



Foreign Agricultural Service

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**Italy**

**Promotion Opportunities**

**Annual**

**2002**

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**Report Highlights:**

**Report contains updated information of FAS Rome, Italy's promotional and marketing activities for 2002-2004.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Rome [IT1], IT

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**Section I**

**REPORT HIGHLIGHTS**

This report updates FAS Rome Italy's listing of major Italian trade shows and promotional activities from September 2002 to September 2004. The purpose of this report is to inform U.S. companies in the agricultural, fishery and forest product sectors of potential export opportunities to Italy, and upcoming trade events.

None of the Italian trade shows are FAS Rome or FAS Washington endorsed. However, while some of these shows are supported by FAS Rome, others are organized by outside entities and are therefore listed solely for informational purposes.

**DISCLAIMER**

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

**Section II.**  
**Major Italian Trade Shows**

**WINE AND SPIRITS**

Name of Event: **VINITALY**  
Location: Verona, Italy  
Date: April 10-14, 2003  
April 8-12, 2004  
Type of Show: International Wine and Spirits Show  
Frequency: Annual  
Organizer: Veronafiere  
Contact: Flavio Piva, Assistant to the General Director - Planning and Development  
E-mail: [piva@veronafiere.it](mailto:piva@veronafiere.it)  
Website: [www.vinitaly.it](http://www.vinitaly.it)  
Tel: (011) (39) 045 829 8178  
Fax: (011) (39) 045 829 8174

**Description:**

VINITALY is Europe's largest and most successful international wine and spirits showcase. In 2002 the show featured 4000 exhibitors from 26 different countries, including a USA California Wine Pavillion comprised of nine American wineries. The 2002 edition attracted more than 141,000 people in a 6000 square meter exhibit space.

Post intends to continue participating in VINITALY, to organize promotional events aimed at showcasing U.S. wines, and maintain a U.S. presence with a USA Wine Pavillion, supported by the California Wine Institute. In the future Post would like to expand U.S. participation to wineries from Washington State, Oregon and New York State.

**FOREST PRODUCTS**

Name of Event: **ABITARE IL TEMPO**  
Location: Verona, Italy  
Date: September 19-23, 2002  
Type of show: Furniture and Interior Decorating Products  
Frequency: Annual  
Organizer: Verona Fiere  
Contact: Flavio Piva, Assistant to the General Director - Planning and Development  
E-mail: [piva@veronafiere.it](mailto:piva@veronafiere.it)  
Website: [www.veronafiere.it](http://www.veronafiere.it)  
Tel: (011) (39) 045 829 8178  
Fax: (011) (39) 045 829 8174

Name of Event: **Quadrum SACA**  
Location: Bologna, Italy  
Date: February 20-23, 2003  
Type of show: Moldings, Frames, Picture Frames, Accessories and Technology  
Frequency: Annual  
Organizer: Bologna Fiere  
Piazza Costituzione 6  
40128 Bologna  
Tel. (011) (39) 051 282111  
Fax: (011) (39) 051 282332  
Website: [www.smart.it](http://www.smart.it)

Name of Event: **SAIEDUE**  
Location: Bologna, Italy  
Date: March 19-23, 2003  
Type of show: Interior architecture, building renewal, technologies and finishing  
Frequency: Annual  
Organizer: Bologna Fiere  
Piazza Costituzione 6  
40128 Bologna  
Tel. (011) (39) 051 282111  
Fax: (011) (39) 051 282332  
Website: [www.smart.it/saiedue](http://www.smart.it/saiedue)

Name of Event: **SALONE DEL MOBILE**  
Location: Milan, Italy  
Date: April 2-6, 2003  
Type of show: Furniture, kitchens, and office furnishings  
Frequency: Annual  
Organizer: Cosmit  
Corso Magenta 96  
20123 Milan  
Italy  
Tel. (011) (39) 02 725941  
Fax: (011) (39) 02 89011563  
Website: [www.cosmit.it](http://www.cosmit.it)

Name of Event: **LEGNO & EDILIZIA**  
Location: Verona, Italy  
Date: June 19-23, 2003  
Type of show: Wood & Construction  
Frequency: Annual  
Organizer: Verona Fiere  
Contact: Flavio Piva, Assistant to the General Director - Planning and Development  
E-mail: [piva@veronafiere.it](mailto:piva@veronafiere.it)  
Website: [www.pmtexpo.it/legno](http://www.pmtexpo.it/legno)  
Tel: (011) (39) 045 829 8178  
Fax: (011) (39) 045 829 8174

Name of Event: **SALONE DELLA SEDIA**  
Location: Udine, Italy  
Date: September 13-16, 2003  
Type of show: International Chair Fair  
Frequency: Annual  
Website: [www.promosedia.it](http://www.promosedia.it)

Name of Event: **SAIE**  
Location: Bologna, Italy  
Date: Oct 15-19, 2003  
Type of show: International Building Material show  
Frequency: Annual  
Organizer: Bologna Fiere  
Piazza Costituzione 6  
40128 Bologna  
Tel. (011) (39) 051 282111  
Fax: (011) (39) 051 282332

Website: [www.bolognafiere.it/SAIE](http://www.bolognafiere.it/SAIE)

Name of Event: **SASMIL**  
Location: Milan, Italy  
Date: May 19-23, 2004  
Type of show: Wood and other construction material  
Frequency: Biannual  
Organizer: Cosmit  
Corso Magenta 96  
20123 Milan  
Italy

Tel. (011) (39) 02 725941  
Fax: (011) (39) 02 89011563  
Website: [www.cosmit.it](http://www.cosmit.it)

Name of Event: **XYLEXPO**  
Location: Milan, Italy  
Date: May 19-23, 2004  
Type of show: World exhibition for wood working technologies  
Frequency: Biannual  
Website: [www.xylexpo.it](http://www.xylexpo.it)

**Description:**

Italy offers numerous wood product shows, which span the construction industry, furniture, manufacturing and interior design. The shows listed offer an opportunity for the promotion of both hard and soft U.S. woods for a variety of applications, moldings, structural wood, doors, furniture and others. The target audience for these shows includes: importers, distributors, wholesalers, brokers, buyers and the general public.

**SPECIALTY FOOD**

Name of Event: **SALONE DEL GUSTO**  
Location: Turin, Italy  
Date: 24-28 October 2002  
Type of Show: Food & beverage  
Frequency: Biannual  
Organizer: Slow Food Italia  
Tel: (011) (39) 0172 436711  
Fax: (011) (39) 0172 411299  
Website: [www.slowfood.com](http://www.slowfood.com)

Name of Event: **EXPO FOOD**  
Location: Milan, Italy  
Date: November 8-11, 2002  
Type of show: Food & beverage  
Frequency: Annual  
Organizer: Expo CTS  
Via Londonio 2  
20154 Milan  
Tel. (011) (39) 02 349841  
Fax: (011) (39) 02 33600493

Name of Event: **MEDITERRANEAN SEAFOOD SHOW (MIA)**  
Location: Rimini, Italy  
Date: February 25-26, 2003  
Type of show: Food and drink  
Frequency: Annual  
Organizer: Ente Fiera di Rimini  
Via della Fiera, 52-C.P. 300  
47037 Rimini  
Tel. (011) (39) 541 711711  
Fax: (011) (39) 541 786686  
Website: [www.fierarimini.it](http://www.fierarimini.it)

Name of Event: **QUALITY SHOW - FIERA AGRICOLA**  
Location: Verona, Italy  
Date: March 6-10, 2003  
Type of Show: Gourmet Foods  
Frequency: Annual  
Organizer: Verona Fiere  
Contact: Flavio Piva, Assistant to the General Director - Planning and Development  
E-mail: [piva@veronafiere.it](mailto:piva@veronafiere.it)  
Website: [www.veronafiere.it](http://www.veronafiere.it)  
Tel: (011) (39) 045 829 8178  
Fax: (011) (39) 045 829 8174

**Description:**

Italy offers a variety of small to medium sized trade shows and fairs that specialize in quality food products. Some of the more well known shows are: Salone del Gusto (Slow Food Italia international gourmet food show), Expo Food (gourmet food show), Quality Food (International gourmet food show), and MIA Mediterranean Seafood Show (newly created international seafood show) .

The target audience for these shows includes: Italian retail product sector buyers, importers, distributors, wholesalers, brokers, supermarket buyers, hotel and restaurant industry executives, and food journalists. These shows are a great opportunity to present U.S. food as being gourmet and quality.

Post objective is to continue identifying those Italian trade shows that provide the best market potential for U.S. agricultural and food products and exports, and facilitate USDA Co-operators in market servicing and market development.

**HIDES, SKINS AND FUR**

Name of event: **LINEAPELLE**  
Location: Bologna, Italy  
Dates: November 5-7, 2002  
Type of show: Hides and Skins  
Frequency: Annual  
Organizer: AREAPELLE  
Tel: (011) (39) 02 8807711  
Fax: (011) (39) 02 860032  
E-mail: [lineapelle@unic.it](mailto:lineapelle@unic.it)  
Website: [www.lineapelle-fair.it](http://www.lineapelle-fair.it)

Name of event: **MIPEL**  
Location: Milan, Italy  
Date: March 20-23, 2003  
Type of show: Leather goods  
Frequency: Annual  
Organizer: Aimpes-Mipel  
Tel: (011) (39) 02 584511  
Fax: (011) (39) 02 58451320  
Website: [www.mipel.com](http://www.mipel.com)

Name of event: **MIFUR 2003/2004**  
Location: Milan, Italy  
Date: March 20-24, 2003  
March 19-23, 2004  
Type of show: Leather goods and fur  
Frequency: Annual  
Organizer: Ente Fieristico MIFUR  
Corso Venezia 51  
20121 Milan  
Tel: (011) (39) 02 76003315  
Fax: (011) (39) 02 76022024  
E-mail: mifur@wms.it

**Description:**

MIPEL, LINEAPELLE and MIFUR are three of Italy's largest and most well attended hide, skin and fur trade shows. Italy is a large consumer of quality hides and fur, both for national consumption and international export of finished products. The target audience for these shows includes: Italian retail buyers, importers, distributors, wholesalers, brokers, fashion designers and journalists.

**TEXTILES (WOOL/COTTON)**

Name of Event: **MODA IN/INTERTEX**  
Location: Milan, Italy  
Date: February 10-12, 2003  
Type of show: Textiles - Cotton, Wool and Silk  
Frequency: Annual  
Organizer: S.I.TEX  
Viale Sarca 223  
20126 Milan  
Tel: (011) (39) 02 66103820  
Fax: (011) (39) 02 66103844  
E-mail: moda\_in@iol.it  
Website: www.fieramodain.it

Name of Event: **PITTI IMMAGINE FILATI**  
Location: Florence, Italy  
Dates: July 2-4, 2003  
Type of show: Textile & yarn  
Frequency: Twice a year  
Organizer: Pitti Immagine  
Via Faenza 109  
50100 Firenze  
Tel. (011) (39) 055 36931  
Fax: (011) (39) 055 3693200

**Description:**

The Italian fashion industry is a large consumer of quality textiles, and Pitti Imagine and Moda In/Intertext offer the finest selection of textiles in Italy. The target audience for these shows includes: Italian retail buyers, importers, distributors, wholesalers, brokers, fashion designers and journalists.

**ORGANIC/HEALTH FOOD**

Name of event: **SANA**  
Location: Bologna, Italy  
Date: September 12-15, 2002  
September 11-14, 2003  
Type of show: Leading Italian Exhibition of natural nutrition, health and environment.  
Frequency: Annual  
Organizer: Fiere e Comunicazione srl  
Via S. Vittore 14  
20123 Milan  
Tel. (011) (39) 02 86451078  
Fax: (011) (39) 02 86453506

**Description:**

SANA is the largest and best-known Italian trade show in the organic/health food sector. FAS Rome works with FCS Milan in organizing a U.S. pavilion at SANA and assisting U.S. companies interested in participating. The Italian demand and interest in the health food sector is growing steadily, and SANA is an excellent showcase opportunity for U.S. companies interested in exporting to Italy. The target audience for this shows includes: Italian retail product sector buyers, importers, distributors, wholesalers, brokers, and supermarket buyers.

**PET FOOD**

Name of Show: **ZOOMARK**  
Location: Bologna, Italy  
Dates: April 11-14, 2003  
Type of show: International Pet food and supplies  
Frequency: Biannual  
Organizer: Bologna Fiere  
Piazza Costituzione 6  
40128 Bologna  
Tel. (011) (39) 051 282111  
Fax: (011) (39) 051 282332  
Website: [www.zoomark.it](http://www.zoomark.it)

**Description:**

Zoomark Pet and Pet Food Show is Italy's largest pet products exhibition with 602 exhibitors, and Europe's second largest. This biannual show will take place in Milan from April 11 to 14,

2003. Post intends to co-ordinate efforts with FCS Milan and APPMA to identify U.S. companies interested in coming to the 2003 edition.

**Section III.****Other Promotional Activities**

Activity Title: **Italian Buying Mission to the United States**

Activity Code: A03I032200

Dates: To be determined

To be Organized: In conjunction with FAS Athens, Greece

**Activity Description:**

Post intends to recruit and organise in conjunction with FAS Athens, a buyer's mission to the United States to attend one of the U.S. gourmet trade shows in order to educate the Italian HRI and RTL sectors, and perhaps even one journalist, regarding the quality and availability of U.S. food.

Potential U.S. shows include the National Restaurant Association (NRA), Fancy Food and Food Marketing Initiative Trade Shows. Post intends to advertise the mission with the publication of a newsletter/flyer to be sent to potential participants. The Marketing Specialists from Rome and Athens will accompany the buyers, to help arrange meetings with American companies at the show, and to assist U.S. exhibitors with information on the Italian market, import regulations and duties.

Trade Mission participants will return with increased contacts with U.S. exporters as well as names of consolidators and distributors in Europe resulting in increased U.S. sales to Italy and Greece. By exposing the participants to the variety and quality of U.S. products, as well as establishing face to face contacts, Post intends to fortify the introduction of gourmet quality U.S. food products to Italy and Greece. Each participant will have at least three individual meetings with U.S. exporters. Annually, the missions will develop personal relationships with U.S. exporters and producers to generate immediate sales in the three to six months following the trade mission to the U.S.

**Section IV.**  
**Contact Information**

Should you need any further assistance or information pertaining to this report, please contact:

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E-mail: [agrome@fas.usda.gov](mailto:agrome@fas.usda.gov)  
[danabiasetti@yahoo.com](mailto:danabiasetti@yahoo.com)  
Website: [www.usembassy.it/agtrade/](http://www.usembassy.it/agtrade/)