Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce
1991–2016

F&B (CONSUMERS)

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F&B
KEY DIRECTIONS

Remove the Fragmented mind set and Silos/"Parrocchia" way to operate

1. **ESTABLISH SERVICES TO COMPANIES**
   - A. Information Sharing and services (Database, Infos, Researches, best practises)
     - For Companies already operating in China
     - For Companies that would like to operate in China (Define check list and approach to initiate business)
   - B. Streaming's subject and/or training on key topics (IP, Food Law, E-Commerce, Route to market, KA)
   - C. Way to operate: Quarterly meeting to start with and connection via paltform (ie WeChat)

2. **SISTEMA ITALIA BUILDING CRITICAL MASS**
   - A. Event Segmentation
     - Big event 4 per year where all can participate and where investments need to be concentrated to have major impact
     - Small event lists where each brand can decide
   - B. Lobby to European Chamber to ensure to consolidate topics and feed the European Chamber to voice up the issues
   - C. Marketing: ensure to build "Love in italian" all together to promote the Italian F&B across channels/communication/education (ie. E-commerce event or Tmall, KA activation, KA Corner)

3. **VISION TO LAND IN 3~4 YRS TO ORGANIZE AN EVENT (…IE CIBUS example) IN CHINA** to give the opportunities to Italian companies to promote them directly .

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F&B ITALIAN – "L'ECCELLENZA NEL MONDO"

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BUILD "ITALY PLATFORM"

With authorities to establish a start-up and sharing environment to come to China and then leverage best knowledge in Agriculture, Food Transformation and Supply Chain, Food Safety&Traceability and Food scientific research

BUILD ITALIAN FOOD = "LIVE IN ITALIAN"

TO COMMUNICATE THE 'ITALIAN" LOVE FOR FOOD, TASTE, PASSION FOR QUALITY AND CRAFTMANSHIP

BUILD FOREVER

TO BUILD "STEP BY STEP" WITH "LONG VIEW VISION" FOR THE BIGGEST CONSUMER MARKET IN THE WORLD

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F&B NEXT STEPS

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1. WG F&B – 10TH OCTOBER IN FERRERO OFFICE

A. Election Coordinators and Vice

2. ACTIVITIES ALREADY PLANNED

A. Amatrice initiatives
B. Italian Hospitality – Italian Restaurant in the World
C. First Week of the Italian cuisine Abroad in the World

3. DEFINE THE ELEMENTS FOR F&B ITALIAN PLATFORM BY STREAM (LEGAL, SC, SHARING MARKET INFOS, ROUTE TO MARKET OFFLINE AND ONLINE)

4. 2017 CALENDAR KEY EVENTS TO BUILD THE "LIVING IN ITALIAN" EXPERIENCE AND COMMON LOGO

A. Top Must have events with full participation and Fairs (ICE, Embassy, Italian Consolate or Key Category events)
B. Offline selected Key events and agreement with chain stores (Identify selected Chain-stores and approach)
C. Online selected Key events and agreement with platforms (dedicated Italian Platform and requirements)

5. SHARING EXPERIENCE BEST PRACTISES

A. Food&Law for F&B and Importation
B. E-commerce cooperation and potential Initiatives/Digital communication

6. START to PREPARE MILESTONE FOR THE VISION ON ITALIAN FOOD FAIR~CIBUS in SHANGHAI IN 3~4 YRS

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