 23:00

“A Night in Masseria”

Masseria Torre Coccaro (Savelletri)

In collaboration with The Society

Sponsored by Primerent

Volare: Vintage Elegance & The Golden Era of Puglia.

Dress code: Think vintage silhouettes, silk scarves, and timeless Italian glamour. We invite you to embrace the iconic style of 1950s Italy as we bring the spirit of the era to life at Masseria Torre Coccaro. Please note we may be outdoors.

Important note: Flat footwear or low block heels are a must for this evening!



APRIL 15TH

h. 08.30

Hotel departures for Networking Day

Participants staying at TRUE Puglia official hosting hotels will have pick-up times for each event that will be communicated at the property.

h. 09.00 - 13.00

Networking Day | 1to1 scheduled meetings

Masseria Montenapoleone (Pezze di Greco - Fasano)

Enjoy your 15-minute meetings agenda.

Dress code: Business casual.

h. 13:15 - 14:00

Networking Day | Experiential Lunch

Masseria Montenapoleone (Pezze di Greco - Fasano)

Puglian flavors, reinterpreted. Organic, local, and contemporary.

For media only: A site inspection and experience at Masseria Montenapoleone

h. 14.00 - 17.30

Relax & Chill

h. 17.30

Hotel departures for TRUE Talk

Participants staying at TRUE Puglia official hosting hotels will have pick-up times for each event that will be communicated at the property.

h. 18.00 – 19.00

TRUE Talk

Borgo Egnazia (Savelletri)

An exclusive panel discussion hosted by Luigi De Santis.

h. 19:00 - 24:00

"Apulian Moonlight" Closing Gala

Borgo Egnazia (Savelletri)

Sponsored by Pugliapromozione

Where the white stone of the Borgo Egnazia meets the midnight sky, a night for the bold and the beautiful. Slip into the shadows of the moonlit coast for an infinite night.

Dress code: The Silver Edit with shades of chrome, graphite, and platinum in sharp silhouettes designed to catch the moonlight. Think liquid-finish silks, metallic tailoring, and pleated gowns that move like water. From shimmering fabrics to polished hardware, choose textures that mirror the glow of the night.

TRUE

PUGLIA

APRIL 13TH - 16TH 2026

APRIL 16TH

From Morning - ongoing
Check-outs & departure for the TRUE Puglia Post Fam to Basilicata

Gracie
from the TEAM
TRUE

OFFICIAL
MAIN AGENDA

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APRIL 13TH - 16TH 2026

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IN COLLABORATION WITH



BORGO EGNAZIA
NOWHERE ELSE.



MASSERIA TORRE MAIZZA
PUGLIA
A ROCCO FORTE HOTEL



MASSERIA
ΜΟΝΤΕΠΑΡΟΛΕΟΝΕ



Masseria Torre Coccara
***** L



APT BASILICATA



Fondo Misure di Sviluppo e Coesione
Art. 45 Legge 99/2009



REGIONE BASILICATA



BLASTNESS

primerent 20th
EXCLUSIVE CAR RENTAL ANNIVERSARY
2009-2029



SOUTHERN VISIONS

supper
segreta



DISCOVERPUGLIA
Never stop your journey

THE SOCIETY
EXPERIENCE



Music and entertainment production



LA SELLERIE
Limited

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