

Iveco and the Maori Haka dance during Rome's all-night events

Rome's programme of all-night events planned for tomorrow, the *Notte Bianca* – for which the theme this year is “The World in One Night” – will provide the opportunity to come into contact and interact with something new. Strolling through the streets of Rome will be like a voyage of discovery to countries near and far, with sounds and culture from all over the world.

Iveco and New Zealand's Embassy in Rome will lead the public all the way to New Zealand, accompanied by the Haka dance that will introduce the Maori cultural identity, with a performance that will take place at the Gianicolo Terrace from 21.30 to 22.30.

In the collective ritual of the Haka dance, Iveco will join the Maori people in confirming the values (Commitment, Reliability, Performance and Team Spirit) that it shares with the New Zealand rugby team, the All Blacks, for which it is the Official Global Sponsor.

During the Haka dance, the streets of Rome will become a *marae*, the traditional open-air space in which social ceremonies are held. The shouts and the foot-stamping will reaffirm the endurance of the Maori cultural heritage; watching this spectacle, during Rome's all-night celebrations, onlookers will witness an identity and values whose power remains undiminished even in today's world.

Iveco

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