

“意大利西安周”盛大启幕——推进中意文化交流

“Xi'an Italian Week”

Promoting the Sino-Italian Cultural Exchange with 7 days full of exciting activities, forums and performances related to Italian culture and lifestyle

4月30日，由西安高新区管委会、意中基金会联合主办、中国意大利商会鼎力支持、奇柯集团·奇柯欧洲中心项目全程赞助的“意大利西安周”系列活动在西安高新区嘉会坊拉开帷幕。这个重大项目将聚集最先进的欧洲公司和国际人才，旨在推进西安的国际化进程。

On April 30th, the "Xi'an Italian Week" was officially launched under the patronage of Xi'an Hi-Tech Zone Management Committee and Italy-China Foundation, with the support of China-Italy Chamber of Commerce, and fully sponsored by Chic Investment Group to launch the Chic European Center in Xi'an, a key project that is going to gather the most advanced European companies and international talents, as to push forward the internationalization of Xi'an.

为期七天的活动（4月30日至5月6日）在西安高新区嘉会坊举行，对于万余中外人民而言，这是一个难得的机会，他们可以亲身体验意大利的文化，感受意大利的艺术和意式生活方式。七天里，共有22家中国和意大利供应商参与了此次意大利西安周，期间组织了十多次活动，这些都推动着文化和经济交流。

The 7 days event, from April 30th to May 6th was held in Xi'an Hi-tech Zone, Jiahuifang and it was a great opportunity for more than 10,000 locals and foreigners who came to experience a touch of Italian culture, art and lifestyle. During the seven days, total 22 Chinese and Italian vendors joined the event and more than 10 activities were organized in order to deepen cultural and economic exchanges.



中方和意方代表出席了开幕式，西安市副市长、高新区党工委书记马鲜萍热烈欢迎了意方意大利驻华大使馆公使衔参赞兼经济商务处负责人德玛睿、意大利对外贸易委员会北京办事处首席代表暨中国区和蒙古国总协调官张保龙、中国意大利商会董事罗仁舟、中国欧盟商会副主席马晓利和意中基金会董事屠红艺。其他热烈欢迎意大利代表团的代表有：西安市文化和旅游局局长王庆华、西安市外办副主任李晓燕、西安贸促会副会长夏鹏、高新区党工委副书记兼管委会主任齐海兵、高新区管委会副主任杨华及奇柯集团首席执行官蔡希淳。

Chinese and Italian institutional representatives witnessed the opening event, including Ms. Ma Xianping, Deputy Mayor of Xi'an Municipality and Party Secretary of the Working Committee of the High-tech Zone welcomed Min. Emanuele de Maigret, Minister Counselor and Head of the Economic and Commercial Office of the Italian Embassy in China, and other representatives of Italian institutions including Director Gianpaolo Bruno, Trade Commissioner and Coordinator of ITA Offices in China and Mongolia in Beijing, Mr. Lorenzo Riccardi, Board Member of China-Italy Chamber of Commerce, Mr. Massimo Bagnasco, Vice Chairman of European Union Chamber of Commerce in China, Ms. Helen Tu, Board Member of Italy China Foundation.

Among the Chinese officials and representatives that welcomed the Italian delegation were: Ms Wang Qinghua, Director of Xi'an Culture and Tourism Bureau, Ms Li Xiaoyan, Deputy Director of Xi'an Foreign Affairs Office, Mr Xia Peng, Vice Chairman

of Xi'an Council for the Promotion of International Trade, Mr Qi Haibing, Deputy Secretary of the Party Working Committee and Director of the High-Tech Zone Italy, Mr Yang Hua, Deputy Director of the Hi-Tech Zone Management Committee, as well as Mr Marcello Tsai, CEO of Chic Group, organizer of the event.

在活动开幕式之前，西安市副市长、高新区党工委书记马鲜萍接见了意方领导，对远道而来的意方代表一行表示热烈的欢迎，诚邀众位嘉宾代表前来西安投资兴业，共谋发展，随后中意双方领导展开了亲切会谈。

Before the opening ceremony of the event, Ms. Ma Xianping, Deputy Mayor of Xi'an and Secretary of the Party Working Committee of the Hi-Tech Zone, hosted the Italian delegation with a welcome meeting, encouraging more initiatives for common exchanges and cooperation, in the fields of culture and tourism, technology innovation and e-commerce.

公使衔参赞德玛睿对代表了西安高新区的副市长马女士的热烈欢迎表示感谢，也感激其对西安意大利周活动的支持。公使衔参赞德玛睿提到，意方正在努力加强在文化和旅游、技术创新和电子商务这些领域与中方企业公司的合作。公使衔参赞德玛睿提到，在 2021 年 5 月 11 日至 15 日，张保龙先生将代表意大利参加于西安举行的第五届丝绸之路国际博览会。中意文化旅游年，无疑将为两国在这一领域的合作提供更多的机会。近年来，意大利与中国最大的电子商务平台签署了各项合作协议，同时更好地推广意大利制造的产品。

Min. de Maigret thanked the Deputy Mayor Ms. Ma for the warm welcome of Xi'an Hi-Tech Zone and for the support to the organization of the Xi'an Italian Week. Min. de Maigret mentioned that culture and tourism, technology innovation and e-commerce are all sectors in which Italy is making great effort to consolidate the cooperation with Chinese institutions and companies. In fact, Min. de Maigret reminded that Italy will be represented by Director Bruno during the approaching of the Fifth Silk Road International Expo that will be held in Xi'an from May 11th to 15th, 2021. In addition, next year it will be also the Sino-Italian Year of Culture and Tourism, that for sure will open to more opportunities of cooperation in this field between the two countries. Lastly, in recent years Italy has signed different cooperations with Chinese biggest e-commerce platform to better promote Made in Italy products.



会见之后，中方领导与意大利重要嘉宾参加了“意大利西安周”开幕式。

After the greeting meeting, Chinese leaders and Italian guests proceeded with the Opening Ceremony of the Xi'an Italian Week.



高新区党工委副书记、管委会主任齐海兵在致辞中表示，“意大利西安周”是“中意文化旅游年”——“意大利文化周”系列活动的第二站，旨在落实“一带一路”倡议，促进中意文化经贸交流合作，一方面通过展示意式文化生活潮流，提供深度的意式体验和完美的意式旅程，促进双方政府及民间交流；另一方面，双方将寻求合作机会，促进意大利经济、文化、旅游、艺术等各类企业、资本、项目入驻西安，加快大西安国际化进程。

Mr. Qi Haibing, Deputy Secretary of the Party Working Committee and Director of the Management Committee of the Hi-tech Zone, said in his speech that the "Xi'an Italian Week" is another step forward in the cooperation between Italy and Xi'an Hi-Tech Zone, thanks to the close cooperation with Chic Investment and Italy China Foundation, to strengthen cultural, economic and trade cooperation under the framework of the "Belt and Road" initiative.



意大利驻华大使馆公使衔参赞兼经济商务处负责人德玛睿在开幕式演讲中表示，肯定了此类创举在西安对促进中意交流的重要意义，因为它提升着西安经济、文化、旅游、艺术的国际化水平。

Mr. Emanuele de Maigret, Minister Counselor of the Italian Embassy in China and head of the Economic and Commercial Office, gave a speech during the ceremony remarking the importance of such initiatives providing enriching contents for China-Italy exchanges in Xi'an, and enhancing the international environment of Xi'an's economy, culture, tourism and art.



意大利女高音演奏家费兰娣·伊丽娅和俄罗斯男高音尼古拉进行了一系列意大利歌剧表演，而西安易俗社则展示了精彩的秦腔表演。

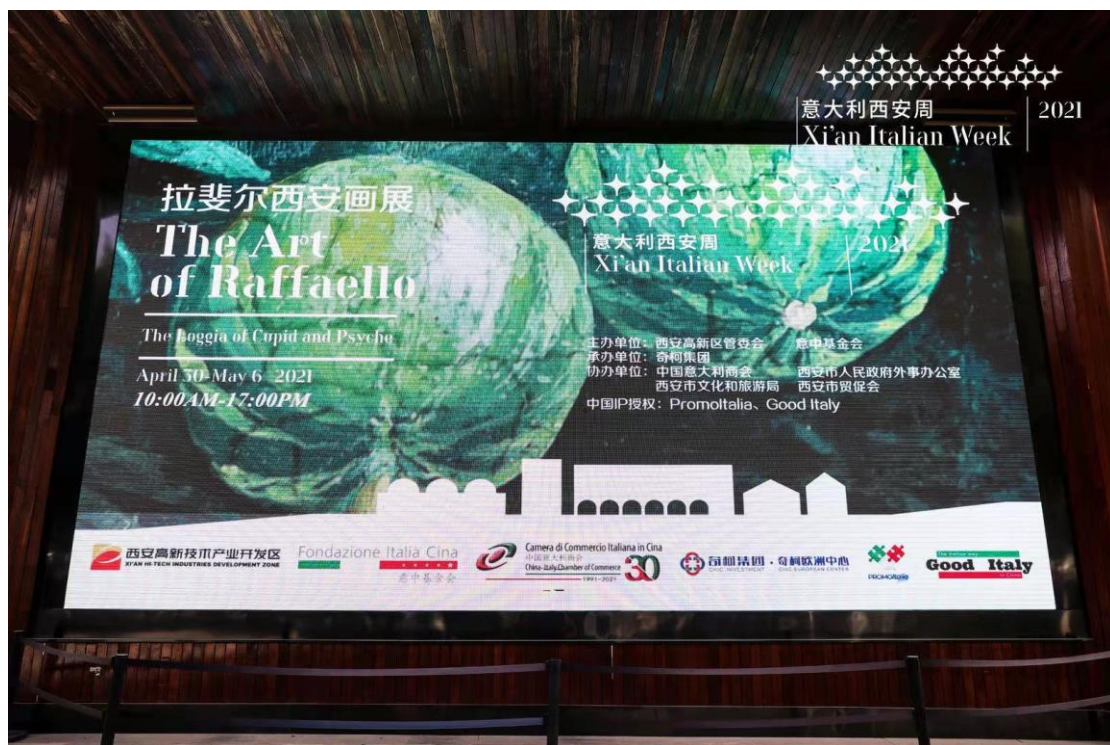
A series of Italian opera performances were impressively performed by the Italian soprano Ilaria Fioranti and the Russian tenor Nicholai Shamov, while the Xi'an Yisu Society presented the entertaining Qinqiang performance.



演出结束后，中意双方参会领导还一同参观了颇具艺术魅力“一带一路”摄影展和拉斐尔画展——“丘比特与普赛克”，长宽分别为6米和2米的主展板在此地展现着这幅原本位于罗马的法尔内西纳别墅-林琴科学院的壁画，该展览

在 Promoltalia 和 Good Italy 的帮助下于中国首次举办，并在奇柯集团的支持下得以实现。

After the show, both Chinese and Italian Institutional representatives had the opportunity to visit the “Belt and Road” photography exhibition by Lorenzo Riccardi, and “The Art of Raffaello – The Loggia of Cupid and Psyche” exhibition, whose main big panel of dimensions 6mx2m exhibited depicts the fresco located in Rome at Villa Farnesina – Accademia dei Lincei. This exhibition was brought for the first time in China thanks to Promoltalia and Good Italy and realized thanks to the support of Chic Investment.





中意露天市场是参观的最后一站，它为所有来宾提供了一个真正体验中国和意大利代表性产品的机会，他们也借此机会能与参加活动的中意供应商面对面交流。

The Sino-Italian Open-Air Market was the last stop of the tour and offered to all the guests some moments to enjoy a real experience of China and Italy most representative products and meet Chinese and Italian vendors who joined the event.





最后，嘉宾参加了拉斐尔晚宴，最值得一提的是由 Promoltalia 和 Good Italy 准备的 16 世纪文艺复兴时期的特色菜单，还有来自西安音乐学院学生的弦乐四重奏表演。借此机会，Promoltalia 向西安音乐学院图书馆捐赠了文艺复兴时期的乐谱。

Lastly, the guests joined the Raffaello Gala Dinner, characterized by a 16th century Renaissance menu, organized by Promoltalia and Good Italy, and a string quartet performance played by students from Xi'an Conservatory students. For this occasion, Promoltalia has donated the Renaissance music sheets to Xi'an Conservatory Library.



中意露天集市

轻松捕捉意式优雅生活

Sino-Italian Open-Air Market

For getting an experience of the Italian elegant lifestyle

在现场最受普通市民喜爱的要属中意露天集市了。由数十家国际知名食品集团携 21 家中意品牌商户搭建的意式特色集市，包含了中意特色美食、皮具、手工艺品以及轻奢鞋服等。感谢中国意大利商会饮食工作组负责人 Cristina Corsini 对本次活动的支持。本次活动共有 22 家加中意品牌与企业参与，并提供了多种多样的产品品类，其中包含了 Good Italy(好意食酒)、Il Milione(苏州苏马)、Mediterranean Kitchen(我的地中海厨房)、Alce Nero(有机尼奥)、Dang Ge(杨凌当歌)、意大利餐厅 Fiore di Zucca(意大利餐厅南瓜花)、意式披萨店 Acquolina(阿果里那)、意式冰淇淋 Voro、Ciao Fuer(苏州俏芙尔)、陕拾叁、意大利红酒品牌：Bussola(布索拉)和 Yishe Fines Wines - The Marking Art Management Ltd(意舍精品)、意大利咖啡品牌 Costadoro、泾阳茯砖茶、意大利美妆品牌 WiQo、体育品牌“环意 RIDE LIKE A PRO”、跑车品牌 Maserati(玛莎拉蒂)、摩托车品牌 Vespa—Piaggio(比亚乔维斯帕)、奢侈品品牌奇柯贸、热能品牌 Ariston(阿里斯顿)。

The Sino-Italian Open-Air Market was the most popular activity among visitors. Realized thanks to the cooperation with Cristina Corsini, Coordinator of China Italy

Chamber of Commerce Food & Beverage Working Group. Overall, 22 Chinese and Italian brands and companies took part in the event enriching the range of products and services provided. The variety of the exhibitors' sectors included food (Good Italy, Il Milione, Mediterranean Kitchen, Alce Nero, Dang Ge, Italian Restaurant Fiore di Zucca, Pizzeria Acquolina, VORO Italian Gelato, Ciao Fier, Shanshisan), wine (Bussola, Yishe Fines Wines – The Making Art Management Ltd), coffee (Costadoro), Chinese tea (Jingyang Fuzhuan tea), cosmetics (WiQo), sports (Ride Like a Pro), car (Maserati) and motorbike (Vespa-Piaggio), luxury goods (Chic Mall Hongkong), mechanical (Ariston).







据了解，“意大利西安周”于 2021 年 4 月 30 日至 5 月 6 日在西安高新区嘉会坊举办，为期七天，每日分别设置特色主题活动，有意式家庭活动、美食品尝、品酒活动、艺术展览以及以“儿童与设计：为了更好的未来”为主题的教育类活动；该活动由 TalentBank 人才平台联合 POLI.design(米兰理工大学设计学院)与西安交通大学共同举办。

Each day of the “Xi’an Italian Week” has been dedicated to a different topic: family activities, food and wine tastings, art exhibitions, as well as education, with the inspiring Sino-Italian Design Lecture “Kids&Design: For a Better Future” organized by TalentBank in cooperation with POLI.design and Xi’an Jiaotong University.

意大利西安周
Xi'an Italian Week | 2021

Open-Air Market
April 30-May 6 12:00-20:00

The Art of Raffaello
April 30-May 6 10:00-17:00

“One Belt One Road”
Photography Exhibition
April 30-May 6 10:00-17:00

Friday, April 30
Opening Day
Xi'an Italian Week Launching Ceremony
Italian Opera and Qinqiang Performance
Raffaello Gala Dinner (Upon Invitation)

Saturday, May 1
Italian Family Day
Kids Bicycle Fun Race
Painting Workshop
The Art of Knife Painting

Sunday, May 2nd
Art Day

Monday, May 3rd
Food Day
Food Tasting Day
Dessert Tasting

Tuesday, May 4th
Lifestyle Day
Big Sales Day
Coffee Master Class
Sino-Italian Design Lecture
Venice Mask Carnival

Wednesday, May 5th
Fashion Day
Big Sales Day

Thursday, May 6th
Closing Day
Big Sales Day
Outdoor Buffet (Upon Invitation)

Time: April 30 to May 6, 2021
Place: Xi'an Yanta District, Gaoxin 2nd road, No 14

奇柯集团 · 奇柯欧洲中心
CHIC INVESTMENT · CHIC EUROPEAN CENTER

Fondazione Italia Cina
Consulate of the Italian Republic in Xi'an

奇柯欧洲中心全程支持

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Bringing authentic European lifestyle with the support of Chic European Center

“意大利西安周”由奇柯集团在西安的项目奇柯欧洲中心全程赞助支持。作为 2021 年西安市重点建设前期项目，奇柯欧洲中心即将为大西安带来最纯正的欧洲生活方式及国际人才。项目位于西安高新三期西安国际时尚小镇内部，是时尚小镇的重要组成部分，环境优美，交通便捷。西安国际时尚小镇规划总用地面积 520 亩，分两期开发，总投资 100 亿元人民币。引进意大利时尚先进技术、时尚品牌资源和高端人才，搭建西安首个国际时尚产业链条，为大西安建设“时尚之都”打下坚实的基础。

The "Xi'an Italian Week" was an event fully sponsored by Chic Investment Group, realized in the framework of its European Center, located inside the Xi'an International Fashion Town. Chic European Center is a key project in Xi'an aiming to bring the European companies and lifestyle to local people and international talents. The total land area of the Xi'an International Fashion Town is about 35ha (520 mu), which will be developed in two phases with a total investment of RMB 10 billion. The international fashion town will be focusing on the interaction with several advanced resources, including Italian fashion technology, fashion brands and high-end experts,

with the aim of building the first international fashion industry chain in Xi'an, laying a solid foundation for the future of Xi'an as a "fashion capital".



本次“意大利西安周”的举办，是西安高新区与意大利深度交流合作的重要成果。作为古代丝绸之路的起点，西安正积极探索“一带一路”国际合作的新模式、新路径。截止目前，在城市发展、文物保护、文化旅游等领域，西安与意大利的罗马、庞贝、威尼托大区等城市和地区往来密切，交流合作与日俱增。

The successful "Italy Xi'an Week" is another important step forward in the long-lasting cooperation between Italy and Xi'an High-Tech Zone. As the starting point of the ancient Silk Road, Xi'an is actively exploring new models and new paths for international cooperation under the "Belt and Road" initiative. Up to now, especially in the fields of urban development, preservation of cultural heritage and cultural tourism, Xi'an has been maintaining close relations and increasing exchanges and cooperation with Italian cities and regions such as Rome, Pompei, and the Veneto region.

高新区作为西安市重点建设的国家级经济技术开发区，代表西安与西部高新科技产业前沿的领地，以其众多的“第一”成为陕西和西安最强劲的经济增长和对外开放的窗口。值得一提的是，在与意大利的交流合作中，高新区已发展成为“一带一路”交流合作中，中意合作项目最多、合作领域最广的区域。

As a key national economic and technological development zone in Xi'an, the High-tech Zone represents the frontier of the city and the western high-tech industries,

reaching the strongest economic growth and opening-up area in Shaanxi and Xi'an. It is worth mentioning that the High-Tech Zone has developed into a region with the largest number of Sino-Italian projects and the widest cooperation fields in the "Belt and Road" exchanges.

近些年来，西安持续加强对外开放、推进国际化大都市建设进程，这将为中意、中欧之间的合作带来更多契机。未来，我们期待西安能加强与意大利之间的合作交流，更快更好地推进系列项目进展，加速西安国际化进程，在对外合作中更加开放、更加包容。

In recent years, Xi'an has continued to strengthen its opening-up and to promote the construction of an international metropolis, which will bring more opportunities for cooperation between China and Italy, between China and Europe. In the future, we wish to strengthen the cooperation between Xi'an and Italy, to accelerate the advancement of a series of projects, to support the progress of Xi'an Hi-Tech Zone, and to enhance the development of an inclusive international area.