



ITALIAN PAVILION

EXCEL LONDON, STAND N50 AND N60

17-18
APRIL
2016



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy

About ICE

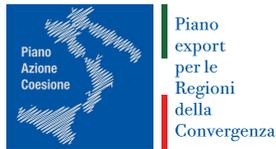
The Italian Trade Commission - ICE is the Government agency that supports the globalisation of Italian firms, under the Ministry of Economic Development's strategies. ICE helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SME, their associations and partnerships. ICE sustains Italian firms in their internationalisation processes and promotes the marketing of Italian goods and services, Italian investments, as well as the image of "Made in Italy" products worldwide.

ICE provides information, support and consultancy to Italian companies on foreign markets, promoting and fostering export and cooperation in all areas - industry, agricultural and agri-food, services, etc. - with the target of increasing their presence and making it more effective on international markets. ICE works closely with the Italian Regions, the network of the Italian Chambers of Commerce, business organisations and other public and private entities.

ICE headquarters are in Rome, with a large network of offices around the world and acts as "Trade Promotion Sections" of the Italian Embassies or Consulates.

The Italian Trade Commission - London office helps to develop, facilitate and promote Italian and UK trade relations, focusing on the needs of SME, their associations and partners. ICE London assists more than 1500 Italian companies per year and, since 1947, promotes Italian products and services, Italian investments, as well as the "Made in Italy" image.

ICE London, also, assists UK companies interested in investing in Italy and "Made In Italy" products.



The Italian Trade Commission, Trade Section of the Italian Embassy, is now involved in PIANO SUD, an initiative designed to enable the enterprises and research systems of Italy's so-called Convergence Regions- Calabria, Campania, Puglia and Sicilia- to express their full potential for innovation and excellence. For this reason we have the pleasure to present in the Italian pavilion 12 food producing companies from Campania, Calabria, Puglia and Sicilia.

ORGANIC FOOD IN ITALY- STATISTICS

SOURCES: COLDIRETTI, SINAB, BIOBANK, ANCI



PERCENTAGE OF LAND FARMED ORGANICALLY BY REGION.

CALABRIA	29.67%
SICILIA	22.04%
LAZIO	18.56%
UMBRIA	16.79%
PUGLIA	14.16%
TOSCANA	13.90%
SARDEGNA	13.13%
MARCHE	12.74%
BASILICATA	9.74%
EMILIA ROMAGNA	8.56%
LIGURIA	6.91%
VALLE D'AOSTA	6.85%
ABRUZZO	5.69%
P. A. TRENTO	4.56%
CAMPANIA	3.77%
PIEMONTE	3.31%
P. A. BOLZANO	2.78%
MOLISE	2.61%
LOMBARDIA	2.52%
VENETO	1.94%
FRIULI VEN. GIULIA	1.74%

MASS RETAIL CHANNEL- ORGANIC PRODUCTS SALES

48% SUPERMARKETS
38% SUPERSTORE
10% DELICATESSEN
4% DISCOUNT SUPERMARKETS

YEAR 2015 AND THE ITALIAN *NATURAL AND ORGANIC* ATTITUDE

The Natural-Organic sector in Italy is now one of the most important in AgriFood economy. Italy is the only country in the world which can lay claim to **273** geographical indications and traditional specialities, more than **20,000** agritourism spots and the best worldwide performance on food not containing chemical residues in excess of the levels laid down by the EU legislation: **0.4%** for Italy, 4 times less than the **EU average: 1.4%** and 20 times less than **non-EU products 7.5%**.

To prevent intentional introductions of low quality ingredients, Italy is imposing stricter food production rules supported by a huge quantity of quality control checks.

For example: sugar cannot be added to wine, milk powder cannot be used to make cheese or soft wheat cannot be used for pasta (...).

Italy has the highest number of organic producers in Europe.

49,070 organic companies an increase of **12%** over 2014 and 1,4 Million hectares of organic farming, **+5%** over 2014.

Organic Italian companies are 17% of the total EU ones, a record followed by Spain in 2nd position: 12% and Poland 10%.

Regions in Northern Italy are the leaders for “natural and organic” purchases with 66% of the total purchases, followed by the Center with 25% and the remaining 9% by Southern regions.

2015: IN ITALY ORGANIC FOOD CONTINUED ITS RAPID PACE OF GROWTH, WITH SIGNIFICANT INCREASES COMPARED TO 2014

EVO
+8%

CEREALS
+18.9%

VEGETABLES
+14.3%

EGGS
+4.6%

YOGURT
+8%

DAIRY SECTOR
+4.1%

FRUITS
+1.4%

PASTA
+21%

FRUIT JUICE
+5%

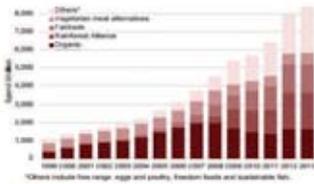
FRESH MILK
+1.7%

ORGANIC FOOD IN UK - STATISTICS

SOURCES: GOV.UK , THE ORGANIC RESEARCH CENTRE



UK TREND SALES OF ETHICAL PRODUCE



Sales in “ethical” food and drink, including organic, fair-trade, free range and freedom foods rose to £8.4 billion in 2013, 8.5% of all household food sales. Sales of ethical produce have increased year on year since 2007, despite the economic downturn. Rainforest Alliance made up the largest share in 2012, accounting for 19% of the total ethical food sector at £2.0 billion; an increase of 47% on 2011. Fairtrade and organic products are the next largest

contributors at 15% (£1.6 bn) and 13% (£1.3 bn). Yearly decreases in sales of organic food and drink have led to an overall decrease of 33% since their peak in 2008. Sales of sustainable fish rose by 20% in 2012 to £0.4 billion. Figures are determined by the Ethical Consumer Market Report by The Ethical Consumer Research Association based on administrative data held by ethical labelling organisations, trade associations and market research data.

KEY FINDINGS FROM THE (UK) ORGANIC MARKET REPORT 2016:

Organic has a 1.4% share of the food and drink market

Sales of organic products in supermarkets have grown by 3.2%

Sales of organic products in the UK are worth £1.95 billion

Box schemes and online sales of organic products have risen by 9.1%

More than £9 million is now spent on organic food through the Soil Association Catering Mark, an increase of 28.5%

The UK organic market has grown by 4.9%

The organic catering sector has increased by 15.2%

UK Shoppers spent an extra £1.73 million a week on organic products in 2015

Organic product sales for independent retailers have increased by 8%



CALABRIA

Reggio Calabria is a great garden, one of the most beautiful places to be found anywhere on earth"

... Edward Lear (Artist)

Calabria is a region in southern Italy...

...the one forming the “toe” of the Italian Peninsula. Calabria’s capital is Catanzaro, but the most populated city and seat of the Calabrian Regional Council is Reggio Calabria.

Surrounded by the Ionian and Tyrrhenian seas, this long narrow region, stretches over 248 km (154 miles), and has a population of approximately 2 million people. Thanks to the varied surroundings, from coastline to mountains, tourism in Calabria has increased over the years. Rich in culture as it is in traditional cuisine. Calabria has a characteristic southern Italian Mediterranean cuisine, with a balance between meat-based dishes, vegetables, fish and pasta. Wine is also a very important part of a Calabrian’s table, which is why in ancient times Calabria was referred to as Enotria from Ancient Greek Oenotria, the “land of wine”.

Some “**Natural&Organic**” data

Source: Sinab

TOTAL at 31/12/2014 Planted areas in ha	160,164
Cereal	13,610
Protein crops, pulses and grain	940
Root plants	150
Industrial crops	357
Forage crops	15,004
Other seed crops	0,743
Vegetables	961
Fruits	2,234
Nuts	2,031
Citrus fruits	9,549
Vine	3,128
Olive tree	54,644
Other permanent crops	55
Grass fields	29,877
Light grazing	13,015
Land at rest	3,866

COMPANIES

Total 2014	8,787
Total 2013	7,168
Var % '14-'13	+22.6



CAMPANIA

“An Italian proverb says: See Napoli and die! But I say: See Napoli and live! Because it’s a place worthy of life”

... Arthur John Strutt (Archaeologist)

Campania is a region in southern Italy...

The name of Campania itself is derived from Latin, as the Romans knew the region as *Campania Felix: “Happy/ Fertile Countryside”*.

The region has a population of around 5.8 million people, making it the second most populous region of Italy after Lombardy. Located on the Italian Peninsula, with the Mediterranean Sea to the west, it includes the small Phlegraean Islands (Ischia, Procida, Vivara e Nisida) and Capri (part of the region for administrative purposes).

Its capital is Naples. Campania is rich in culture, music, architecture, archaeological and ancient sites such as Pompeii and, especially, its cuisine.

Some **“Natural&Organic”** data

Source: Sinab

TOTAL at 31/12/2014 Planted areas in ha	20,548
Cereal	1,578
Protein crops, pulses and grain	312
Root plants	40
Industrial crops	102
Forage crops	1,906
Other seed crops	221
Vegetables	663
Fruits	626
Nuts	5,226
Citrus fruits	64
Vine	682
Olive tree	2,786
Other permanent crops	2,484
Grass fields	1,360
Light grazing	1,788
Land at rest	740

COMPANIES	
Total 2014	2,016
Total 2013	1,923
Var % '14-'13	+4.8



PUGLIA

“In my opinion Bari is a very attractive city, with its wide streets at right angles, always finding the sea at the end of them, as you’d see the Alps from Turin”

... Paul Bourget (Novelist)

Apulia is a region in southern Italy...

...the one forming the “heel” on the boot of the peninsula. Surrounded by the Ionian and Adriatic seas, its capital is Bari. The region comprises 19,345km² (7,469sq mi), and it has a population of approximately 4.1 million. Apulia is one of the richest archaeological Italian regions, with strong cultural tradition. You can walk along ancient stone streets, see Trulli, important hubs along pilgrimage routes such as Via Francigena and festivals and events evoking the old traditional dances like Taranta and many others. Apulia’s cuisine is essentially based on 4 elements: fish, wheat, vegetables and oil, but the region also offers excellent dairy products and traditional charcuterie.

Some **“Natural&Organic”** data

Source: Sinab

TOTAL at 31/12/2014 Planted areas in ha	176,998
Cereal	37,168
Protein crops, pulses and grain	7,834
Root plants	125
Industrial crops	1,348
Forage crops	19,434
Other seed crops	2,563
Vegetables	7,939
Fruits	3,648
Nuts	4,877
Citrus fruits	1,559
Vine	10,269
Olive tree	49,822
Other permanent crops	231
Grass fields	4,714
Light grazing	10,805
Land at rest	14,663

COMPANIES

Total 2014	6,599
Total 2013	6,254
Var % '14-'13	+5.5



SICILIA

“To have seen Italy without having seen Sicily is not to have seen Italy at all, for Sicily is the clue to everything”

... Goethe (Writer)

Sicily is a region in southern Italy...

and it is also the largest island in the Mediterranean Sea. Its distinctive triangular shape, named Trinacria, is 25,711km² (9,927 square miles), with a of 1,484 km coastline (approx. 922mi). Sicily is made up of 19 inhabited islands, main island Sicily and 18 smaller ones with a total of 5,048,741 inhabitants (33,172 in the smaller islands). The capital, Palermo, is a city located in a gulf on the Tyrrhenian Sea in the northwest of the main island. The beaches, archaeological sites, dry sunny climate and history attract many tourists from Italy and abroad. The Sicilian cuisine, famous for its influences from all the cultures which have established themselves on the island over the last few centuries, is known for savoury and fresh dishes, fritters and fine pastries.

Some **“Natural&Organic”** data

Source: Sinab

TOTAL at 31/12/2014 Planted areas in ha	303,066
Cereal	43,879
Protein crops, pulses and grain	9,412
Root plants	115
Industrial crops	527
Forage crops	43,075
Other seed crops	6,676
Vegetables	4,362
Fruits	3,270
Nuts	8,578
Citrus fruits	17,411
Vine	27,105
Olive tree	25,654
Other permanent crops	352
Grass fields	36,978
Light grazing	56,243
Land at rest	19,430

COMPANIES

Total 2014	9,660
Total 2013	9,888
Var % '14-'13	-2.3



FRANCESCO MAZZEI

From early childhood, Francesco could always be found in the kitchen cooking with his mother, making their own olive oil, tomato sauce, salami and bread. With the determination to buy his first Levis jeans with his own money, he started working in his uncle's Gelateria in Calabria at the age of nine, learning to make ice cream and cakes. At 14 he met renowned Italian chef Angelo Sabetta who recognised his talent and encouraged him to pursue his dream of becoming a chef. After catering college and opening his first restaurant before going into military service, Francesco moved to Rome in 1992, where he worked a short stint at the Jolie Hotel before joining The Grand Hotel, Roma.

He moved to London in 1996 to learn English and worked at several restaurants before starting to work at his dream hotel The Dorchester. A move back to Rome offered a position at the Michelin starred restaurant Eden Terrazza on the top floor of the Eden Hotel overlooking Rome. In 2002 Francesco was approached by the Santini family to open 'Santini' restaurants in both Edinburgh and Milan. Moving back to London Francesco worked with Alan Yau as Head Chef at Yau's Italian restaurant in Marylebone, And; he also worked with the pastry sections of both Hakkasan and Yauatcha and then moved to Bangkok to launch an Italian restaurant at the Royal Sporting Club. In September 2005 Francesco opened Franco's on Jermyn Street for the Hambro family to acclaimed reviews. Francesco then moved on to open the kitchen of renowned restaurateurs Chris Corbin and Jeremy King's latest London venture, St Alban in September 2006. In June 2008 Francesco Mazzei opened L'Anima, and recently been appointed Chef Patron at Sartoria.

Francesco's recipes have appeared in magazines and newspapers widely across the world and he demonstrates regularly on TV shows in the UK. His first cookbook Mezzogiorno: Francesco Mazzei Recipes from Southern Italy, has recently been published.

His consultancy work has seen him and his team work with Alan Yau in the launch of Princi, consult on Italian concept for Istanbul Doors and prepared the Gala Dinner at the Italian stand during the Expo in Shanghai 2010 as well as the Gala Dinner for the Calabrian stand at Vinitaly International Wine & Spirits Fair. Francesco together with Giorgio Locatelli has been the testimonial of the Salumiamo campaign to create greater awareness and promote the wide range of Italy's finest cured meats to the British market and is also an Ambassador for Slow Food UK and the Welsh Lamb Club.

He has taken part in many other TV shows including Celebrity MasterChef, Market Kitchen and Saturday Kitchen.

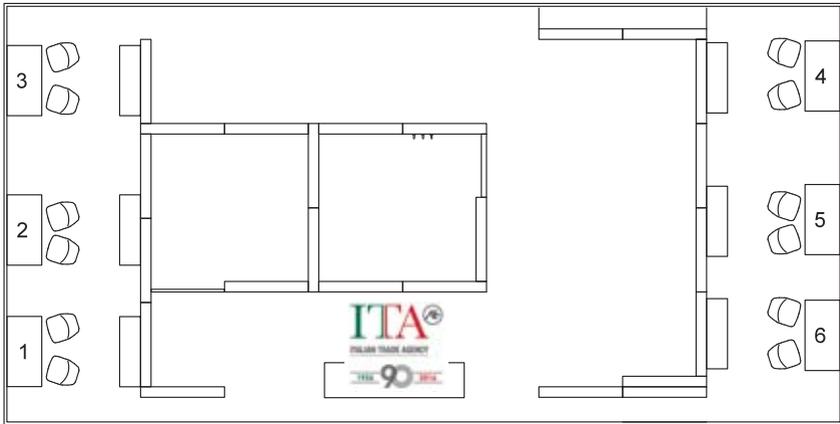
DO NOT MISS FRANCESCO MAZZEI KITCHEN DEMONSTRATION!

"MEZZOGIORNO" SOUTHERN ITALIAN COOKERY

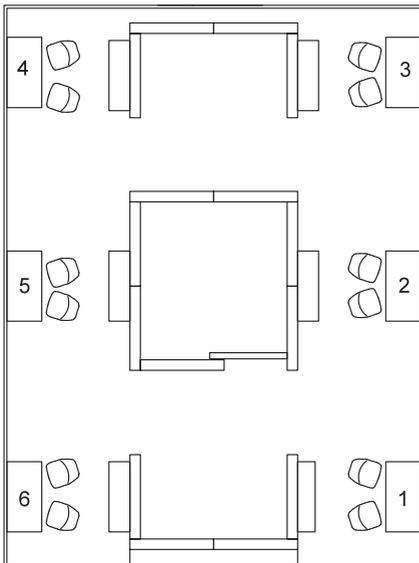
ExCel NATURAL FOOD KITCHEN- APRIL 17TH, From 14.00 To 14.45

MAP OF OUR PAVILION

N 60



N 50



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AGRUMARIA CORLEONE SPA

Via S. Corleone 12, 90034 Palermo (PA)

Tel. +39 0916213933

agruco@agrumariacorleone.com

www.agrumariacorleone.com

Region: **SICILIA**

STAND: N60/6



The company was founded at the end of the 19th century by Salvatore Corleone. *Our Juices:* The location of our factory in the heart of the principal fruit-growing areas on the island allows us to receive and process fruit on a daily basis. Our lemon, orange, mandarin and grape juices are supplied to major producers, manufacturers and distributors of juices, soft drinks and food preparations throughout the world.

Our Essential Oils: Lemon, orange and mandarin essential oils either cold pressed or distilled are well-known and appreciated all over the world for their organoleptic characteristics.

AIELLO BIO A.D. SRL

Zona p.i.p, 88050 Cropani Marina (CZ)

Tel. +39 0961960990

aiello@aiellobio.it

www.aiellobio.it

Region: **CALABRIA**

STAND: N50/5



Aiello AD SRL was founded in 1998 but its roots go back generations to an artisan bakery in Botricello which started in 1969. It was here that the Aiello family passed on their passion for their art to their children. In 1989, the business production was concentrated in two main sectors: one in the production of high quality pastries and the other in the production of sweets that were typical of the area.

Natale Aiello, decided to introduce his products to some of the most important Italian chains. On the back of this success, and at the same time as winning organic certification, Natale decided to branch out into the world of chocolate.

ARTIBEL SRL

Str.Prov n.39, 87033 Belmonte Calabro (CS)

Tel. +39 098247210

info@artibel.com

www.artibel.com

Region: **CALABRIA**

STAND: N60/5



The strength of our company is the passion for natural, simple and good things, in a land with thousands of landscapes and colours that created the “Mediterranean diet” heritage of humanity. Is here that ARTIBEL built its history and where it carries out daily activity.

All products of line ARTIBEL BIO comes from hard work of men and women and their land.

“ARTIBEL, our passion for Natural foods”.

CAMPO D'ORO VILLA REALE SICILIA

C.da Scunchipane, 92019 Sciacca (AG)

Tel. +39 092580100

info@campodoro.eu

www.campodoro.eu

Region: **SICILIA**

STAND: N60/3



For over 29 years Campo d'Oro has been producing a vast line of preserves and gourmet food products. Their range boasts over 150 products divided into three sub-sectors: Villa Reale, Villa Reale Supreme and Paolo Licata. The luxury line “Villa Reale Supreme” includes an exclusive selection of specialities in extra-virgin olive oil with ingredients selected from the Slow Food Presidia. Typical preserves, sauces, pâtés, fish, marmalade and jam, sweat spreads and organic products are just some of the specialities we offer. Quality Certified BRC-IFS-ISO 9001, 22000, 22005-RSPO.

CASA BURATTI SRL

Via Cervito 6, 84084 Fisciano (SA)

Tel. +39 089879328

info@casaburatti.it

www.casaburatti.it

Region: **CAMPANIA**

STAND: N50/6



The Company Casa Buratti is specialized in different products: fresh pasta using natural ingredients like whole wheat cereal and egg whites, fresh stuffed pasta, pizza bases and focaccia both fresh and frozen.

DELLA PERUTA VINCENZO SPA

Via S. Antonio Abate 14, 84018 Scafati (SA)

Tel. +39 0818503387

vendite@sanmarzano.com

www.sanmarzano.com

Region: **CAMPANIA**

STAND: N50/2



Della Peruta Vincenzo SpA is a family company engaged in the trade of tomatoes since three generations. The factory is located in the South of Italy and produces tomatoes and canned vegetables. It has its own laboratory and production area and exports its products not only in Italy but in all parts of the world.

Certification: BRC - IFS - Halal - Kosher and 100% Made in Italy.

ERBENOBILI SRL

C.da Torre Pavone Z.I., 70033 Corato (BA)

Tel. +39 0808723739

info@erbenobili.com

www.erbenobili.com

Region: **PUGLIA**

STAND: N50/4



Erbenobili srl is a company specialized in the preparation of food supplements. In a workshop of 800 square meters, we prepare our products using carefully selected raw materials in compliance with the most ancient herbal tradition. The company's greatest strength is the maceration process using wine and alcohol to extract the active principles from the plants.

FIORE DI PUGLIA

Via Boccotero 16, 70033 Corato (BA)

Tel. +39 0808982530

info@fioredipugliaspa.it

www.fioredipugliaspa.it

Region: **PUGLIA**

STAND: N60/1



Fiore di Puglia has more than 60 years of experience in bakery products, especially in production of Taralli: typical snack from Southern Italy. Our consumers prized us as the Italian Leader in this market! Our aim is to guarantee our products genuineness, by saving the unique taste of our exclusive recipe. Our Taralli are vegan, containing neither colourings nor preservatives. Our ingredients are just flour, extra virgin olive oil and natural aromas.

F.LLI CAPRINO SRL

Z.I.- C.da Mulinazzo 2, 98069 Sinagra (ME)
Tel. +39 0941582040
cristina@nocciolecaprino.it
www.nocciolecaprino.it
Region: **SICILIA** **STAND: N50/1**



F.lli Caprino srl is located in the heart of Sicilian hazel tree forest, the Nebrodi Mountain Park. The company features a deep knowledge in the transformation of organic and conventional hazelnuts, almonds and pistachios. Thanks to a close collaboration with the farmers, the company can guarantee full traceability and quality of each product at each step of the process. The transparency in company processing is the guarantee of high quality.

MONSU'

Via G.L. Bernini 40, 90145 Palermo (PA)
Tel. +39 091202746
luca.silvestrini@monsu.it
www.monsu.it
Region: **SICILIA** **STAND: N60/2**



The company focuses on the uniqueness of a proposal that strategically combines Sicilian artisan gelato tradition with a state of the art production technology in order to proudly relaunch traditional recipes, using a short list of high quality ingredients, without colouring, preservatives and artificial flavouring. From the chip-enriched Chocolate of Modica to the Sicilian Cannolo, including Sicilian Lemon and Nebrodi Mountain Hazelnuts, the offer of Monsu' includes, at the moment, 9 flavours between gelato, sorbetto and granite.

SOTTOLESTELLE SRL

C.da Costarelle, 71013 San Giovanni Rotondo (FG)
Tel. +39 0882451949
info@sottolestelle.com
www.sottolestelle.com
Region: **PUGLIA** **STAND: N50/3**



Sottolestelle srl is a company that produces organic food using ancient grains without genetic mutations. Our products are the best for intolerances and allergies to milk and eggs. Also we produce Vegan food, 100% milk & egg free. We use only extra virgin olive oil, all palm oil free products. We use only natural sweeteners like agave and malt. All our products are certified in our laboratory to avoid traces of milk and eggs.

“Healthy products for those who don’t want to give up on taste”.

UNION SRL

Via Mottola Z.I. D1/3, 70011 Alberobello (BA)
Tel. +39 0804323916
info@unionsrl.net
www.nonnamariangela.it
Region: **PUGLIA** **STAND: N60/4**



Union S.r.l has been present on the market since 1986. Our company is specialized in the production of bakery products prepared according to old Apulian recipes. Our product range includes savoury snacks which are typical of Apulia, such as “Taralli, Intrecciate, Panetti” and more. We also produce and commercialize excellent IGT wines (Primitivo, Negroamaro, Malvasia Bianca). Moreover, we offer speciality pasta and organic pasta, available in different regional styles. The company is certified: BRC, IFS and Halal.

COME AND TASTE OUR DELICIOUS COFFEE KINDLY SPONSORED BY TORREFAZIONE CAFFÈ CRÈME-PACHI S.R.L

Torrefazione Caffè Crème – Pachi s.r.l

Via dei Bucaneve-Lotto M/3

70026 Modugno (BA) – Italy

Tel. +39 0809147136

export@caffecreme.it

info@caffecreme.it

www.caffecreme.it



Our primary goal is to guarantee to our customers high quality coffee blends, joining the strength of the best Italian roasting tradition with the most modern technologies applied on the whole manufacturing process. After the wise choice of selected raw materials, our coffee beans are roasted in our clean air plant with a continuous temperature and humidity control system, which allows the preservation of the best taste of our coffee and also of its organoleptic properties; moreover, in compliance with the new project “Caffè Crème for the environment”, our Cremi pods and Cremi FAP capsules (Biodé) are totally biodegradable.

Caffè Crème: the tasty and conscious Italian choice which helps us to preserve nature



NOTES

NOTES



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy



Export
Plan
for the
Convergence
Regions



Ministero dello Sviluppo Economico