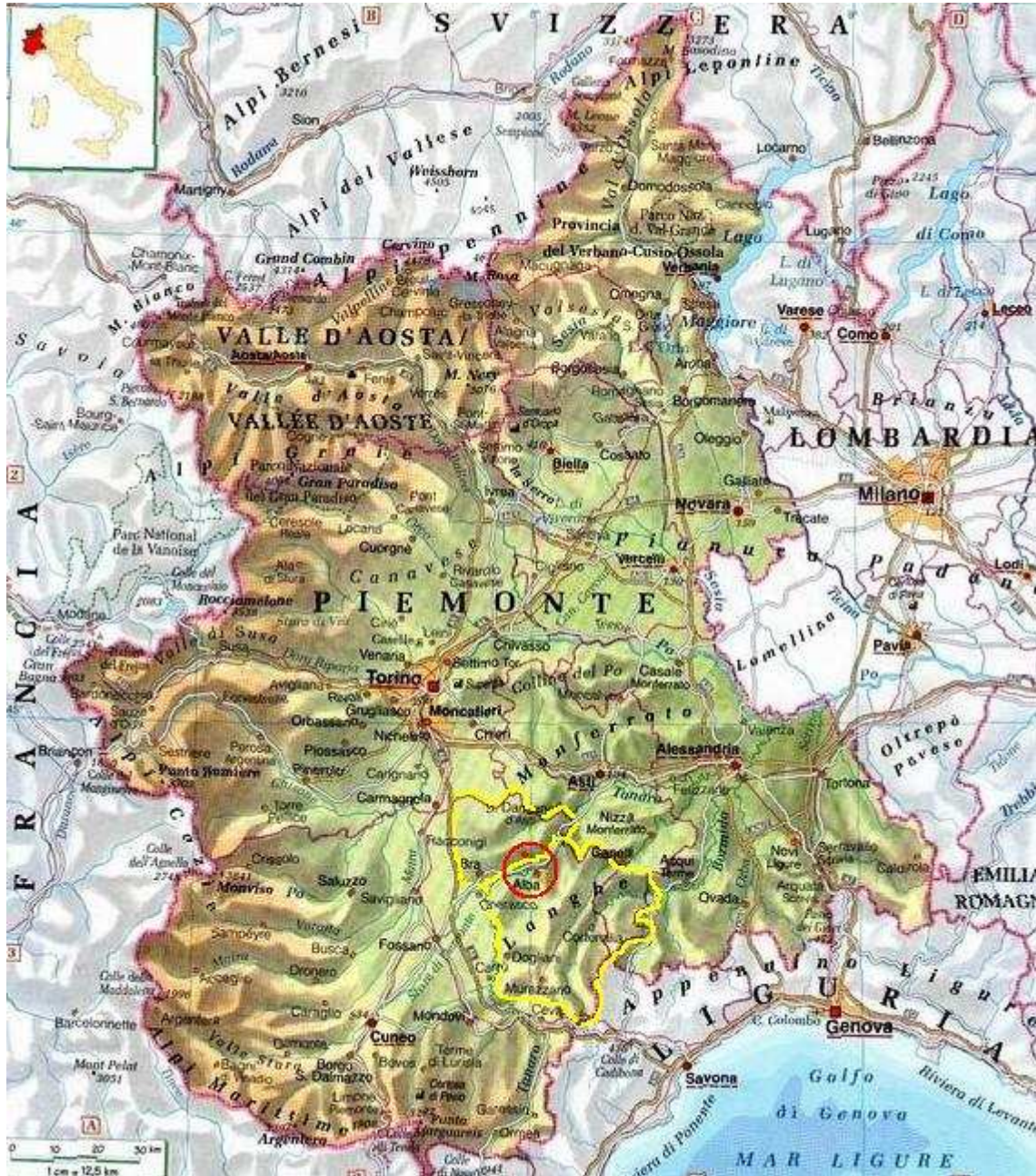


HOW TO REACH ALBA



HOW TO GET TO ALBA BY PLANE

IF YOU ARRIVE IN MILANO MALPENSA AIRPORT (www.sea-aeroportimilano.it):

1st option:

Take the bus MALPENSA SHUTTLE (<http://www.malpensashuttle.it/e-default.htm>) to Milano Centrale Railway Station and then take the Regional Train for ALBA, with one change in ASTI.

2nd option:

Take the bus SADEM for Torino and get off in Corso Vittorio Emanuele II n° 131/H (bus terminal). Once you arrive in Torino you have to take the bus n° 9 and then take the bus GTT “AUTOLINEA TORINO – POIRINO - ALBA”, departing from Corso Vittorio Emanuele II at the corner with Corso Massimo D’Azeglio and get off the bus in ALBA (<http://www.comune.torino.it/gtt/intercomunale/percorari.shtml> and <http://www.comune.torino.it/gtt/intercomunale/percorsiorari/210.pdf>).

Otherwise you can take the Regional train from TORINO PORTA NUOVA Railway Station to ALBA (www.ferroviadellostato.it) with one change in Bra or Cavallermaggiore.

IF YOU ARRIVE IN TORINO CASELLE AIRPORT (www.aeroportoditorino.it):

Take the bus SADEM for Torino and get off in PORTA NUOVA Railway Station.

Once you arrive in Torino you have to take the bus n° 9 and then take the bus GTT “AUTOLINEA TORINO – POIRINO - ALBA”, departing from Corso Vittorio Emanuele II at the corner with Corso Massimo D’Azeglio and get off the bus in ALBA (<http://www.comune.torino.it/gtt/intercomunale/percorari.shtml> and <http://www.comune.torino.it/gtt/intercomunale/percorsiorari/210.pdf>).

Otherwise you can take the Regional train from TORINO PORTA NUOVA Railway Station to ALBA (www.ferroviadellostato.it) with one change in Bra or Cavallermaggiore.

HOW TO GET TO ALBA BY TRAIN

IF YOU ARRIVE IN MILAN CENTRAL RAILWAY STATION:

1st option:

Take the Regional Train for ALBA, with one change in ASTI (www.ferroviadellostato.it).

2nd option:

Take the train to Torino Porta Nuova (www.ferroviadellostato.it).

Once you arrive in Torino you have to take the bus n° 9 and then take the bus GTT “AUTOLINEA TORINO – POIRINO - ALBA”, departing from Corso Vittorio Emanuele II at the corner with Corso Massimo D’Azeglio and get off the bus in ALBA (<http://www.comune.torino.it/gtt/intercomunale/percorari.shtml> and <http://www.comune.torino.it/gtt/intercomunale/percorsiorari/210.pdf>).

Otherwise you can take the Regional train from TORINO PORTA NUOVA Railway Station to ALBA with one change in Bra or Cavallermaggiore.

IF YOU ARRIVE IN TORINO PORTA NUOVA RAILWAY STATION:

Take the bus n° 9, in front of the Railway Station and then take the bus GGT “AUTOLINEA TORINO – POIRINO - ALBA”, departing from Corso Vittorio Emanuele II at the corner with Corso Massimo D’Azeglio and get off the bus in ALBA (<http://www.comune.torino.it/cgi-bin/gtt/extraurbana.cgi> and <http://www.comune.torino.it/gtt/intercomunale/percorsiorari/210.pdf>).

Otherwise you can take the Regional train from TORINO PORTA NUOVA Railway Station to ALBA (www.ferroviadellostato.it) with one change in Bra or Cavallermaggiore.

HOW TO GET TO ALBA BY CAR

FROM TORINO:

Take the A6/E717, towards MARENE/CHERASCO. Take the exit towards BRA – MARENE. Follow the SS231/E74/Via Bra towards ASTI/ALBA/CHERASCO/BRA/LA MORRA. At Bra, continue along: SS231 and then along SP3Bis towards SAVONA/BAROLO/ALBA C.SO EUROPA. Take the exit towards ALBA.

FROM MILANO:

Take the A7. Head towards E70-A21 for TORINO Take the exit towards ASTI EST / E74 – A33 – CUNEO. Head towards SS231 - CUNEO – ALBA. Close to Asti, Continue along: SS231 / E74. Take the exit towards E74 / A33 AUTOSTRADA ASTI - CUNEO. Take the exit towards SAVONA/BAROLO/ALBA and take the exit towards ALBA.

FROM GENOVA:

Take the A7/E25 towards AUTOSTRADE. Head towards E80/A10 – VENTIMIGLIA/AEROPORTO - A26 – ALESSANDRIA. Continue along: A10 / E25 / E80. Take the exit towards A26 - A7 – ALESSANDRIA. Head towards ALESSANDRIA OVEST - A21 - TORINO – PIACENZA. Head towards TORINO - A21. Take the exit towards E74 ASTI EST - A33 CUNEO. Head towards SS231 - CUNEO – ALBA - SS436 - NIZZA-CANELLI - ACQUI TERME - SS457 – CASALE.

Head towards SS231 - ALBA – CUNEO - SS436 - ACQUI TERME. Head towards SANTO STEFANO BELBO - SS231 – CUNEO - SS456 - ACQUI TERME - SS231 – ALBA.

Take the exit towards E74 - A33 – CUNEO. Take E74 / Autostrada Asti-Cuneo and take the exit towards A33/ E74 – CUNEO.

Take the exit towards SAVONA/BAROLO/ALBA and take the exit towards ALBA

TOURIST SERVICES

In Langhe and Roero area you'll find many services to organise your trip. Tourist information at the Tourist Office **Ente Turismo Alba Bra Langhe Roero**, Call-Centre for Reservations thanks to **Consorzio Turistico Langhe Monferrato Roero**, On-line Reservations thanks to the new service **Langhe Roero Booking**.

Hotels and restaurants free reservation service

Consorzio Turistico Langhe Monferrato Roero

P.zza Risorgimento, 2, 12051 - Alba (Cuneo)

Tel. +39.0173.362562, Fax+39.0173.220237

Email: info@turismodoc.it

Web: www.tartufoevino.it

Langhe e Roero Booking

www.langheroerobooking.it

Tourist Office

Ente Turismo Alba Bra Langhe Roero

P.zza Risorgimento, 2, 12051 Alba (Cuneo)

Tel. +39.0173.35833

Email: info@langheroero.it

Web: www.langheroero.it

HOW TO REACH THE CONGRESS LOCATION

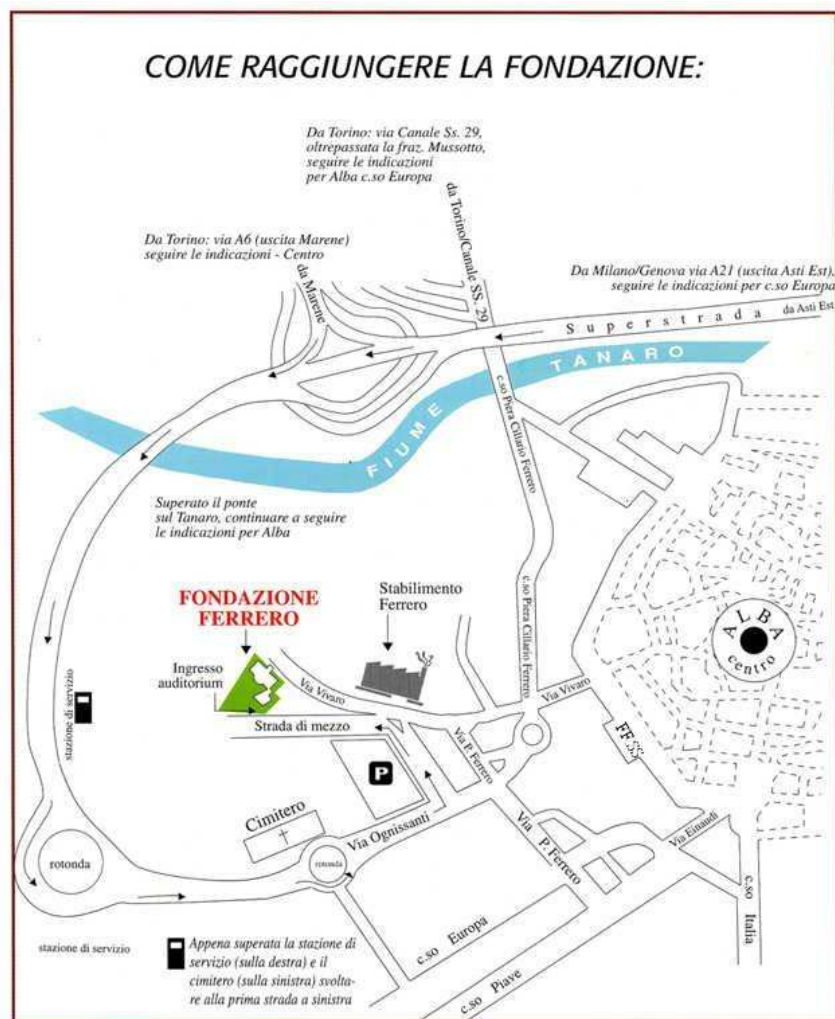
Fondazione Ferrero

Via Vivaro, 49 - 12051 Alba (Cn)

tel. +39 0173 295 259 - +39 0173 295 085

fax +39 0173 363 274

web: <http://www.fondazioneferrero.it/>



From Torino: towards Canale SS29, after MUSSOTTO, follow the signs for ALBA - CORSO EUROPA.

From Torino: towards A6 (exit Marene), follow the signs for ALBA – CENTRO.

From Milano/Genova: towards A21 (exit Asti Est) follow the signs for ALBA - CORSO EUROPA.