



Romics meets the Army: between technology, youth, and new challenges of institutional communication

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The participation of the Italian Army in the 36th edition of Romics, at the Fiera di Roma, is part of a series of initiatives aimed at strengthening the relationship between institutions and citizens, with particular attention to the new generations. The presence in a context dedicated to pop culture represents a **strategic communication choice**, aimed at fostering a direct and accessible dialogue with a broad and heterogeneous audience.

Romics indeed constitutes an important meeting opportunity between different worlds – cultural, creative, and institutional – offering a dynamic context in which to promote greater awareness of the Armed Forces. In this context, the Italian Army presented its activities, highlighting not only its operational capabilities but also the **founding values** that guide its daily actions: discipline, sense of duty, and service to the country.

The exhibition space allowed visitors to get closer to a modern and complex reality, promoting a more conscious perception of the role played by the Army in contemporary society. The initiative is part of the broader institutional commitment aimed at consolidating the **relationship of trust with the community**, promoting transparency and knowledge.

Technological innovation and operational capability

During the event, particular emphasis was placed on the dimension of **technological innovation**, a central element in the evolution of the Armed Forces. Visitors had the opportunity to learn about advanced systems and tools, including drones used in reconnaissance and monitoring activities, as well as tactical vehicles like the Light Tactical All Terrain Vehicle (LTATV) and the VTLM “Lince”, representative of the Army's operational capabilities in different deployment contexts.

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Flight simulator. Source: Italian Army.

Experiential activities, including the flight simulators of the Army Aviation, allowed for a direct understanding of the level of complexity and preparation required of military personnel. Similarly, the presence of robotic systems and new generation communication devices highlighted the growing role of the **technological and informational domain** in contemporary operations.

These elements contribute to outlining an Army in constant evolution, capable of integrating innovation and tradition to effectively respond to national and international security needs. Participation in events like Romics represents, in this sense, an important opportunity to spread a defense culture based on knowledge and awareness.

Training, guidance, and opportunities for young people

Alongside the technological aspects, the Army's presence at Romics assumed a significant guiding function. At the info point, military personnel provided detailed information on training paths and **recruitment opportunities**, illustrating the access methods and currently active competitions.

Particular attention was paid to the Army's training institutes, including the Military Schools and the Non-Commissioned Officers School, which represent paths of excellence for the professional and personal growth of young people. These realities offer a complete training model, based on the integration between **academic education and military preparation**, with the aim of developing skills, responsibility, and leadership capabilities.

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Info point. Source: Italian Army.

Direct interaction with the public allowed for the enhancement of the daily contribution of the men and women of the Army, engaged both in operational activities and in community support. In this context, participation in an event like Romics is confirmed as an effective tool to bring young people closer to institutions, fostering a conscious and informed choice.

In conclusion, the presence of the Italian Army at Romics highlights an institutional approach oriented towards openness, dialogue, and transparency. An initiative that contributes to strengthening the bond between the Armed Forces and civil society, promoting greater awareness of their role and the opportunities offered, in a perspective of **participation and shared responsibility**.

News link: <https://www.esercito.difesa.it/comunicazione/lesercito-alla-36-edizione-del-romics/184391.html>