



Camera di Commercio Italiana in Cina

中国意大利商会

China - Italy Chamber of Commerce

Press Release: "Authentic Italian Table" - June 15th, 2019

The China-Italy Chamber of Commerce (CICC) is glad to inform you that the "Authentic Italian Table" was successfully held on June 15th, 2019 at Chao Hotel, Beijing.

The event is part of the project "True Italian Taste", promoted and financed by the Italian Ministry of Economic Development and carried out by Assocamerestero (the Association of Italian Chambers of Commerce abroad), in collaboration with the Italian Chambers of Commerce worldwide and it is aimed at enhancing and safeguarding the authentic Italian agri-food productions. "True Italian Taste" is part of the program "The Extraordinary Italian Taste".

The event was opened by a seminar session to raise awareness on the *Italian Sounding* phenomenon and on the DOP & IGP labels, which certify products as authentic Italian. MC of the event was the lifestyle influencer Sarah Zhang. Almost 70 local experts of the Food&Beverage participated to the initiative. Among them, Xiatian Guliang yaolian ye haochi (夏天菇凉要脸也好吃), Yang zixi (杨子溪), and Lianji bofan (联急播烦).

The presentation was followed by a wine masterclass, held by Adriano Albanese of *East Meets West Fine Wines*. Guests received an insight on the differences characterising Italian wines according to the methods used for producing them. Furthermore, guests also had the opportunity to taste different wines to get an authentic Italian experience.

Following the masterclass, attendees returned to the exhibition hall to participate in a quiz about Italian products. They also had the chance to try real Italian dishes thanks to the participation of a total of 16 companies which showcased their products, ranging from North to South of Italy.

CICC Chairman Davide Cucino pointed out that "the organization of initiatives like True Italian Taste will help Chinese consumers to acquire awareness about authentic Italian products focusing on safety and quality".

The China-Italy Chamber of Commerce (CICC) is an association funded in 1991 that gathers the Italian business community in China. Officially recognized by the Ministry of Economic Development and Chinese Ministry for Civil Affairs, the CICC is part of the Italian institutional system in the P.R.C. The CICC offers services and guidance to Italian companies willing to enter the Chinese market and to Chinese companies willing to invest in Italy, and actively promotes the Italian business in China.

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