



Camera di Commercio Italiana in Cina

中国意大利商会

China - Italy Chamber of Commerce

Press Release: Awarding Ceremony of "Ospitalità Italiana" (Italian Hospitality) – June 15th, 2019

The China-Italy Chamber of Commerce, with the support of IS.NA.R.T. (National Institute for Tourism Research) and of Uniocamere (the Italian Union of Chambers of Commerce, Industry, Handicraft and Agriculture), has decided to promote the project "ITALIAN HOSPITALITY, ITALIAN RESTAURANTS IN THE WORLD" which aims to create a network of Italian restaurants holding the "Italian Hospitality" certification in China. This certificate guarantees the usage of authentic Italian products and thus the level of quality provided, which have always distinguished Italian cuisine. Therefore, the certification enhances the image of Italian restaurants in China.

To obtain this certificate restaurants must meet five essential required criteria: the gastronomic offer, hospitality, wine list, use of extra-virgin olive oil, experience and competence of the chef.

In the last few months, the China-Italy Chamber of Commerce has conducted on-the-spot investigations to check that restaurants have met the benchmarks.

CICC Chairman, Davide Cucino underlined that "the 2019 Italian Hospitality edition has seen a large and more consolidated participation due to the fact that a higher number of CICC Members restaurants are now able to provide high quality culinary choices as well as a wide selection of authentic fine products".

Mr. Giuseppe Fedele, Minister Counsellor of the *Italian Embassy in the P.R.C.*, and Davide Cucino, *CICC Chairman*, awarded the following Italian restaurants (located in Beijing and Tianjin) with the authentic Italian hospitality certification: Assaggi Restaurant, Bella Vita, Bottega Fratelli Salvo (two restaurants), Fiume, Il Ristorante, La Pizza (three restaurants), Mercante, Mio, Pizza Saporita (two restaurants), Sorì, Venezia Club – Italian Restaurant & Winery.

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.

北京市朝阳区工人体育场北路 1 号三里屯外交公寓 3 号楼 2 单元 021 号公寓 -100027
3-2-21 Sanlitun Diplomatic Residence Compound, Gongtibeilu No.1 Chaoyang District, Beijing
100027, P.R.C.

Tel: (010)85910545 Fax: (010) 85910546

E-mail: info@cameraitacina.com <http://www.cameraitacina.com>

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