

*Save the date!*

November 25<sup>th</sup>

# *2017 Italian Gala Dinner*

2017意大利晚宴

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The Second Week of the Italian Cuisine in China



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce



THE EXTRAORDINARY  
ITALIAN TASTE



# *The 2<sup>nd</sup> Week of the Italian Cuisine in China*

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The Week of the Italian Cuisine in China is part of a global project supported by the Ministry of Foreign Affairs and International Cooperation (Ministero degli Affari Esteri e della Cooperazione Internazionale), the Ministry of Education, Universities and Research (Ministero dell'Istruzione, dell'Università e della Ricerca), the Ministry of Economic Development (Ministero dello sviluppo economico) and the Ministry of Agricultural, Food and Forestry Policies (Ministero delle Politiche Agricole, Alimentari e Forestali), aiming at spreading the values of the Mediterranean Cuisine (UNESCO intangible heritage) and boosting awareness about Italian F&B products.

During the first edition, 1395 events were organised in 108 countries around the world (68 in China), including masterclasses, seminars, tastings, promotional events at Italian restaurants, contests, and much more.

The second edition will aim at improving the Italian F&B export to China, with a focus on specific areas and products. It will also be characterised by a wider use of the social media to promote this initiative.

Have a look to the [video](#) of the previous event!



THE EXTRAORDINARY  
ITALIAN TASTE



# *Previous edition*





# *A Taste of Preciousness*

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**The Italian Gala Dinner 2017 edition** confers a leading role to the food, seen as an the essence of **excellence**. From feedstocks to dinner plates, passing through long and elaborate processes of creation, food can be a synonym of refinement, sophistication, an invaluable good.

Let us lead you in this path or re-discovering the essence of food, from the regional varieties and diversities to the elevation of food as arouser of deep emotions.





# *Michelin-starred Italian Guest Chef*

## *Massimo Spigaroli*

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The 2017 edition will have a signature menu by the Michelin-starred Italian guest chef, Massimo Spigaroli.

President of the Italian Consorzium of Zibello's culatello since the beginning of this institution, Massimo Spigaroli has become an international ambassador for Italian cuisine. Among the various events in which he joined, his collaboration with the Prince of England, Charles in winter 2007 is noteworthy.

Spigaroli has often been called "THE FARMING CHEF" since his cuisine is carried out only "using the natural methods". Spigaroli Brothers' farm covers the whole spectrum in its "LITTLE WORLD". Its fields provide all kinds of vegetables and fruit that seemed to have disappeared from our landscape.





# How to Participate

- **Sponsor the event**
  - sponsorship packages
  - lucky draw
  - goodie bags
- **F&B Tasting corner**
- **Book a corporate table or single ticket**

## 2016 Sponsors





# *Sponsorship Package*

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Do not miss the opportunity to advertise your company with one of our sponsorship packages:

Silver 25,000 RMB

Gold 45,000 RMB

Diamond 60,000 RMB

Supporting 88,000 RMB

*Contact us at [Bj.gala@cameraltacina.com](mailto:Bj.gala@cameraltacina.com) within November 10th*



# Sponsorship Packages - Benefits

	CORPORATE TABLE (10 seats)	PAGES ON GALA BOOKLET	RAFFLE TICKETS (number)	COMPANY EXPOSURE DURING THE EVENT	ON-GOING (2017-2018) ADV CAMPAIGN	CICC EVENT ORGANIZATION DISCOUNT
<b>SILVER SPONSOR</b> <i>RMB 25,000</i>	Standard position	half	10	Special thanks by MC	3 months Company's banner on CICC Homepage (Sponsors' section)	5%
<b>GOLD SPONSOR</b> <i>RMB 45,000</i>	Central position	1	15	Special thanks by MC; company's gadgets in the Goodie Bags	6 months Company's banner on CICC Homepage (Sponsors' section)	10%
<b>DIAMOND SPONSOR</b> <i>RMB 60,000</i>	Primary position	1	20	Special thanks by MC; company's gadgets in the Goodie Bags	12 months Company's banner on CICC Homepage (Sponsors' section)	20%
<b>SUPPORTING SPONSOR</b> <i>RMB 88,000</i>	VIP position	2	25	Special thanks by the MC and CICC Chairman; Promotional stand in the foyer or short company's intro during the Gala by company's representative. Company's gadgets in Goodie Bags	12 months Company's banner on CICC Homepage (Sponsors' section)	30%

The Diamond Sponsor and the Supporting Sponsor will also benefit of

Promotion on CICC  
WeChat

The Supporting Sponsor will also receive

Two complementary tickets for the 9<sup>th</sup> Panda d'Oro Award  
(Shanghai)



# *Lucky Draw and Goody Bags Sponsors*

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Guarantee the right visibility to your company with logo exposure on event advertising materials sponsoring products or vouchers for our Lucky Draw or Goody Bags.

**Contact us at [Bj.gala@cameraitacina.com](mailto:Bj.gala@cameraitacina.com) within November 10th**

## **LUCKY DRAW**

- ✓ Top three prizes delivered on the stage (selected according to value)
- ✓ Logo on lucky draw tickets, event booklet (with description only for top prizes), event totems and projected during the event
- ✓ Thanking on the stage

## **GOODIE BAGS\***

- ✓ Logo on lucky draw tickets, event booklet (with description only for top prizes), event totems and projected during the event
- ✓ Thanking on the stage

*\*This kind of sponsorship is only for full product sponsorships, 550 guests.*



# *Food and Beverage Tasting Corner*

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Product(s) corner with tasting in the foyer (during the welcome cocktail or dessert)

Benefits:

- ✓ Logo on all the communication materials
- ✓ Thanking on the stage

\*This kind of sponsorship is only for full product sponsorships, 550 guests



Contact us at [Bj.gala@cameraitacina.com](mailto:Bj.gala@cameraitacina.com) within November 10th



# Booking

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To book your corporate table or reserve your seat contact us to:

E-mail: [bj.gala@cameraitacina.com](mailto:bj.gala@cameraitacina.com)

Dress code: black tie

## **EARLY BIRDS** (*within October 18<sup>th</sup>*)



Corporate Table (Member), 10 seats: 11,000 RMB

Corporate Table (Non Member), 10 seats: 13,000 RMB

Individual Ticket (Member): 1,200 RMB

Individual Ticket (Non Member): 1,400 RMB

## **REGULAR BOOKING** (*within November 15<sup>th</sup>*)

Corporate Table (Member), 10 seats: 12,000 RMB

Corporate Table (Non Member), 10 seats: 14,000 RMB

Individual Ticket (Member): 1,300 RMB

Individual Ticket (Non Member): 1,500 RMB



*The Venue!*

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KERRY HOTEL

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Beijing

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北京嘉里大酒店

Starting at 6 pm!

Address:

Beijing City, Chaoyang District, Guanghua Rd. 1

北京市朝阳区光华路1号





# Contact Us!

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For more information, RSVP and Sponsorship please contact:

**bj.gala@cameraitacina.com**

Telephone: (10) 85910545

Web: [www.cameraitacina.com](http://www.cameraitacina.com)

## **China-Italy Chamber of Commerce**

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Chaoyang District, 100027, Beijing, China

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