

## MEDIA INFORMATION

Guangzhou, 27 February 2025

### Newly Upgraded VFS Global Italy Visa Application Centre inaugurated in Guangzhou to facilitate Rapidly Growing Travel Demand

- *The newly upgraded centre will be operational for Italy visa applicants in the Guangzhou jurisdiction from Monday to Friday (except public holidays)*
- *The upgraded centre is equipped with state-of-the-art facilities, including digital signage, digital notice boards, digital token management system and the electronic interactive information system.*
- *A dedicated cultural exhibition gallery is designed to showcase Italian style, art, and culture.*
- *A variety of optional services are available at the centre, including Premium Lounge, Courier services, and SMS alerts*

In line with its commitment to delivering comfort, efficiency, and excellence to applicants, VFS Global inaugurated its upgraded Italy Visa Application Centre in Guangzhou on 27 February 2025. Mr. Valerio De Parolis, Consul General of Italy in Guangzhou, and Mr. Kishen Singh, Chief Operating Officer, China & Mongolia of VFS Global, formally inaugurated the newly upgraded Italy Visa Application Centre in Guangzhou, China.



The new premises spans over 1,300 square meters, featuring 14 submission counters and 7 biometric enabling it to process more than 500 applications daily. Designed with a spacious, bright interior, the centre is equipped with state-of-the-art amenities, including advanced digital elements such as digital signage, digital notice boards, a digital token management system, online appointment systems, and streamlined biometric collection. These features not only provide a more comfortable and efficient submission

experience for customers but also enhance the security and efficiency of the visa application process.

Additionally, the centre includes a dedicated cultural exhibition gallery, designed to showcase Italian style, art, and culture, offering travellers a deeper understanding of Italy even before they embark on their journey.



**Mr. Valerio De Parolis**, Consul General of Italy in Guangzhou, stated, " The visa process is extremely important to us as it's the first showcase for our Country to prospective travellers. That is why we worked together with VFS Global to further improve and optimise an already high-quality service and assure that the requests for a visa to Italy, results also as the beginning of an overall comprehensive travel experience."

In his speech, the Consul General emphasized that the new visa centre offers a more spacious environment, designed to meet the growing demand for Italy travel. The number of visa applications in 2024 increased by 80% compared to the previous year in the Consulate General of Italy in Guangzhou, highlighting the significant potential of tourism in strengthening collaboration between Italy and Southern China.

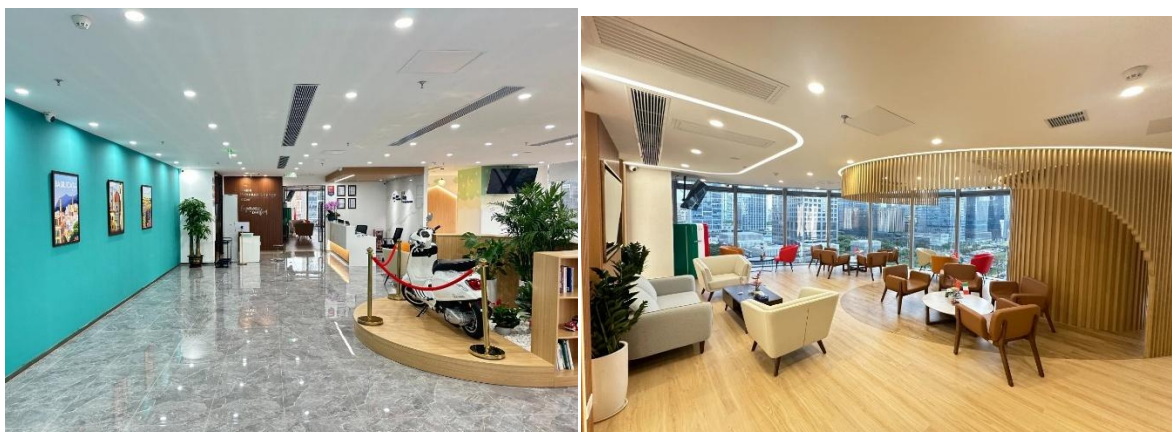


**Mr. Kishen Singh, Chief Operating Officer, China & Mongolia of VFS Global,** remarked, " The newly upgraded Italy Visa Application Centre stands as a testament to our unwavering commitment to delivering comfort, efficiency, and excellence to every applicant. This centre is not merely a visa application facility—it serves as a cultural business card for Italy in China. Our mission at VFS Global remains clear: to provide best-in-class services while ensuring a comfortable and efficient experience for every customer. We are committed not only to facilitating visa applications but also to promoting Italian culture and tourism in collaboration with the Consulate General."



In recent years, the demand for outbound travel to Italy from China has seen significant growth, with a 60% increase in visa applications in 2024. This surge reflects the growing interest among Chinese travellers in exploring Italy for tourism, business, study, and cultural exchanges. As a key hub for visa processing, this upgraded centre plays a pivotal role in supporting this growth, facilitating seamless travel, and strengthening the cultural and economic ties between China and Italy.

The visa application centre also offers a range of optional services, including a Premium Lounge for personal assistance throughout the application process, Courier Return service to deliver processed documents to registered addresses, and a Notification service for updates at each step of the application journey.



To ensure a smooth and hassle-free visa application process, applicants are encouraged to plan ahead and submit their applications well in advance. Schengen countries, including Italy, accept visa applications up to **6 months** in advance. Given the strong pent-up travel demand, especially during peak seasons, early application is highly recommended to avoid delays and secure preferred travel dates.

For more information and to begin your visa application process, please visit the VFS Global official website at [www.vfsglobal.com](http://www.vfsglobal.com).

### **About VFS Global**

As the world's leading outsourcing and technology service specialist, VFS Global embraces technological innovation including Generative AI to support governments and diplomatic missions worldwide. The company manages non-judgmental and administrative tasks related to applications for visa, passport, and consular services for its client governments, increasing productivity and enabling them to focus entirely on the critical task of assessment.

With a responsible approach to technology development, adoption and integration, the company prioritizes ethical practices and sustainability while serving as the trusted partner to 68 client governments. Operating over 3,500 Application Centres in 153 countries, VFS Global has efficiently processed more than 305 million applications since 2001.

Headquartered in Zurich and Dubai and majority owned through investment funds managed by Blackstone Inc, along with the Swiss-based Kuoni and Hugentobler Foundation and EQT, VFS Global is committed to creating value for all stakeholders and leading in responsible, innovative solutions making government services more effective and efficient.