

## Short profile of Mrs. Cristina Corsini

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- Founder of Good Italy LTD (P.R.China) trading and consulting company.
- China Country Manager for Great Vesuvio (a network of Italian enterprises).
- President of PROMOItalia (Association for the promotion of Italian Food & Wine Culture and the enhancement of the Italian Catering Techniques in the area of the People's Republic of China, Hong Kong and Macao).



Since 6 years, Cristina lives in China and she is working in the F&B sector. She developed the private sales sector of an Horeca company. Currently this company has released a WeChat store too.

In the past years, Cristina has created the company Kairos Events specialized to create events for customer of different sectors. That business included various activities: catering, chef at home, events in Italian restaurants like Cinema in the Kitchen, F&B events for team building and more.

Cristina opened Good Italy, a consulting and trading company to help Italian companies to develop China market.

Cristina always believed that associationism can help people easily achieve common goals. For this reason she founded several associations such as 'Italians in Shanghai Association' and recently 'PromoItalia' (an Association for the promotion of Italian Food & Wine culture as well as enhancement of Italian Catering Techniques in the People's Republic of China, Hong Kong and Macao).

As business consultant Cristina supports the companies interested in expanding their business in China and Chinese companies to invest in Italy in multiple sectors.

In the recent year of the Chinese Tourism in Europe and the Italian food in the World, Cristina is promoting food and wine tourism initiatives in Italy by guiding Chinese tourists to discover Italian food and wine excellences.

In the Food and Beverage Working Group Cristina should coordinate the activities with the target of increasing the visibility of all the categories of Italian F&B sector in China for a positive consumer satisfaction and a consequent growth for the companies.

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