Assocamerestero

Association of Italian Chambers of Commerce Abroad

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| **TRUE ITALIAN TASTE** |
| **Join the network of the authentic Italian food retailers!****MEMBERSHIP REGULATION** |

Targets

In the framework of the True Italian Taste project-which aims to promote the authentic Italian agri-food products in the world and is financed by the Ministry of Foreign Affairs and International Cooperation- Assocamerestero, association of overseas Italian Chambers of Commerce, as coordinator, of the project and the Italian Chamber of Commerce of […..] want to realize one mapping of commercial shops that offer one assortment of authentic Italian products with the target of promoting them among the consumers.

True Italian Taste aims in fact with its multiple actions to stimulate conscious choices and consumes among the consumers of products made in Italy. For this purpose, we want to make more available the knowledge of sale points currently existing in the Country and obviously those closer to the clients, in order that the purchase mechanism was easier and more transparent.

Receivers

Membership application to the network could be presented by:

* sale points joining in small distribution chains, different from the circuits of big distribution
* stores of foodstuffs
* stores of gourmet products
* stores of foodstuffs specialized in biological and / or nutraceutical products
* wine bars, bars and pastry shops that sell packaged food products from Italy
* restaurants selling food products from Italy.

Network membership applications could also be presented by exclusively virtual stores (websites of e-commerce), on condition that they respect the requirement of independence from distribution chains and carry out deliveries in the aforementioned geographic areas.

Membership requirements

Network membership application could be presented by aforementioned kinds of public shops that sell **at least 5 authentically Italian brands present in the assortment of the shop with at least 1 product for each.**

Applications of stores having less Italian products will not be considered.

Modality of membership

The network membership is **free**.

For the membership, it is necessary send one membership application to the overseas Italian Chamber accompanied by one form where the store’s information is given.

The given data and the possession of minimum requirements of membership are self-certificated by the applicant subject.

The network membership is established by the Chamber after the assessment of received application.

It is available at the Chambers the formats for the presentation of membership applications.

*[Hp: sending via email, publication and download from its own websites, filling at the chambers’ offices,…]*

Commitments and advantages for the members

The network members could:

1. increase its own visibility at potential clients thanks to the involvement in the Chamber’s initiatives of network promotion
2. participate to other initiatives of the authentic Italian product’s promotion organized by the Chamber

The duties borne by the members are as follows:

* guaranteeing the truthfulness of data given in the membership form
* receive any control visit on site that the Chamber could carry out randomly by verifying the truthfulness of what is declared by the members
* maintaining the requirements indicated in the membership form or communicate timely the changes compared with what is declared. The communication will be done according the modalities defined by the Chamber.

Exit from the network

The members could exit from the network at any time. It is sufficient sending one communication to the Chamber indicating the will to abandon the network.

Cancellation of membership

The Chamber proceeds to cancel the membership in the following cases

* negative result of visit of verification of minimum requirements of membership carried out by the Chamber at the member
* knowledge obtained in other way by the Chamber on the absence/loss of requirements by the member
* communication by one member of lacking the minimum requirements declared in stage of registration
* communication of exit from network by the member.

After the cancellation communication, the operators will not be involved in the Chamber-s initiatives any more.

Update of membership requirements

Within May 31th, 2022, the member will receive one memo from the Chamber together with the necessary forms for communicating any update of requirements indicated in stage of membership.

The changes will be assessed by the Chamber and, according to the cases, could result in the confirmation or cancellation of network membership.