



MADE IN ITALY EXPO PARK: SHANGHAI





1. PROJECT SUMMARY



The project illustrated below stipulates the construction of an exhibition park entirely dedicated to Made in Italy brand in Shanghai. The current world situation massively inhibits large-scale Chinese outbound tourism. These inhibitions are likely to continue into the next few years. It is reasonable to assume that, even when the pandemic will extirpate, the attitude towards tourism will be profoundly different.

The Exhibition Park will allow Chinese tourists to get the full global offer of Made in Italy brand and experience, while remaining in China. The Park will host all the Italian excellence already known and those still unknown by the general Chinese public: an array of craft excellence, tailoring, footwear, quality and charming hospitality, culinary excellence, typical and territorial food and wine fineness, the charm of its history, its culture and the beauty of its territory.

Generally, the reason for a visit to Italy is to discover the origin of Made in Italy up close, observe how its products are made, and connect to the tradition and culture that generated them.



1. PROJECT SUMMARY



Italian Beauties



1. PROJECT SUMMARY



The Exhibition Park will make it possible to create a space that is not only an exhibition but a representative of the best Italian ingenuity, a “portal” that will be the interface between flair, Italian entrepreneurship, and Chinese outbound tourism: a place where Made in Italy is everything the charm attached to it. Such beauty will be told through various dynamic functions, including the most modern digital display technologies.

The Exhibition Park is a place that will totally transport every visitor into a real Italian scenario, a satisfying experience under all aspects, with elegant atmosphere, Italian Classic and contained style with restaurants portraying exclusive Italian traditional dishes, Culinary Institutes that will provide workshops and courses where a transfer of knowledge and treasured techniques awaits every interested guest. “Botteghe” various stalls that will showcase premium Italian oil, wine, beer, and local sodas. “Caffetterie” where a guest can accommodate and have a taste of authentic espresso coffee; Areas where a visitor can assist the production and origin of every product and boutiques where to exclusively buy handicrafts and souvenirs.

Films and shows will be staged that will introduce visitors to the Italian cultural climate by cinemas, and theaters built inside the Park. The overall lived experience will be far-reaching, endowed to “touch” the history, culture, and traditions that have made Italy a unique territory in the world.

1. PROJECT SUMMARY



Italian Monuments and Museums



2. TOURISM IN ITALY



Rome, Florence, Assisi, Venice, Siena, Pisa, Naples, are among the most famous cities of art in the country but Italy is scattered with historic centers of incomparable beauty and with them countless archaeological and art sites. The numbers confirm this: 95,000 monumental churches, 40,000 fortresses and castles, 30,000 historic houses with 4,000 gardens, 36,000 archives and libraries, 20,000 historic centers, 5,600 museums and archaeological areas.

Powered by modern technologies, virtual trips to uncover the private residences of ancient and noble families inside the park will be provided. An encounter with great art, everlasting wonder of world-famous museums, la "Galleria degli Uffizi" in Florence; the "Musei Capitolini" in Rome; the "Pinacoteca di Brera" in Milan to name a few.

Discover exceptional archaeological sites, such as Pompeii and Herculaneum, where you can breathe a glimpse of an amazing and emotional history of the past . The park will also provide an opportunity to witness a live streaming or deferred some of the numerous cultural, artistic, musical events that animate Italian lifestyle. Italy is a dense intertwining of works that live in a natural blend between landscape and culture, history and art, architecture and urban planning: an exciting journey from the times of the ancient Romans and Greeks up to the present day, equally rich in artistic suggestions and culture.

Tourism can be characterised by various travel motivations.



2. TOURISM IN ITALY



Tourist motivations include discovery, relaxation, strengthening family togetherness, wish and self-fulfilment, prestige, shopping, social interaction and above all, the eminent desire to touch Italian culture and lifestyle and somehow be part of its epic history. Italy indulges every tourist with vacation experience that has everything from rich culture and history to great food and exciting attractions from the bustling capital of Rome to the beautiful lakes and the Italian Riviera, fascinating culture, rich history, sumptuous cuisine, diverse environments, and great attractions over the years.

Every year thousands of people spend short or medium-term periods in Italy. There is no doubt: Italy is one of the best travel destinations in the world, a leading country in the tourism field. Series of meetings, fairs, showrooms, in honor of good taste, quality, research, and traditions are periodically organized in Italy every year to create confidence that the quality of services are certified.

These are initiatives that often combine the character of the exhibition market with the cultural event. An opportunity to raise awareness as a tribute to art, culture and history of the beautiful country. All of these can be witnessed by interested Chinese visitors, without moving from their own territory via direct streaming or three-dimensional holographic projections broadcast within the Park.



2. TOURISM IN ITALY





PARCO
ECCELLENZE
ITALIANE

3. SPACE SECTORS



PARCO
ECCELLENZE
ITALIANE



3. SPACE SECTORS



The space of the Exhibition Park is divided into macro-areas, communicating and interacting with each other. The main macro areas will be organized as follows:

- **FASHION**

By saying fashion we refer to everything that is trendy and that denotes particularity, innovation, beauty, accuracy, and exclusivity of fashion at the very least. The showrooms and shops will be located in the fashion area where you can directly admire and purchase the products of Italian fashion companies that will join the project. An adequate additional space will be allocated to events such as fashion shows, workshops, masterclass, conferences, to name a few. Events can take place both “live” and in streaming, with holographic images, or with previously recorded projects. A special space will be exclusively dedicated for workshops, where young Italian and Chinese designers can interchange ideas and create new fashion projects.





3. SPACE SECTORS



▪ FOOD

The space is entirely dedicated to Italian food and wine in all its many meanings.

- ❖ There will be special areas where master craftsmen of the sector exhibit treasured inherited techniques in making typical products from both traditional Italian cuisine up to the so-called “street food”. Restaurants and pizzerias within the park will be the place to satisfy every palate, offering a wide selection of all tastes for lunch and dinner: pasta, salads, main courses, meat specialty, sea foods, traditional Neapolitan pizza and vegetarian and fried dishes.
- ❖ Other spaces will be allocated to showrooms and stands where you can buy the territorial wine, oil, beer, sodas, cold cuts, cheeses and food preserves. Experts from the individual sectors will illustrate the stages of production, host enogastronomy tastings and briefings to illustrate the characteristics and peculiarities of the food in periodic events within the area.
- ❖ An area will be dedicated to festive “conviviality” where you can immerse yourself in some of the typical Italian traditions, such as the ritual of tasting “espresso” and “cappuccino”, aperitivo (an activity in which the tasting of typical Italian delicacies paired with typical drinks such as: “prosecco”, spritz, lightly alcoholic and non-alcoholic long drinks, craft beers, etc.) with music accompaniment and watching live or streaming performances.

3. SPACE SECTORS





3. SPACE SECTORS



Culinary courses led by the expert instructors will be held periodically. Participants will learn treasured techniques, acquire inherited recipes and be guided to discover the territorial cuisine in all its facets from salty to sweet, from meat to fish.

- ❖ The basic Italian pastry course within the park is an intensive and educational experience aiming at helping the interested learners in their passion and love of Italian “Pasticceria”. The course includes both theory and practical classes alongside the best pastry chefs in Italy. The program of the Course offers demonstration lessons held by professional Pastry Chefs, Master Ice Cream Makers and Master Chocolatier, instructed by the Italian Pastry Federation. The topics of the Course focus on all the preparations of Italian pastry and of confectionery Italian art, from the basic dough, to the Italian style creams, to small pastries, with insights on regional traditional sweets and modern creative desserts, cake design and manual chocolate tempering methods, decorations with chocolate and ice cream lessons. In this area you can indulge yourself with the pleasure of tasting “Gelato Artigianale” an artisanal Ice cream led by a Master Ice cream maker who will illustrate its characteristics and production techniques.
- ❖ Separate courses will be dedicated to learning the techniques of pizza making dedicated to all Italian Pizza Lovers. A Basic Italian Pizza Course features theoretical and practical lessons aimed at learning the traditional basic techniques involved in



3. SPACE SECTORS



the profession of pizza maker. It is focused on acquiring the advanced techniques for the dough stretching and the elaboration of indirect dough, working also with different types of flour. Interested learners will apply the various techniques for preparing the ingredients, for seasoning and baking the pizzas. Learners will create their own pizza, led by Country's top Pizzaiolos, Master of the craft.





3. SPACE SECTORS



■ CRAFTS AREA

Italian artists and artisans are among the most active and proud in sharing their knowledge. They know that keeping traditions alive is important for teaching the present and next generation about a shared past, and for safeguarding ancient trades that are slowly disappearing. When we think of ancient paintings or fashionable shoes, chances are that in our minds we picture a work of art by Leonardo da Vinci or a pair of stiletto's by Ferragamo. Italy is the unchallenged birthplace of many forms of art and crafts. Each region of Italy has its traditional arts and crafts. Florence, for example, is famous for its high-quality leather goods and fine jewelry, Venice and Murano for fine glasswares. The crafts area is allocated for cultural travel and creative tourism in the Bel Paese perfect to satisfy your Italian cultural experience desire.

- ❖ The space dedicated to the artisan shops will be enriched not only by showrooms and shops where you can buy products directly, but also by workshops where Master craftsmen will make the objects they produce “live”. Workshops will be periodically created during which the main techniques for making artisan products will be learned.

The main sectors of Italian craftsmanship are, among other things: footwear, bags and accessories, jewelry, fabrics, clothing, furnishing items, artistic glass, ceramics, papier-mâché, to name a few.



3. SPACE SECTORS



3. SPACE SECTORS

■ CULTURE AREA

Italy has been and is at the center of history, culture and art from the most distant antiquity. There are countless testimonies of the past and of the civilizations that have followed, collected in museums, such as the Capitoline Museums, private collections or archaeological sites such as Pompeii and Herculaneum and others that are still part of the panorama of our modern civilization.

The elements capable of witnessing the greatness of the Italian cultural heritage that will be illustrated within the Park will be:

- ❖ **Live shows:** music, theatrical performances, opera.
- ❖ **Visual arts:** painting, sculpture, drawing, graphics, illustration, photography, architecture.
- ❖ **Cinema**
- ❖ **Traditions:** folklore, illuminations
- ❖ **Museums - Monuments - Archaeological Areas**
- ❖ **Villages and cities of art.**





4. AREAS OF INTEREST





4. AREAS OF INTEREST



▪ 4.1. CULTURAL ENTERPRISE (Live shows, Visual arts, Cinema, Music, Traditions, Museums - Monuments - Archaeological Areas)

Italy is the cradle of unique, spectacular, fascinating and international events twelve months a year. There are endless entertainment opportunities to experience intense emotions.

- ❖ Art exhibitions inspired by a millennial heritage and design and contemporary art events such as the Venice “Biennale” with grand theatrical, musical and dance performances taking turns.
- ❖ For those who love music, the offer of music festivals and the opera season, such as that of the Scala in Milan or the Arena of Verona, is unmatched. Italy is music and art in all its forms, but not only. A full calendar of cultural events between tradition and modernity, literary festivals, numerous Carnivals and a thousand historical and religious representations, fills the whole of Italy with imagination and vitality throughout the year.
- ❖ Italy is also a natural film set. The beauties of the landscape make it the ideal background for any type of production of the seventh art. From marble cities, to Renaissance and Baroque buildings, from medieval castles to perched villages, with its incredible natural landscapes, the beautiful country offers an unrivaled setting to captivate the imagination of lovers of vision. Many great directors have used Italy as a natural stage for their production, from islands that preserve intact and suggestive nature to cities rich in history.

Italy is an inexhaustible intertwining of art, culture and landscape, tradition and diversity.

4. AREAS OF INTEREST





4. AREAS OF INTEREST



4.1.a) CULTURAL ENTERPRISE -> VIRTUAL TOUR

The Virtual Tour is a communication tool with a strong emotional impact, which allows you to create paths of images to explore.

Thanks to the combination of 360 ° panoramic photographs, it reflects a reproduction of spaces and environments that are closer to reality, whether they are indoors or outdoors.

With the ability to move to different observation points, the Virtual Tour allows you to make a real virtual visit, exploring the environments reproduced in their entirety, with surprising realism.

“Italy virtual tour” will be a digital journey that will allow you to fully explore the beauty of the Italian cultural heritage from virtual tours of theaters, squares, churches, libraries, museums and archaeological parks, to discover the precious historical heritage and collections rich in known works and many masterpieces. It will be a space available to all visitors who want to see Italy and its authentic beauty.

They will be virtual excursions capable of breaking down spatial boundaries, geographical and temporal distances, allowing tours that would be difficult to carry out or even impossible in the real world. Accompanied by artists, monuments, archaeological sites, literature, art history and Natural beauties.

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4. AREAS OF INTEREST

4.1.b) CULTURAL ENTERPRISE -> HOLOGRAPHIC THEATER

One of the salient aspects for the dissemination of information and programming for the Park will be the Holographic Theater. Holographic technologies and products are useful for overcoming the limits of time and space: they allow you to create fictional contexts and characters and to recreate real situations or other situations from distant times or places.

They are high-definition projections that simulate 3D, making a real object indistinguishable from one in video production. The term hologram generally identifies three-dimensional images, and in particular stereoscopic images, i.e. those that appear with different perspectives depending on the point of observation. The hologram allows you to reproduce, with great precision, a previously recorded image. It is possible to reconstruct the three-dimensional image of an object, which appears to the viewer as if it were physically present.





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4.2. DESIGN (LIVE, STREAMING AND HOLOGRAPHIC CREATIONS, SHOWROOM, STORE)

The birth of the culture of design in Italy can be traced back to the experience of the Renaissance workshop, in which different skills merged to create innovative products with a high aesthetic content. Since then, research in the industrial design sector has developed in our country through a continuous dialogue between design schools and artistic currents, connecting the Italian artisan tradition with technological innovation.

Since the years of the industrial boom, design has then accompanied the country's economic growth, becoming a characteristic element of production and a driving force of the Italian economy: currently the Italian design industry represents more than a third of the world production of sector.

In a world where the demand for Italy is constantly growing, design allows you to enjoy an "Italian Experience" thanks to objects that combine the beauty and originality of design with the quality of raw materials and production methods, expression of the cultures and traditions of the different territories.

Design is the sector that dresses and invests every space of our life, from the architectural or urban ones to the smallest domestic object that accompanies us in everyday life in all its forms.

Italy is the world pillar of design, especially in the fields of furniture, fashion, jewelry, interior design, cars and motorcycling.



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4. AREAS OF INTEREST



4.3. FASHION (LIVE, STREAMING AND HOLOGRAPHIC CREATIONS; LIVE AND STREAMING FASHION SHOWS; HOLOGRAPHIC PARADES, SHOWROOM, STORE)

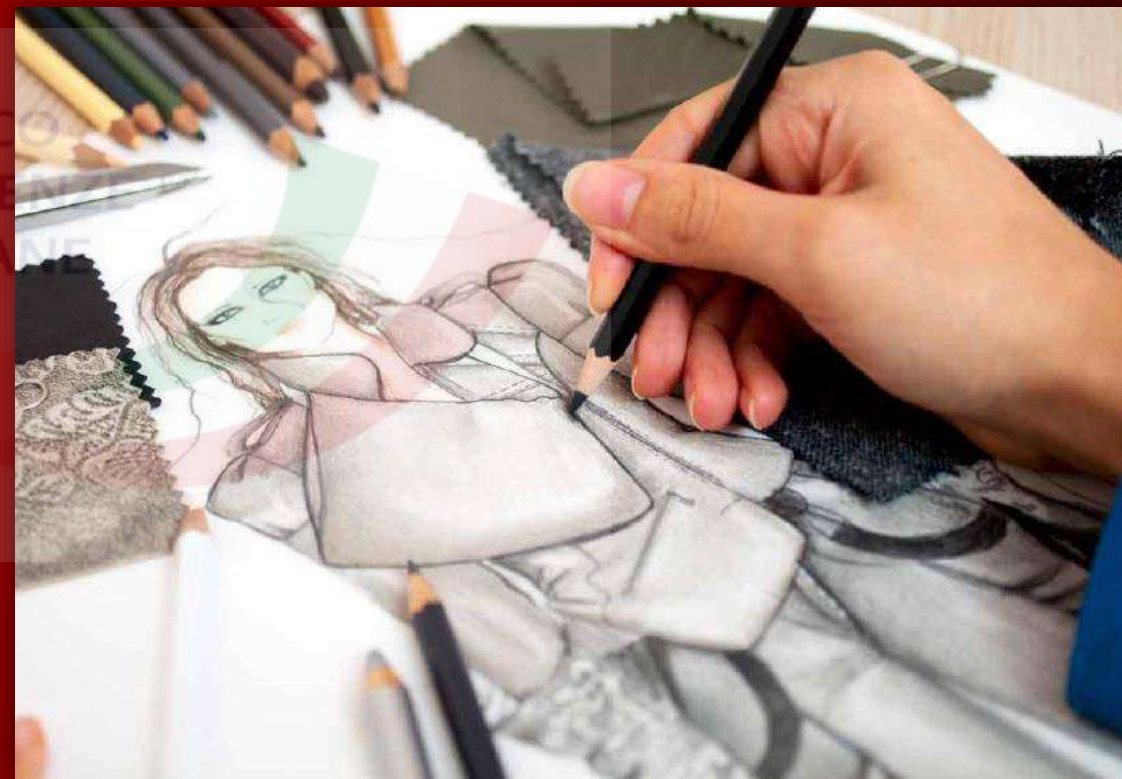
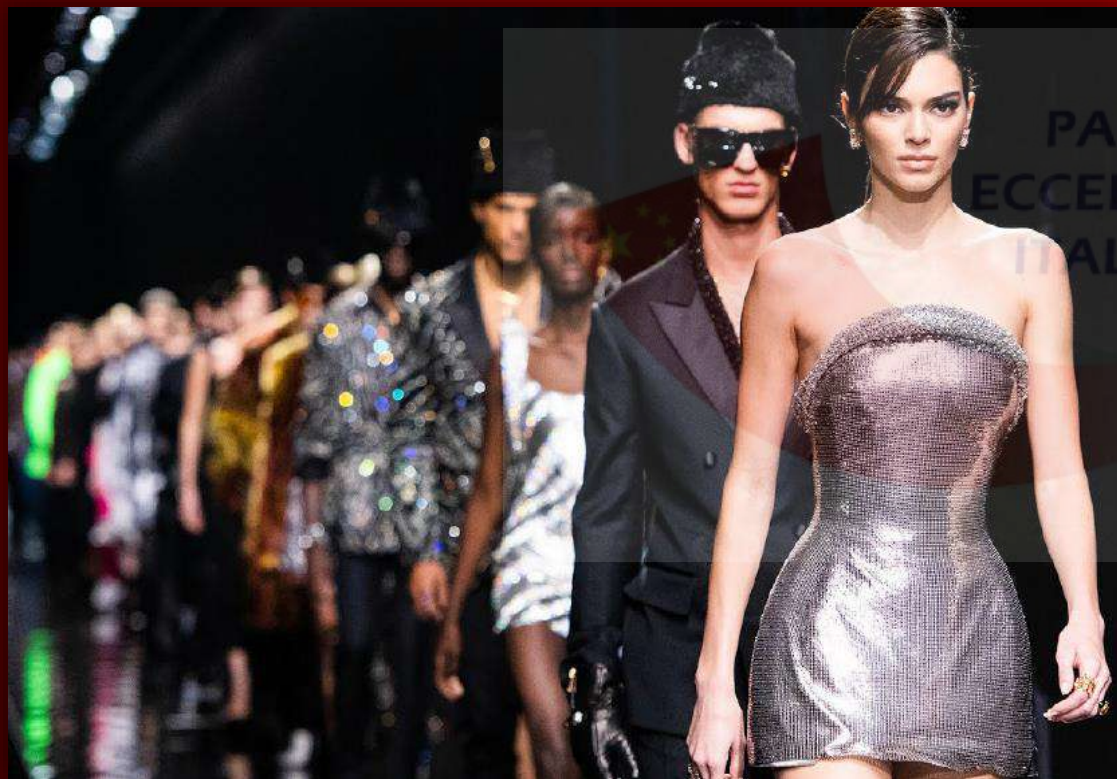
Italian production has always been synonymous with quality and style. In the field of fashion, Made in Italy is one of the characteristics capable of making the difference between a simple item of clothing and a fashion item.

Everyone knows that Italy is synonymous with charm and elegance, innovation and tradition linked by the thread of Italian quality and taste. As often happens when we talk about Made in Italy, it is clear that fashion is not just a business sector, but also means culture, history and a lifestyle that has all the flavor of Italian tradition.

Made in Italy is a cultural heritage, with roots well planted in history. Italy is the first country in the world for the number of high-end fashion companies. The “made in Italy” brand as a whole, all over the world, enjoys a consolidated reputation especially in the fashion sector: two-thirds of the Italian top 100 are active in the clothing and footwear fields, just as half of the active companies are Italian in the production of bags and accessories. In fact, each country has its own specific identity that resonates on everything that is created within it, determining what is called the “country effect”.

Made in Italy is one of the first known and appreciated brands in the world, and according to a market study, Made in Italy is the third most famous brand in the world after Coca Cola and Visa.

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4.3. FASHION (LIVE, STREAMING AND HOLOGRAPHIC CREATIONS; LIVE AND STREAMING FASHION SHOWS; HOLOGRAPHIC PARADES, SHOWROOM, STORE)

The space to be allocated to Made in Italy fashion will be both a physical and multimedia platform, an exhibition space where the Chinese visitor can meet Italian brands: the place where the Italian offer meets the Chinese demand who can take a virtual tour. By connecting the exhibition hall to the web and using 3D visual tools (holograms), the physical limits of the exhibition space will be demolished and a digital bridge between product and customer can be created, connecting real and virtual.

Rethinking the exhibition spaces means developing a showroom conceived as a stage to promote, sell and communicate where Italian brands will be well identified in the eyes of visitors. Exhibitors will be able to use the digital hub to interact with buyers, industry professionals and end users, through a multi-channel experience.

The visitor will be completely immersed in the reality of Italian fashion both through physical contact with the models physically exhibited and through a virtual journey with the most modern digital display technologies.

Fashion events, such as fashion shows and multicultural performances dedicated to Made in Italy, can be followed both in presence and through holographic images that will allow you to actively participate in events that take place thousands of kilometers away.

The exhibition spaces will also be visible on the main social channels.



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4.3.a) FASHION -> THE ACADEMY OF FASHION

It aims to promote young Italian and Chinese emerging talents in the world of fashion and design by offering the concrete opportunity for comparison, training, professional growth and visibility.

A promotional showcase will be activated for new talents who wish to present their clothing and design collections to an audience of professionals. The project aims to establish business relationships and facilitate B2B contacts between emerging Italian brands and Chinese buyers.

The figure of the stylist today is more complex than in the past because she must be able to combine her creativity with the needs of other sectors of the fashion chain, the needs of the company in which she works and in any case the needs of the market.





4. AREAS OF INTEREST



4.3.b) FASHION -> OPERATING

1. The physical space will be supported by a virtual space to give maximum marketing support.
2. Periodic implementation of marketing activities related to the needs of dissemination of the products displayed in the showroom. All activities will be supported by the multimedia platform of the “virtual” showroom, allowing even those who cannot participate “on site” in the events to follow them “online”.
3. Creation of a Design Academy and a Fashion Academy.
4. The Academy of Design will welcome a selected number of young designers who will be identified among those who, on the basis of the curriculum and experience gained, will be deemed suitable to be part of the Academy.
5. The Fashion Academy: a selected number of young designers will be selected from those who, based on their curriculum and experience, will be deemed suitable to be part of it. Their task will be to create new models of clothing. Once the models deemed suitable have been created, they will be submitted to the attention of interested buyers, to whom they will be presented with periodic fashion events. Also in this case the events can be followed both live and through the multimedia platform and through all social channels.

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4. AREAS OF INTEREST



4.4. CRAFTS (LIVE, STREAMING AND HOLOGRAPHIC CREATIONS, SHOWROOM, STORE, WORK SHOP)

The heritage of the traditional craftsmanship and the arts that flourished Italy celebrated the glory of the Renaissance era as the true gem of arts. Today, these commissioned crafts executed by the ancestral Masters have been preserved for centuries as a true work of art. This legacy of the wholesome and special traditions of craftsmanship, such as gold leather fabrics, jewelry production, sculpture and painting to name a few was fortunately lively inherited over many centuries. Italian artisan excellence is disseminated from footwear to pret à porter, jewelry to fabrics, ceramics and many more. Italian products are particularly sought after on the world markets for their quality and reliability, for the creativity and originality of the design, for their durability quality, for vogue and unmistakable taste. Italy is a land of artisan craftsmanship that brought Made in Italy brand a leader In the world. A home for small producers, artists, artisans; people engaged in making a dream come true, in continuing a family tradition, in innovating, creating and preserving class and quality. Today we have revalued craftsmanship and handmade products. We reappraised quality raw materials. The return to the original, unique, personalized and non-serial product has given new hope to small artisan companies. In Italy, this return is even more evident, given that for centuries we have been masters in the art of design, fashion, ceramics and jewelry. This new hope provoked Italian Masters of the craft, Child of art to continue to create. The new artisans are those who have been able to adapt their methods of creation, combining technology, new discoveries, cutting-edge machinery and equipment while preserving Italian signature craftsmanship charme and good taste.



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4. AREAS OF INTEREST



4.5. FOOD AND BEVERAGE

4.5.a) FOOD AND BEVERAGE -> FOOD

Cuisine is undoubtedly a very important part of Italian culture. Italian cuisine is known throughout the world especially for its pasta, pizza and ice cream, but the variety of its foods is much richer. Italian cuisine is a Mediterranean cuisine consisting of the ingredients, recipes and cooking techniques developed across the Italian Peninsula since antiquity and later spread around the world together with waves of Italian diaspora. It offers an abundance of taste, and is one of the most popular and copied in the world. Italian cuisine is generally characterized by its simplicity, with many dishes having only two to four main ingredients that bring back to the roots of local traditions; Italian cooks rely chiefly on the quality of the ingredients rather than on elaborate preparation. Ingredients and dishes vary by region. Many dishes that were once regional have proliferated with variations throughout the country. The number of Italian recipes can be defined almost unlimited.





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4.5.b) FOOD AND BEVERAGE -> PIZZA

Italy, as we know, is famous for being the country of pasta, ice cream and pizza. The origin of pizza is pristine since the first men began to cook thin slices of unleavened bread by cooking them between hot stones. The dough was based on water and pounded barley grains, and it is precisely for this reason that it took the name of “pizza”, which derives from the Latin “pinsere”, meaning “to crush”.

The official launch of the dish, however, took place in 1889, when the pizza chef Don Raffaele Esposito and his wife Donna Rosa Brandi were invited to the court of the King of Italy Umberto I and Queen Margherita to prepare their famous pizza. They prepared the three very famous types of pizza, namely the pizza “alla Vasenicola” (with lard, cheese and basil), the pizza “alla Marinara” (with tomato, garlic, oil and oregano) and the pizza “Margherita” (with tomato, oil, basil and mozzarella), named in honor of the queen. The colors of the dish resumed those of the Italian flag and the pizza therefore took on a symbolic meaning of representation of the country in the world.

After 1889, the dish spread quickly and became one of the most loved in Italy and abroad, where it was brought by emigrated pizza chefs at the beginning of the twentieth century.

Although various variations of pizza have spread over the years, the authentic and traditional recipe is the Neapolitan one, in which the dough is soft and thin and with high edges.



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4. AREAS OF INTEREST



4.5.c) FOOD AND BEVERAGE -> STREET FOOD

Far and wide, Italy is littered with typically regional or local dishes; some cuisines, and historical recipes are not served at the table, and do not require plates and tablecloths. All you need is your hands, getting your mouth dirty with every bite is part of the experience. These dishes are sold directly in stalls on the streets. Literally street food, the pleasurable taste which does not imply the need for a plate, cutlery or table. Each region, or rather each city, has its own traditional recipe, it is the treasure of the country that every city tremendously maintains its ancestral preparations passing through generations. Each town throughout the Italian peninsula, from north to south, holds a different local street food of its own. Some street foods that are famous to the world are the Sicilian arancino or arancina, Tuscan lampredotto, Palermo's "panino con la meusa", which is the spleen, Neapolitan fried pizza, as well as the "piadina della Romagna", Genoese "farinata", Calabrian "cullurielli" and many others.



4. AREAS OF INTEREST



4.5.d) FOOD AND BEVERAGE -> SALAMI AND SAUSAGES

The so-called “Made in Italy” is known all over the world as a synonym of quality and genuineness. In fact, if we speak about Italian meat and cold cuts, local products are the healthiest and safest. The quality of Italian meat is superior and the production and safety coming from Italian productions have no equal in the world. The processing methods are totally different in the “Belpaese”: foreign products of processed meat, like the famous American “sausages”, are highly processed, using additives and artificial preservatives potentially toxic are prohibited in Italy, such as some dyes derived from oil. The Italian production instead, of both fresh and preserved meat, boasts traditional methods in addition to attention for environmental sustainability and the link with the territory.

The quality of Italian meat, salami and sausages is protected and recognizable thanks to the information on the label, which provides ample guarantees to the consumer, who can purchase these products in absolute safety. Besides, the large amount of food specialties recognized and defended by the PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Specialty Guaranteed) schemes, for which Italy is a leader in Europe, helps to certify the high quality of “Made in Italy”. These productions must comply with strict disciplinary processing and origin of raw materials, which guarantee the typicality.

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4.5.d) FOOD AND BEVERAGE -> SALAMI AND SAUSAGES

Among the “Made in Italy” excellences we can find “Prosciutto di Parma” (Parma Ham), “Prosciutto di San Daniele”, “Cotechino di Modena”, “Finocchiona”, “Lardo di Colonnata”, “Mortadella di Bologna”, just to name a few examples of an invaluable heritage that are preserved and valued, focusing the spotlight on the quality work carried out every day by all the production chain players.

A heritage with rich background and traditions preserved over the years. There are many different types of cured meats, in some cases exclusive and with strong regional trademarks. The tradition of cured meats and, more generally, of sausages arises precisely from the need to preserve animal meat over time. Being an easily perishable good, it was unthinkable for families to be able to consume all the meat produced by the slaughter of a pig. This has meant that, in ancient times, when one could not count on means such as refrigerators or freezers, conservation techniques handed down from generation to generation have developed, refining themselves over time and acquiring characteristics that contribute to telling something about the habits of peoples and territories. If salting, drying and curing are three fundamental aspects, flavoring with wine, spices, garlic and other precautions are an expression of the Italian pork-butchery art. And from North to South, each region has been able to interpret this art in its own way, making the most of and often enhancing other resources typical of the area.

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4. AREAS OF INTEREST

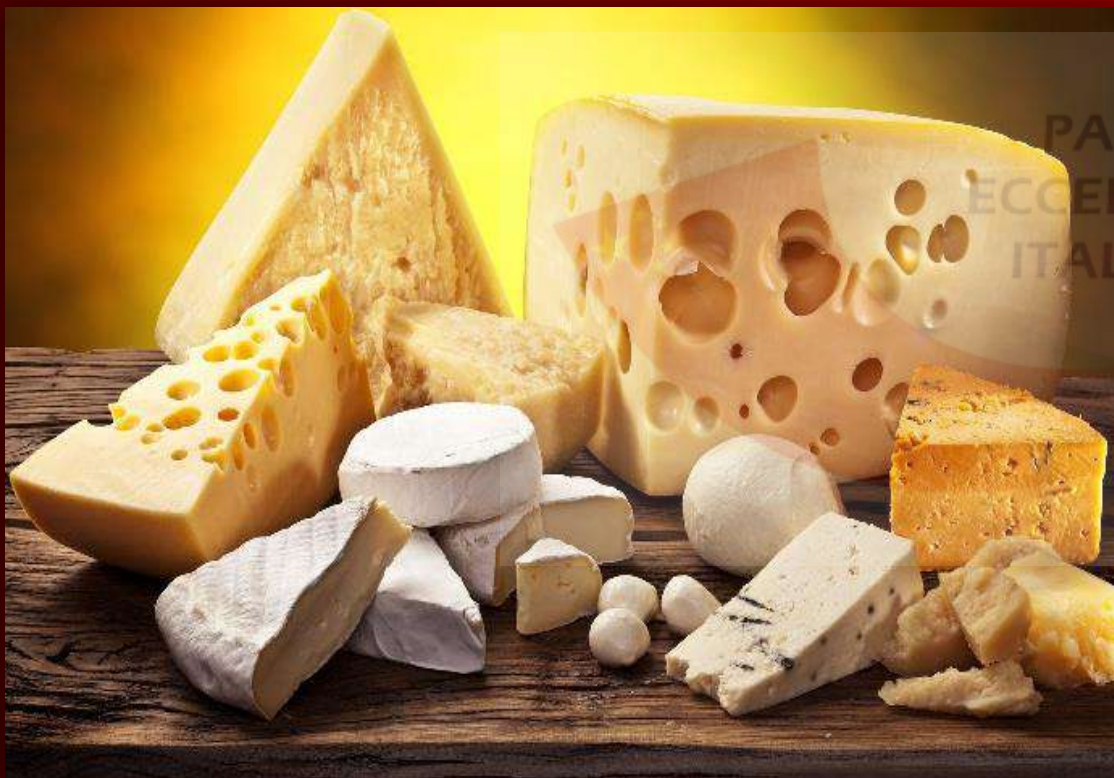


4.5.e) FOOD AND BEVERAGE -> CHEESE

Italy is the country with the highest variety of cheeses in the world, with over 2500 traditional varieties among which are about 500 commercially recognized cheeses and more than 300 kinds of cheese with protected designation of origin. Italy boasts about 50 PDOs (Protected Designation of Origin) and as many PGIs (Protected Geographical Indication) to guarantee the high quality of the product and to protect the consumer and the producer.

Italy is one of the largest cheese producers in the European Union. Lombardy is the first Italian region for number of protected cheeses, with 77 varieties including “Granone Lodigiano”, ancestor of all Italian granular cheeses such as “Grana Padano” and “Parmigiano-Reggiano”, “Mascarpone”, and the well-known “Gorgonzola” blue cheese. Italian cheeses “Mozzarella” and “Ricotta” are some of the most popular cheeses worldwide. Italy has a dairy production that is perhaps unique in the world in terms of history and quality; only France can boast such a long history similar to that of Italy. Each cheese carries within it not only a peculiar flavor, but also the history of a land and the traditions of a people: production techniques that are handed down from one generation to the next. Italy is known for its unique raw materials and abundance of dairy animals since ancient times. The North for cattle and the Center and South mainly for sheep and goats.

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4.5.e) FOOD AND BEVERAGE -> CHEESE

This predilection has allowed the rich production of cheeses, assorted from region to region.

Historic cheese-producing towns take great pride in their territorial produce from cow, sheep and goat cheeses with easily identifiable flavors and textures and each with its own specific characteristics.

A good made in Italy cheese can be savoured by real cheese lovers, perhaps paired with jams, mustards, or honey that are likewise linked to the territory; or as a complement to dishes such as meats, vegetables, pasta, soups, pizzas and focaccias.





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4.5.f) FOOD AND BEVERAGE -> WINE

“Enotria” (land of wine) is the former Greek name of Italy. The “Oenotrians” or “people from the land of vines” were an ancient people of Greek origin who inhabited a territory in southern Italy from Paestum to southern Calabria. A likely derivation of the ethonym Oenotrian would be the Greek οἶνος (oinos), “wine” as the Oenotrians inhabited a territory rich in vineyards with Enotria (or Enotria) being extended to refer to the entirety of South Italy home of vine stake.

Wine is an ambassador of Italian excellence. With over 800 wine grape varieties, 20 unique wine regions and hundreds of years of wine history, the Italian wine scene is a glorious adventure that starts with the grape and reaches the glass. All the Italian regions have a great importance in the production and characterization of wine. Italy is the largest producer of wine in the world and the variety of grapes it grows and types of wine is immense. Each region has its own specialties, in Italy there are over two hundred Denominations of Controlled Origin (DOC).

Wine has always accompanied life, culture and nutrition. The role of wine has evolved over time, passing from an important source of nourishment to a cultural complement of food and conviviality compatible with a healthy lifestyle. The art of viticulture and winemaking has also undergone evolution. However, in this long historical journey, one aspect has never been modified or overlooked: the affinity of wine with gastronomy, history, tradition, origin, local quality products and their contexts.



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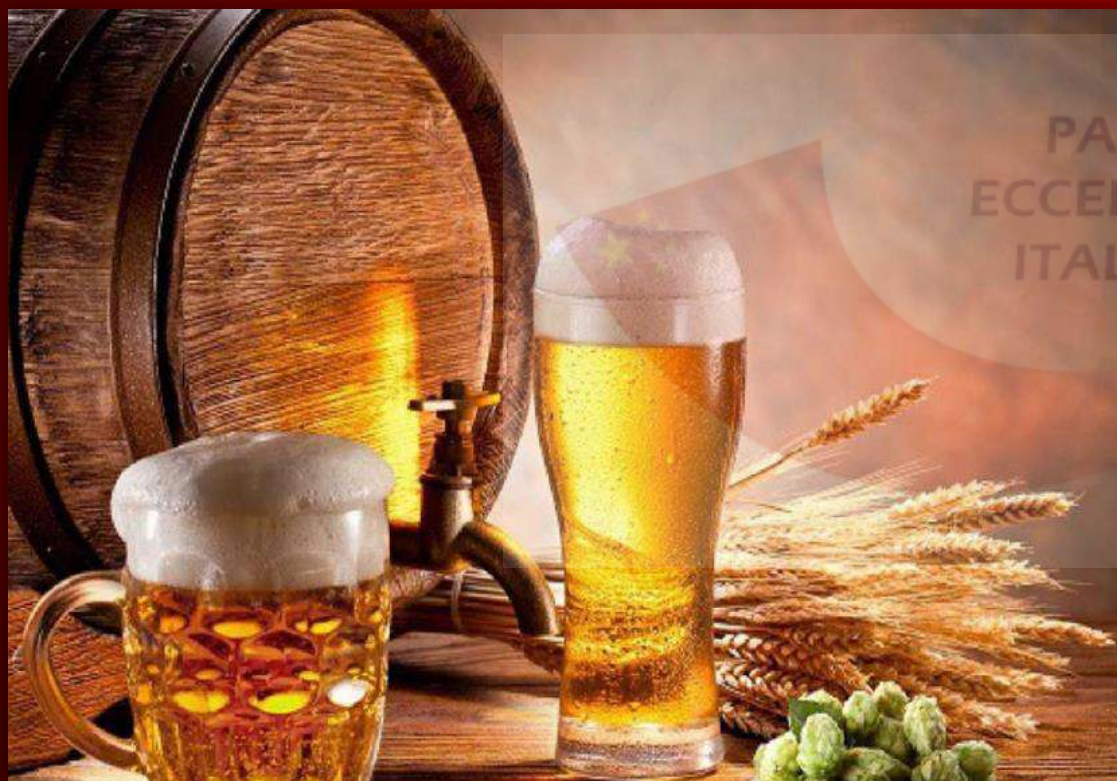
4.5.g) FOOD AND BEVERAGE -> BEER

The first consumers of “Italic” beer were the Etruscans, who used to dine with a drink called peach, initially made with rye and wheat berry, then with wheat and honey. Even the Romans, influenced by the populations of northern Europe, appreciated its flavor. Among its most famous admirers was the Roman emperor Nerone Agricola, the governor of Britain. The first Italian beer producers were none other than the monks of Montecassino, who in the Middle Ages launched a tradition that still survives today in the famous beers of Belgian and Dutch convents.

In Italy craft beer has a very recent genesis, but for some years now we can talk about a real “Made in Italy” beer which is mainly manifested in unique types such as chestnut, wheat berries, fruit and flavors related to the world of wine. There are about thirty chestnut beers variants, each is different because it is produced with a variety of local chestnuts and moreover used in different ways, dried, roasted, smoked and so on. There are also many types of wheat berry beers, high quality fruit beers, and beers and wine fusions, both aged in oak barrels, and produced with the addition of grape, or fermented with wine or champagne yeasts. Today in Italy there are many active craft beer producers throughout the territory.



4. AREAS OF INTEREST





4. AREAS OF INTEREST



4.5.h) FOOD AND BEVERAGE -> DRINKS

Italian drinks have made a great contribution to the rich history of the “BelPaese”. They accompanied the evolution of society during the 1900s, especially after the war, without ever losing the secret key that guaranteed their success: Respect for tradition and rich ingredients. There are many Italian drinks that are most appreciated and well-known whether it is alcoholic or non-alcoholic: spuma soda, seltzer, “spritzz”, “chinotto”, “cedrata”, bergamot, coffee drink to name a few.

The “Spuma” is one of the Italian classic sodas made of carbonated water and sugar base.

It is known for its aromatic taste from elderflower, caramel, rhubarb root extract and a mix of herbs. Perfect for aperitifs or as refreshment at any time of the day.

“Seltzer” is one of the most popular Italian drinks. It was ironically called “the Champagne of the poor” precisely because, being sparkling and flavored, this drink reminds the taste of the famous French sparkling.

“Spritzz” is the most famous aperitif cocktail, it has the right alcohol content, neither too strong nor too sweet. The origins of this authentic Italian drink that has become an international cult was back in the 18th century. The name comes from the “splash” of white wine that is added to Aperol or Campari (depending on your preferences).

4. AREAS OF INTEREST



4. AREAS OF INTEREST

4.5.h) FOOD AND BEVERAGE -> DRINKS



“Chinotto” is a dark, sparkling drink with a bitter aftertaste made with “chinotto” citrus extract. Perfect as an aperitif or to complement numerous dishes on the table, it is advisable to serve it fresh with a slice of lemon.

“Cedrata” is a very famous Italian drink, with a fresh flavor from hints of cedar, whose quality linked to tradition has made it popular for decades.

The “coffee drink” is a sparkling coffee-based drink, which has been able to win such a number of fans as to resist the dominance of the major international brands.



4. AREAS OF INTEREST



4.5.i) FOOD AND BEVERAGE -> OLIVE OIL

Oil is one of the flagships of Italian production, and is exported all over the world.

The cultivation of olive trees and the production of oil in Italy has ancient origins; in Roman times Latin poets and writers praised the quality of their local olive oil. Unlike other countries such as Spain, Chile or Argentina, in Italy many olive groves are still small with low density and the land belongs to independent farmers instead of huge companies. Moreover, due to the natural geography of the country and traditional farming habits, olive groves are scattered throughout the country, often in arduous places such as ledges or canyon-like valleys. This means that harvesting is a difficult (and expensive) venture, and quantities are small. Thanks to the growers' and producers' efforts and crucial innovations in technology over the last years, however, quality is now at its best. Also, the modern trend of harvesting olives early, in spite of a lower yield, helps obtain delicious smelling oils which are rich in polyphenols (the antioxidant compounds responsible for the oil's pungent taste), making them extremely healthy, too.

The main distinctive feature of Italian extra virgin olive oil lies in its biodiversity. Italy is home to over 350 different olive varieties (which increases to 600 if you include regional clones), each of them characterized by their specific flavours and characteristics. Italian oil millers decide whether it's best to enhance each variety's features in single-cultivar oils, or to harmonize them in excellent blends.

4. AREAS OF INTEREST



4. AREAS OF INTEREST

4.5.h) FOOD AND BEVERAGE -> OLIVE OIL

Tasting and smelling the oil – perhaps using a special tasting glass or on a slice of warm, unsalted bread – is the best way to learn how to identify and recognize a good quality extra virgin olive oil, and to honour the hard work of the producers. Every type of oil is linked in its aroma, taste and acidity to the soil in which the olive tree has taken its roots. For example, a Salento oil is certainly full-bodied in flavor, in intense yellow color with green reflections and strong aroma. It is an oil that tends to be used raw, as it releases the best of itself. A Ligurian oil, on the other hand, is much more delicate, suitable for more complex preparations and preferred by those who do not like to feel the flavor of the oil on the palate.



4. AREAS OF INTEREST

4.5.1) FOOD AND BEVERAGE -> CULINARY SCHOOL



Live productions, Cooking courses, Pizzeria courses, Streaming demonstrations / lessons, Holographic Demonstrations/Lessons, ShowRoom, Stores, Tasting Areas

Italian gastronomy is an integral part of the Mediterranean diet, which, is itself, part of the intangible cultural Heritage of Humanity by Unesco. It has been developed and achieved over 2000 years. For the Italian population, cooking is an art of living that seduces. The Italians use mainly fresh, seasonal and local products. The constant search for a gustatory balance that highlights the flavor of each food dominates Italian culinary recipes. The Italian Culinary Culture is unparalleled to the world. Each region, from north to south, can boast a tradition of tastes, typical flavors, recipes, delicious wines and DOP products, which represent an inestimable value. Culinary courses guided by Master instructors will be held periodically within the park. For foodies and home cooks these short-term culinary courses will provide them basic knowledge on traditional methods and ingredients to create some authentic dishes for friends and family back home.



4. AREAS OF INTEREST



4.6. FOOTBALL

Sporting activity is one of the best means to mature and grow: sport pushes young people to commit themselves to improve, to test themselves, forcing social relationships, understanding sacrifice and humility, taking on responsibilities and becoming a member of a collectivity where there are rights and duties.

In human formation, play comes before work: it has great value in the development of the personality and a high pedagogical significance. The game intended as pleasure, fun, free and playful expression of the personality and is primary need of boys.

Teaching the game of football offers adults who follow young players various opportunities to teach life lessons and positive examples to imitate. The kids who go to the camp need to “have fun and learn”. All the moments lived with mates are highly formative: joyful but also rich in aspects of personal growth.

Football experience in some moments will involve the young person even more intensely than the school one, involving him in his psycho – physical – cognitive totality. The growth of young people who approach football must take place in a healthy way and according to serious moral principles to form not only good players but above all correct, loyal and responsible people, capable of recognizing not only the rules of the football field but also those posed by the society in which you live.

4. AREAS OF INTEREST





4. AREAS OF INTEREST



4.6. FOOTBALL

Italian football has a long and proud tradition and immense importance in the popular culture of Italy. Great passion of the Italians, of course, who have always been schooling in this sport, but football has a large following worldwide with a great importance also on tourism.

Today there are many travel packages aimed at football fans from all over the world who wish to “experience” the competitive challenges of “their” teams in Italian stadiums. Thus “Serie A” or “Champions League” matches become an opportunity for fans to visit the many cities of art where tournaments are played without disdaining cultural, food and wine and shopping events. In recent years, the Italian stadiums have undergone several changes in terms of comfort and safety, introducing extra-football attractions such as museums, shops, restaurants and gyms in the impressive structures, with the aim of making the football theater a place of aggregation. Football in Italy is the most popular sport. Imported from England in the late 19th century, today Italian football has about 1.4 million players and 14.000 clubs, which also makes it the most popular sport.

The Italian football league, called “Serie A”, is one of the most followed in the world, with the Spanish Liga and the English Premier League. Furthermore, the main Italian football clubs are at the top places by number of international trophies won. The men’s national football team of Italy is among the most successful in the world.



4. AREAS OF INTEREST





4. AREAS OF INTEREST



4.6. FOOTBALL

So far, China has remained virtually excluded from football. Despite having over one billion and 400 million inhabitants, his men's national team has only one World Cup played: in 2002. Chinese football has unprecedented goals and ambitions in the history of the discipline.

Chinese people spoke of “the three dreams of the World Cup”, that is to return as soon as possible, host an edition and win it.

Since 2016, football has entered the so-called “government agenda”, which began by introducing football practice in schools and spreading the discipline through propaganda.

The Italian Serie A has long been the most popular European championship in China and this has facilitated relations between the countries. Last season the Italian coaches under contract were Fabio Cannavaro, who won the championship with Guangzhou, and Roberto Donadoni. Before them there were Fabio Capello, Alberto Zaccheroni, Marcello Lippi and Ciro Ferrara. Lippi had the most important role: he won three championships, the first Asian Champions League with a Chinese team and coached the national team for three years, as well as holding the position of technical director. He was among the first to introduce high-level working methods.

The potential of the internal market is still boundless. According to a recent study, over 300 million Chinese have watched football at least once a week in the last year: of these, 250 million describe it as their favorite sport.

4. AREAS OF INTEREST





4. AREAS OF INTEREST



4.6. FOOTBALL

Inside the Exhibition Park dedicated to Made in Italy, in Shanghai, ample space will be dedicated to the sport of football for boys and girls aged between 6 and 17. The football experience, if well organized, involves young people even more intensely than the school one, involving them in their psycho - physical - cognitive totality. Young football players will have the following educational opportunities: respect rules, opponents and teammates, develop attention, be useful; give your best, never feel you have arrived; knowing how to accept one's own limits and those of fellow students; understand the importance of humility and generosity.

For this purpose, some operations must be activated such as:

1. Creation of football schools reserved for both boys and girls.
2. Organization of training clinics at the Park, of Chinese coaches trained by Italian coaches (the entire supply chain of professional figures: trainers, masseurs, etc.).
3. Organization of friendly matches, exhibitions and work shops of Italian teams both from the youth sector and teams from the higher division.
4. Testimonials and conferences from leading figures in the Italian Serie A both of the present and of great footballers and professionals of the recent past.

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*Thanks for
your
attention*





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