



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



**OSPITALITA' ITALIANA
AWARDING CEREMONY AND PRESS CONFERENCE
MAY 5th, 2011
ITALY PAVILION, SHANGHAI WORLD EXPO PARK**

China-Italy Chamber of Commerce is proud to introduce Ospitalita' Italiana, a worldwide certification promoted together with IS.NA.RT., the Italian Institute for Touristic Researches and in cooperation with the Italian Ministry of Tourism, the Italian Ministry of Culture and the Italian Ministry of Foreign Affairs.

Ospitalita' Italiana is a "quality certification" to certify that the awarded Italian restaurants meet the high quality standards required to **make Italian authentic cuisine**, as they use original imported Italian products (olive oil, parmigiano, D.o.C. wines etc) and have an experienced Italian chef.

The project Ospitalita' Italiana is an occasion to promote one of the most refined creations of Italy, the Italian Cuisine, and has as a goal to make the Italian food ingredients and authentic quality more recognizable by consumers outside of Italy.

Ospitalita' Italiana was established in Italy in 1997 and has certified more than 5400 hotels and restaurants throughout Italy. Since last year Ospitalita' Italiana has started cooperating with Italian Chambers of Commerce in 65 Countries around the world, to certify authentic Italian Restaurants abroad.

One thousand of the finest Italian restaurants around the world have been selected for the certification, which first started at the end of 2009. Italian Chambers in Foreign Countries have had a pivotal role in managing the selection process, making on site surveys and helping the appointed Evaluating Committee based in Rome make the screening and analysis of all the collected nominations. **So far 231 venues have been approved, out of which 16 are Italian restaurants located in China, in the cities of Beijing, Shanghai and Guangzhou.**

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Chamber of Commerce formally recognized by the Italian Government



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China-Italy Chamber of Commerce, with the support of the **Consulate General of Italy in Shanghai, the Italian Trade Commission, the Italian Cultural Office**, will announce the names of the awarded Italian restaurants in a ceremony and press conference to be held on May 5th, 2011 in Shanghai, at the Italy Pavilion of the Shanghai World Expo Park, at 16.30pm.

Members of the Italian and Chinese business community, as well as of the Media are welcome.

For further information, please contact: ospitalita.italiana@cameraitacina.com, Ms. Ottavia Curcuraci.

China-Italy Chamber of Commerce
Shanghai

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Time and Location

Italy Pavilion - Shanghai World Expo Park

May 5th, 2011

16.30pm

Contacts:

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意大利卓越款待奖
颁奖仪式暨新闻发布会
2011年5月5日
上海世博会园区,意大利馆

中国意大利商会很荣幸向您介绍“意大利卓越款待奖”，它是由中国意大利商会同意大利全国旅游研究机构 IS.NA.RT (Istituto Nazionale Ricerche Turistiche)、意大利国家旅游局、意大利文化部、意大利外交部共同推广的全球认证体系。

“意大利卓越款待奖”是一个质量认证体系，获得此认证的意大利餐厅的美食都符合意大利正宗美食的标准，他们使用意大利进口原装葡萄酒、橄榄油、奶酪，并拥有富有经验的意大利厨师。

“意大利卓越款待奖”项目以推广意大利最精致的产物--意大利美食为目的，旨在使得意大利美食的配料及质量更受意大利海外消费者认可。

“意大利卓越款待奖”于1997年创办于意大利，已经认证了超过5400家位于意大利的酒店及餐厅。自去年起，主办单位决定将认证范围透过海外意大利商会网络推展至全球其他65个国家，将资质赋予获得认证的海外意大利餐厅。

从2009年底开始，全球已有一千多家顶级意大利餐厅获得认证。设在海外的意大利商会配合罗马的评估委员会对所在国的意大利餐厅做现场鉴定，因此在挑选程序中起到关键作用。迄今，在231家通过评估获得认证的餐厅中，有16家在中国的北京、上海及广州。

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中国意大利商会，在**意大利驻上海总领事馆**、**意大利文化处**、**意大利对外贸易委员会**的支持下，将于**2011年5月5日下午4时30分**在上海世博会园区**意大利馆**里举办颁奖仪式及新闻发布会，并宣布获得认证的意大利餐厅名单。

届时欢迎中国及意大利商业会员、媒体参与！

更多详细信息，请联系：ospitalita.italiana@cameraitacina.com

联系人：Ottavia Curcuraci 小姐

中国意大利商会
上海

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时间及地点

上海世博会园区,意大利馆

2011年5月5日

下午 4:30

联系方式:

中国意大利商会 上海办公室

电话: 021-54075181

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