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SCENARIO

The Italian food's revenge

Smelly olive oil, hard-to-digest pizza, pasta that looks like animal feed. In 1800, our cuisine was largely despised by foreigners. Over time, migration flows and trade overturned the situation, leading to the triumph of the Mediterranean Diet. A book tells how it happened.

pages 18-19



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THE ITALIAN FOOD BUYER'S • GUIDE

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INSIGHT

Counterfeiting: beware of imitations!

Boosting the public-private action and sharing the best practices against new threats. These are the cruxes of the project 'FATA'. Which provides a snapshot of the state of the art in Italy. Amazon's model against 'Italian sounding'.

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DISCOVER

Approvalo.it: consumers speak up!



An innovative platform. That collects authentic, unique and genuine reviews. Written by the people for the people. Interview with Giacomo Frigerio, founder of the creative agency Blossom and among the authors of the project.

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DISCOVER THEM AT GULFOOD

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MARKETS & DATA

F&B 'flies first class' in the Emirates

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THE INTERVIEW

"The key to sell in the Philippines? Imagination"

The casinos, the Aperitivi Italiani, the Spritz and the 'Starbucks approach'. How the food & beverage market works (for real) in the Asian country in an interview with Sergio Boero, president of the Italian Chamber of Commerce in Manila.

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The global and the Italian trade shows' calendar



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Online business is growing fast, on marketplaces

The role played by the international e-commerce platforms is growing steadily, both for B2B and B2C. As the renewal of the agreements signed by the Italian Trade Agency with Amazon and Alibaba also proves.

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EDITORIAL

by Federico Robbe

Through 2023 with the head held high

Making forecasts is a complex and risky task. Just look at the scenarios depicted for 2020, year marked by the worst pandemic in the last Century. In 1967, Nobel Prize in Chemistry Glenn T. Seaborg expected 2020 to be the year of flying houses and car-driving monkeys. More recently, somebody said that food would have become redundant: Ray Kurzweil, author in 2005 of the book *The singularity is near: when human transcend biology*. It predicted that a kind of 'nanobots' would have fed human cells directly, making food unnecessary.

This is probably the most bizarre prediction: if we look at Made in Italy food, the sharp upturn is evident, especially for exports. Foreign sales are one of the main drivers in Italy's GDP, the Censis report affirms. And that of food & beverage - now worth 60 billion euro and growing, in the first 10 months of 2022, by around 5.8% in volume and 20% in value (Filiere Italia-Coldiretti data) - is definitely one of the most dynamic industries. Exports of the different agri-food industries are also performing brightly, growing by 15 percentage points in the first six months of 2022 over the same time period in the previous year, for a value of 12.5 billion euro. Pasta and confectionery lead the rank (+23.4%), together with the wine districts (+12.6%) and followed by preserves, dairy and olive oil.

There is one more thing to consider: the stunning recovery of the Italian tourism industry. This sector, accounting for 13% of GDP, is definitely a strategic con-

tributor to the country's economy. Recent data show a restart of intra-European flows, but also the awaited comeback of US travelers, thanks to the appreciation of the dollar. Far are the times when, as Dieter Richter's pleasant book well describes (see article on pages 16 and 17), French and German called pizza "indigestible" and pasta a "nest of worms". And what about "stinky" olive oil? Judgments expressed by travelers at the beginning of 1800, replaced today by a widespread appreciation for our excellences all over the world. Clear sign that Italian food is enjoying very good health, in spite of the dark clouds hanging above this 2023: the uncertainties related to energy costs and raw materials, inflation, the troubled geo-political scenario, and Covid, that is arousing concern especially in China, with the consequent effects on global trade.

Hence, even if 2023 will be a year of challenges, the Italian agri-food industry has the right credentials to face it with the head held high. Let's hope that the prophecy by Nostradamus, the most famous seer in history, won't come true. In its 1555's book, the French astrologer and apothecary predicted for this year high food prices (here we go) that could even lead to cannibalism (better not...). "When the price of wheat rises high, man will be eating his fellow man". Eyes set on commodities and raw materials' stocks then, but above all on foreign markets' demand, especially where Italian food is more estimated.

A testa alta nel 2023

Avventurarsi in previsioni è sempre un'arte complessa e quanto mai rischiosa. Basta dare un'occhiata agli scenari ipotizzati per il 2020, anno segnato dalla più grande pandemia degli ultimi 100 anni: nel 1967 il premio nobel per la chimica Glenn T. Seaborg immaginava che sarebbe stato l'anno delle case volanti e di scimmie intelligenti alla guida delle nostre auto. In tempi più recenti qualcuno si è anche spinto ad affermare che il cibo sarebbe diventato superfluo. È il caso di Ray Kurzweil, che nel 2005 scrive il libro *The singularity is near: when human transcend biology*. Al centro della riflessione ci sono non meglio precisati 'nanobots' che avrebbero nutrito direttamente le cellule degli esseri umani, rendendo così il cibo obsoleto.

È forse questa la previsione più strampalata: se guardiamo al food made in Italy, è evidente un trend in costante crescita, soprattutto per l'export. Le vendite all'estero sono una "leva trainante del Pil nazionale", si legge nell'ultimo rapporto Censis. E tra i settori più dinamici troviamo proprio il food, con i suoi 60 miliardi di euro e una crescita, nei primi dieci

mesi del 2022, pari al +5,8% in volume e +20% in valore (dati Filiera Italia-Coldiretti). Interessante poi l'export dei distretti agroalimentari: nei primi sei mesi dello scorso anno registrano un valore di 12,5 miliardi, in crescita del 15% rispetto al 2021. A fare la parte del leone sono pasta e dolci (+23,4%) e distretti vitivinicoli (+12,6%), ma anche conserve, lattiero caseario e olio vanno alla grande.

C'è poi un altro dato da tenere d'occhio che riguarda il Bel Paese: la vigorosa ripresa del turismo. Con il 13% del Pil, il comparto si conferma un volano dell'economia italiana. I dati più recenti parlano soprattutto di una ripresa dei flussi intra-europei, ma anche di un grande ritorno dei viaggiatori americani, grazie all'apprezzamento del dollaro. E certamente sono lontani i tempi in cui - come racconta il gustoso libro di Dieter Richter (vedi articolo alle pagine 16 e 17) - francesi e tedeschi giudicavano la pizza "indigesta" e i maccheroni nient'altro che "un groviglio di vermi". Per non parlare dell'olio d'oliva "maleodorante". Questi i giudizi dei viandanti a inizio '800, mentre oggi i turisti che assaporano le

nostre prelibatezze, ne siamo certi, fanno di tutto per cercarle anche in patria. Segno che il cibo italiano è in ottima salute, nonostante le nubi che affollano questo 2023 appena iniziato: le incognite sui costi dell'energia e dei materiali di confezionamento, l'andamento dell'inflazione, le tensioni geopolitiche, il Covid che riprende a farsi sentire soprattutto in Cina, con le ovvie ricadute sul commercio internazionale.

Insomma, il 2023 è irto di ostacoli e tutto da decifrare, ma l'agroalimentare italiano sembra avere le carte in regola per affrontarlo a testa alta. Speriamo solo che non si avveri la profezia del più celebre indovino della storia, Nostradamus. Nel suo libro del 1555, il medico e veggente francese prevedeva per l'anno in corso un prezzo del cibo altissimo (e fin qui ci siamo), tanto da favorire forme di cannibalismo (ecco, sarebbe meglio di no...): "Così in alto salirà il grano che l'uomo mangerà il suo prossimo". Dunque occhi puntati sulle quotazioni di commodity e materie prime, ma soprattutto sulla domanda dei mercati esteri, sempre più sensibili al fascino del cibo italiano.



Bresaola della Valtellina P.G.I.

TOPSIDE

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RIGAMONTI
Qualità dal 1913





MYVITALY GIVES A SECOND LIFE TO OLIVE LEAVES FOR THE CREATION OF NATURAL AND EFFECTIVE PRODUCTS

Since early 2014, MyVitaly has been promoting health and wellness with simple, sustainable, natural and effective products. The company combines modern scientific nutrition with natural remedies, with the aim of providing quality plant extracts through drinks, pills and beauty products. "Our philosophy is focused on the olive tree, a milestone of the Mediterranean tradition", the company explains. "This plant features several healthy benefits, recognized worldwide. Olive leaves, the main ingredient for all our products, have antioxidative properties, helping to regulate cholesterol and blood pressure, boost metabolism of carbohydrates and lipids. This is due to the presence of polyphenols, such as Oleuropein, Hydroxytyrosol, Elenolic Acid and Rutin". Each production batch is analyzed by an external certified laboratory to ensure a minimum level of active ingredients. With the vast presence of olive trees in many Mediterranean countries, including Italy, MyVitaly is able to guarantee the sustainability of the raw materials used. "Olive leaf is generally considered a waste product during the production of extra virgin olive oil - the company adds - however, we have been able to focus on this ingredient to create a solid, ethically and ecologically sustainable business."



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MyVitaly dona una seconda vita alle foglie di olivo per la creazione di prodotti naturali ed efficaci

Dal 2014, MyVitaly promuove salute e benessere attraverso prodotti semplici, sostenibili, naturali ed efficaci. L'azienda combina la moderna scienza della nutrizione con antiche ricette curative e rimedi naturali per fornire estratti vegetali di qualità attraverso bevande, pillole e prodotti di bellezza. "La nostra filosofia è incentrata sull'olivo, pietra miliare della tradizione mediterranea", spiega l'azienda. "Questa pianta presenta numerosi benefici sulla nostra salute, riconosciuti in tutto il mondo. Le foglie di olivo, ingrediente principale di tutti i nostri prodotti, hanno proprietà antiossidanti, aiutano a regolare il colesterolo e la pressione sanguigna, stimolano il metabolismo dei carboidrati e dei lipidi. Ciò è dovuto alla presenza di polifenoli, come Oleuropeina, Idrossitirosolo, Acido Elenolico e Rutina". Ogni lotto di produzione è analizzato da un laboratorio certificato esterno per assicurare un livello minimo di principi attivi. Con la vasta presenza di alberi d'olivo in molti paesi del Mediterraneo, tra cui l'Italia, MyVitaly è in grado di garantire la sostenibilità della materia prima utilizzata. "La foglia di olivo è generalmente considerata un prodotto di scarto durante la produzione di olio extravergine di oliva - spiega ancora l'azienda - tuttavia siamo stati in grado di concentrarci su questo ingrediente per creare un'azienda solida, eticamente ed ecologicamente sostenibile".

HEALTHY SNACKS, BARILLA BUYS US' BACK TO NATURE

Barilla announced that it has finalized an agreement to acquire Back to Nature, from B&G Foods, an American branded foods holding company. Founded in 1960, Back to Nature specializes in the production of plant-based, non-GMO healthy snacks like cookies, crackers, trail mix and granola. The acquisition of Back to Nature is consistent with Barilla's long-term strategy to build a strong multi-brand bakery platform in the United States, where the Group is already present with the Wasa brand. "We focus all our business activities and products on health and indulgence and hence Back to Nature was a natural choice. We are excited to see how our efforts will evolve in the future," highlights Guido Barilla, chairman of the Group.

Snack salutari, Barilla acquisisce la statunitense Back to Nature

Barilla annuncia di aver finalizzato un accordo con B&G Foods - holding Usa di prodotti alimentari - per l'acquisizione della statunitense Back to Nature, nata nel 1960 e specializzata nella produzione di snack salutari a base vegetale non Ogm, come biscotti, cracker, frutta secca e granola. Con questo accordo, Barilla accelera il proprio percorso di crescita internazionale, rafforzandosi nel mercato dei prodotti da forno negli Stati Uniti, dove il Gruppo è già presente con il marchio Wasa. "Da sempre ci impegniamo a offrire alle persone prodotti che rispondano al binomio 'gusto e benessere', abbiamo scelto di puntare su questo anche per espandere la nostra attività negli Stati Uniti e Back to Nature è stata una scelta naturale in questo senso", sottolinea Guido Barilla, presidente del Gruppo.

GRANA PADANO PDO, SALES AND CONSUMPTION GROW OVERSEAS

Grana Padano PDO's consumption continues to grow. Thanks to exports too. From January to July, indeed, exports of Grana Padano increased by 9.99% at 1 million 362,000 wheels. Among the main destination markets for such PDO there is Germany, where 341,000 wheels overall (+2.85%) were shipped. France follows immediately after with 162,000 cheese wheels. The biggest increase, instead, was recorded by Spain: +23%. These are the first results of the international communication plan launched by the Consortium.

Grana Padano Dop, crescono le vendite e i consumi esteri

Continuano a crescere i consumi di Grana Padano Dop. Anche grazie all'export. Da gennaio a luglio, infatti, l'export di Grana Padano è aumentato del 9,99%, raggiungendo quota 1 milione e 362mila forme. La Dop piace soprattutto in Germania, dove sono state spedite 341mila forme totali (+2,85%). Segue la Francia, che arriva a 162mila forme. L'incremento maggiore invece è segnato dalla Spagna: +23%. Sono i primi risultati del piano di comunicazione internazionale avviato dal Consorzio.

INVESTORS LOSE APPETITE FOR VEGAN STOCKS. SHARES DROP BY 51% IN THE LAST 12 MONTHS



During the last 12 months investors have lost appetite for vegan alternatives for meat and dairy. New data compiled by social investing platform headquartered in Israel eToro show that a basket of 10 of the biggest vegan stocks would have seen its value fall by 51% over the last 12 months, and by 36% over the previous two years. The basket taken into account comprises vegan companies active in different sectors: from meat and dairy, through beverage to cosmetics. Whereas an equivalent basket of shares of the most renowned meat producing companies would have lost investors only 12% in the last year and gained 7% over the last two years. According to eToro, we are experiencing a reversal in the trend seen in prior years, when the price of vegan stocks soared.

Gli investitori perdono interesse per il vegan. Il valore delle azioni cala del 51% negli ultimi 12 mesi

Negli ultimi 12 mesi gli investitori hanno perso interesse nei confronti delle alternative vegetali alle carni e ai latticini. I nuovi dati pubblicati da eToro, società multinazionale di social trading e investimenti multi-asset con sede in Israele, mostrano che un paniere di 10 tra le più importanti azioni del mercato vegano avrebbe visto il proprio valore diminuire del 51% negli ultimi 12 mesi e del 36% rispetto ai due anni precedenti. Il paniere preso in considerazione è composto da aziende vegan attive in svariati settori: da quello della carne e del latte, a quello delle bevande fino a quello dei cosmetici. La situazione del settore della carne starebbe invece migliorando: un paniere equivalente di azioni dei più grandi big della carne avrebbe perso investitori per il 12% nell'ultimo anno e avrebbe guadagnato il 7% negli ultimi due anni. Secondo eToro, siamo di fronte, quindi, a un'inversione di tendenza rispetto agli anni precedenti, quando il prezzo delle azioni vegane era salito alle stelle.

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News from the Italian Chamber of Commerce in the Philippines

CANTINA PIZZOLATO PROTAGONIST OF THE WINE TASTING IN MANILA

Last 14 November, Cantina Pizzolato, one of the major Italian producers and exporters of organic wine, was the protagonist of an event by the Italian Chamber of Commerce in the Philippines (ICCP) at L'Opera, an Italian restaurant in Manila. To intervene, partners and operators from the Horeca world for the food & beverage sector, who had the opportunity to discover the wines of the cellar - based in the Veneto Region -, also thanks to the gastronomic combinations proposed by the chef and sommelier Paolo Nesi. Attendees had the chance to taste the Rose Extra Dry M-USE, Barbarossa Malanotte del Piave DOCG, Raboso DOC Piave, and Raboso IGT Veneto. Sergio Boero, President of the ICCPI, also took part in the event. Since 2011 he has been supporting and promoting the business of Italian companies in the Philippines.



Pizzolato protagonista della degustazione organizzata a Manila

Lo scorso 14 novembre Cantina Pizzolato, tra i maggiori produttori ed esportatori italiani di vino biologico, è stata protagonista di un evento promosso dalla Camera di commercio italiana nelle Filippine (Iccpi) presso L'Opera, ristorante italiano di Manila. A intervenire, partner e operatori del mondo Horeca per il settore food & beverage, che hanno avuto modo di scoprire i vini della cantina veneta grazie anche agli abbinamenti gastronomici proposti dallo chef e sommelier Paolo Nesi. Tra i vini proposti al pubblico, lo Rose Extra Dry M-Use, il Barbarossa Malanotte del Piave Docg, il Raboso Doc Piave e il Raboso Igt Veneto. Presente all'evento anche Sergio Boero, presidente di Iccpi, che dal 2011 supporta e promuove il business delle aziende italiane nelle Filippine.

ITALIAN ESPRESSO COFFEE TAKES OVER THE PHILIPPINES WITH POCOFINO

Promoting the culture of the authentic Italian coffee in the Philippines' market. This is the aim of the event organized by the ICCPI in Manila last 7 October, at the inauguration of the new cafeteria Pocofino at Bonifacio Global City, one of the most lively and trendy business districts in Manila. Pocofino belongs to Stella del Nord, a food & beverage supplier from the Philippines, which provides its cafeterias and its clients of the Horeca sector with the excellence of Italian brands such as Caffè Danesi, Caffè Borbone, Lucaffè, and Gima Caffè. The event was attended by Marco Clemente, the Italian Ambassador in Manila, and the network of buyers and operators invited by the ICCPI. It also benefited from the press coverage of the media partners The Manila Times, Focus Philippines and Business Mirror.



L'espresso italiano alla conquista delle Filippine con le caffetterie Pocofino

Diffondere la cultura e il piacere dell'autentico caffè italiano nel mercato delle Filippine. Questo l'obiettivo dell'evento organizzato dall'Iccpi a Manila lo scorso 7 ottobre, in occasione dell'inaugurazione della nuova caffetteria Pocofino di Bonifacio Global City, una delle zone commerciali più vive e alla moda di Manila. Pocofino è di proprietà di Stella del Nord, società che importa e distribuisce prodotti alimentari e bevande nelle Filippine e che, tanto per le sue caffetterie come per i suoi clienti del mondo Horeca, ha scelto l'eccellenza di brand italiani come Caffè Danesi, Caffè Borbone, Lucaffè e Gima Caffè. L'evento ha visto la partecipazione, tra gli altri, dell'ambasciatore italiano a Manila, Marco Clemente, oltre che della rete di buyer e operatori invitati da Iccpi. Ha inoltre goduto della copertura mediatica dei media partner The Manila Times, Focus Philippines e Business Mirror.

WANT ITA: ITALIAN DELICACIES IN THE SHOPPING AREAS IN THE US AND CANADA



It's called Want Ita the latest project launched by Italia Development Group, with the ambitious goal of promoting and selling Italian excellences in the United States and Canada, starting from 2023. This year, indeed, the first 7,000 sqm pavilion will be inaugurated at the mall American Dream in New Jersey, namely in East Rutherford, 12 km away from Central Park. So far the investment is worth 26 million dollars, with American and Italian capitals. The space boasts fairly 50 million visitors every year, with an average spending in the luxury area of 600 euro approximately. "Our plan," explains CEO Romont Thomas, "is to export the model to the other two malls in Minneapolis, in Minnesota and in Canada if, as we believe, the New Jersey experience will be a success."

Want Ita: eccellenze italiane nelle aree shopping di Usa e Canada

L'operazione Want Ita, lanciata da Italia Development Group, è ambiziosa: far conoscere e vendere le eccellenze italiane negli Stati Uniti e in Canada, a partire dal 2023. Quest'anno verrà infatti inaugurato il primo padiglione da 7mila metri quadrati nello spazio American Dream in New Jersey, precisamente a East Rutherford, a circa 12 km da Central Park. Per ora l'investimento è pari a 26 milioni di dollari, con capitali americani e italiani. Il parco conta su circa 50 milioni di visitatori all'anno, con scontrini medi nell'area luxury di circa 600 euro. "Nei nostri piani", spiega il Ceo Romont Thomas, "c'è l'idea di esportare il modello negli altri due centri di proprietà a Minneapolis, in Minnesota e in Canada, se, come crediamo, l'esperienza nel New Jersey sarà un successo".

ITA0039: ASACERT'S APP CERTIFIES THE REAL 'ITALIANNES' OF PRODUCTS AND RESTAURANTS ABROAD



Fighting the Italian sounding phenomenon and supporting the Italian economy. These are the objectives at the heart of the protocol and app that certifies the real 'italianness' of restaurants and products purchased outside the country. Both tools are named 'ITA0039 100% Italian Taste Certification'. Developed by Asacert, a professional and accredited certification body, which since 2019 together with Coldiretti has been promoting the certification of Italian restaurants abroad. The application, which is free, allows to find the certified restaurants and verify the origin of a product. "Through the barcode a customer can discover if a product is really Italian or not," explains Fabrizio Capaccioli, Asacert's CEO.

ITA0039: l'app firmata Asacert che certifica l'italianità di prodotti e ristoranti all'estero

Combattere il fenomeno dell'Italian sounding e supportare l'economia italiana. Questi gli obiettivi alla base del protocollo e dell'app che certifica ristoranti italiani all'estero e verifica l'italianità dei prodotti acquistati fuori dai confini italiani. Entrambi gli strumenti prendono il nome di 'ITA0039 100% Italian Taste Certification'. Realizzati da Asacert, ente autonomo accreditato dallo Stato, che dal 2019 insieme a Coldiretti promuove la certificazione dei ristoranti italiani all'estero. L'applicazione, che è gratuita, consente di trovare i ristoranti certificati e verificare l'origine di un prodotto. "Attraverso il barcode si può controllare se un prodotto sia italiano o meno", spiega Fabrizio Capaccioli, Ad di Asacert.



DISCOVER

www.approvalo.it

Approvalo.it: consumers speak up!

An innovative platform. That collects authentic, unique and genuine reviews. Written by the people for the people. Interview with Giacomo Frigerio, founder of the creative agency Blossom and among the authors of the project.

How often does it happen to stand in a supermarket aisle or to navigate an e-commerce website not knowing which product to add to the shopping cart? In that moment a suggestion would be more than welcome. And what if it came from another consumer? This is the idea behind approvalo.it. The innovative platform that collects authentic, unique and genuine reviews on day-to-day products. Based on an idea by Giacomo Frigerio, founder of the creative agency Blossom, the platform was launched last 21 November 2022. Let's take a closer look at the project.

What's the idea behind approvalo.it?

Online there are many websites that allow to review restaurants, hotels or experiences. It is not the case for essential products though. Reviews, for the most part, can be found on e-commerce websites indeed. Hence the idea of creating a platform that might help consumers make purchasing decisions on a daily basis, granting a space where they can leave their opinion and read others'. We aim at creating a community of consumers, or rather 'consum'actors', who share their experiences on the goods on the market. Approvalo.it is available on mobile devices as well as on PC.

Which are the values at the heart of the project?

The core values behind approvalo.it are four: transparency, change, knowledge, and sharing. Ours is a collaborative platform where reviewers can sincerely express what they think (in compliance with the guidelines, of course), because for us freedom of information is key. We want approvalo.it to have the power to change the idea of consumption and production. We live in a world overcrowded with products and we want all consumers to have the chance to really know what they are purchasing. Sharing is another pillar: we believe that each review could be valuable for the users and the companies as well.

What kind of items can be reviewed on the site?

The website, at the moment, consists of five different main categories: food&beverage, beauty, home care, kids, and pets. In each segment consumers can search, post and review the products on the market, by also adding a picture. As for the f&b sector, everything can be reviewed. The categories mirror the supermarkets' aisles. Moreover, a major part will be dedicated to supermarkets' private labels. By leaving their opinion on approvalo.it, consumers will help others choose the right products for them.



Giacomo Frigerio

And what about the other sectors?

The segment dedicated to beauty will be broad and structured. The home care opens up another big chapter. In the kids' sector, apart from food, there will be the possibility to review toys, accessories, and hygiene products. Lastly, a whole category will be dedicated to animal lovers, from food to accessories.

The target is indeed very broad...

Approvalo.it's silver lining is that anybody can leave a review. Provided that they are of legal age, or if they have their tutor's consent, obviously.

Which role do companies play?

To this end, the companies have the chance to read the user's reviews and thus understand what they really think of their products.

Approvalo.it: libera spesa in libero mercato

Una piattaforma innovativa. Che raccoglie recensioni autentiche, uniche e spontanee. Create dai consumatori per i consumatori. La parola a Giacomo Frigerio, fondatore dell'agenzia di comunicazione Blossom e fra gli artefici del progetto.

Thereby they can reply and explain why they have made certain choices. For them, it opens up a significant opportunity for dialogue. They could eventually decide to change or better some of their items according to consumers' needs and suggestions. Actually, companies are not the only ones involved, supermarket chains are too.

How?

They will surely be interested in knowing consumers' opinion on their products, what they like and what can instead still be improved. Just like companies, they can directly interact with consumers on approvalo.it.

But how does approvalo.it actually work?

Users need to register on the platform with their personal data. Then, they can look for the product they are interested in. If the item has already been reviewed, users can add a comment, otherwise they will be the first to leave a review and also attach a photo. By doing so they can earn points for each review they add and thus level up. Moreover, they can be rewarded with specific badges in the light of other actions performed on the platform.

The fake reviews phenomenon, currently, is widespread. How do you plan on safeguarding companies and consumers?

In order to avoid bots or haters, when registering all users must enter date and place of birth, ZIP code, region of residence, email address and, for those who wish, phone number. This way we can guarantee the utmost transparency and avoid the creation of fake profiles. We will also carry out random inspections on subscribers. Companies, likewise, can create their profile in a dedicated section. We provide them with the maximum transparency as for reviews and, upon request, they have the possibility to obtain further information on their panel of reviewers (age, where they come from). No confidential data will be revealed, of course.

Have you developed a communication strategy?

We are investing 500.000 euro for the communication. We will be on social media, trade magazines, TV, and radio. We will create OOH (out of home) campaigns in central stations, guerrilla proximity actions to be on all the territory. We are also planning a series of agreements with Italian Serie A football teams for sideline ads. Such a strategy will allow approvalo.it to reach the whole population.

Aurora Erba

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EXPORT

Online business is growing fast, on marketplaces

The role played by the international e-commerce platforms is growing steadily, both for B2B and B2C. As the renewal of the agreements signed by the Italian Trade Agency with Amazon and Alibaba also proves.

Marketplaces' ability to support the export strategies and digitalization plans of companies - even SMEs - is becoming more and more consolidated. Around the world, the Netcomm e-commerce specialist says that there are about 200 marketplaces that exceed one million visits per month. It's the so-called 'marketplace economy', to which Italian companies look with less and less skepticism and fear, also due to the training tools that such platforms provide and, not less important, to the agreements signed to create showcases specifically dedicated to enhance Italian productions.

This is right what the Italian Trade Agency (ITA), the Government agency that supports the business development of Italian companies abroad, did at the end of 2022 when it renewed the partnership agreements with two of the largest e-commerce platforms

on a global scale: Amazon and Alibaba. "In a global scenario as complex as the one we are going through", Carlo Ferro, president of ITA said, "promoting Italian companies around the world requires more training and innovation, to support them in the digitalization of their business models. The 20 new activities that ITA has launched to support SMEs abroad go in this precise direction". Thanks to the 33 Made in Italy 'showcases' launched by ITA in collaboration with leading marketplaces - just to name a few, Shopee, Galaxus, Jd.com, Gmarket, Lazada, Zalando and Falabella.com, Wine.com and Tannico, Mano Mano and Flipkart - the Agency has helped more than 7,000 SMEs to export online. "The results - Ferro adds - are for all to see: in three years, the e-commerce's share on Italian exports has increased from 6 to 9%".

A world of marketplaces

According to the data elaborated in the third edition of the Netcomm Focus Marketplace report, the world's largest e-commerce players by capitalization are marketplaces. Amazon ranks first, with over 1 trillion dollars in capitalization as of June 2022, followed by Alibaba, with a market cap of over 304 billion. In third place is Meian (241 billion), followed by JD.com (98), Prosus and Median (92.8), Pinduoduo (78), eBay (23) and Pinterest (12 billion), which close the top 10. As of July 2022, Amazon ranked as the most popular marketplace in the world, averaging around 5.3 billion visits that month. In Europe it exceeded 1,000 billion visits a month, 45 million visits in Italy. The second most visited e-commerce platform in the world was eBay, with around 3 billion visits. Followed



280,000 Italian products sold through Amazon already

On November 22, the ITA Agency and Amazon confirmed the partnership aimed at boosting the digital exports of Italian SMEs in countries like the United Kingdom, France, Germany, Spain, the United States, Japan and the United Arab Emirates, to which three new countries have added more recently: Poland, Sweden and Holland. Since 2019, around 2,200 Italian companies have participated and over 280,000 Made in Italy products were sold to buyers from the world-over through the platform. Here, the collaboration between ITA and Amazon has led to the creation of a special showcase dedicated exclusively to the promotion of Made in Italy. This year, in addition, the new Amazon Incubator pilot project has been launched: Amazon and the ITA agency will select more than 100 SMEs with a strong growth potential to guide them step by step in the implementation of a plan aimed at strengthening their online presence.

Anna Bortolussi, General Manager Brand Owner and Seller Success of Amazon Europe, explained: "We will continue to invest and innovate to help the over 20,000 Italian SMEs that sell on Amazon and that, in 2021, recorded international sales of around 800 million euros, of which more than 60 million generated outside the European Union. This is in line with our broader goal of supporting partners to reach 1.2 billion euro in exports annually by 2025."

Alibaba.com welcomes 1,000 more companies

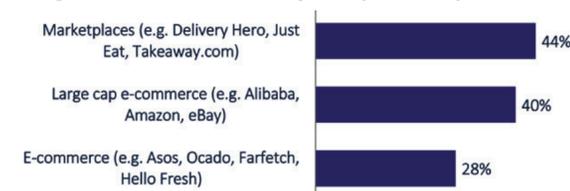
The Chinese Alibaba Group, active in Italy since 2015, operates through the B2C platforms Tmall and Tmall Global, the C2C platform Taobao and the B2B platform Alibaba.com. The latter is the one hosting the 'Italian Pavilion' project, renovated at the end of 2022 by ITA and Alibaba Group. "Thanks to the collaboration with ITA, that started in 2018", explained Rodrigo Cipriani Foresio, General Manager Alibaba Group Southern Europe, "in 2021 almost 1,000 Italian companies operating in some strategic industries approached Alibaba.com, where the Made in Italy pavilion has been created. A virtual showcase that allows Italian companies to enter more than 200 countries and get in contact with over 40 million buyers."

The first edition of the project engaged 950 companies for a total of 42,000 products placed on the platform, that received 15 million impressions from buyers in 160 countries. With the second edition, up to 1,000 new companies will be selected and their 'Minisites' included in the Italian Pavilion for 24 months. These companies will be allowed to access the services reserved for the Premium Membership of Alibaba.com Global Gold Supplier (GGS) Package, which includes personalized support and a dedicated training program.

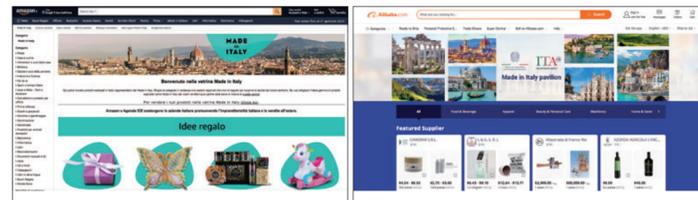
Federica Bartesaghi

follow

The growth in turnover of marketplaces (2019-2021)

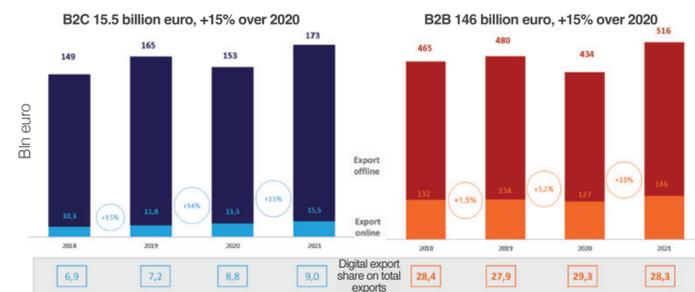


Source: Netcomm - Statista



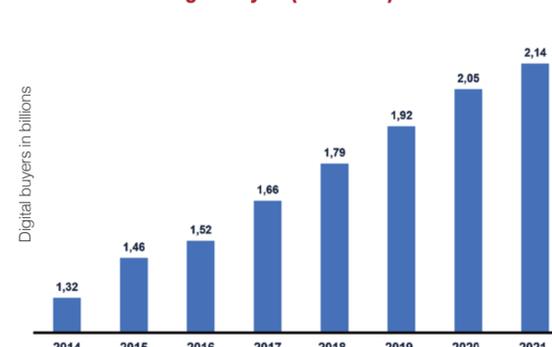
Italian digital exports

In 2021, the weight of digital exports on total b2c exports remains limited, but on a growing trend, while it slightly decreased in b2b trade.



Source: ITA Agency - Digital Export Observatory, School of Management Politecnico di Milano, April 2022

Global number of digital buyers (2014-2021)



Source: Netcomm - Lo scenario dell'e-commerce e della marketplace economy'

Our De 'BAITA' is not just a bresaola.



In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our customers we want and seek the best meats and use secret traditional recipes. Our care accompanies the entire drying and curing process and we personally check every phase that leads to the birth of our special bresaola. Its unmistakable taste is the result of all the passion that only the artisans who, like us, have been cultivating a love for tradition for generations know how to put into their creations.

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Quality is the key



THE INSIGHTS FROM COMPANIES THAT SELL ON MARKETPLACES

Cantine 4 Valli

Giulia Perini, marketing and communication manager

"We have been selling on Amazon since 2017, for the Italian market, and since 2022 also on Alibaba for international markets. Marketplaces represent, for our company, the first approach to online sales. We didn't feel ready, from a logistical point of view, to open our own e-commerce platform so we preferred to make our debut through leading structures in this field. Among the benefits of this sales channel there is certainly the external management of logistics; among the disadvantages, the bureaucratic burden. Furthermore, there is no perception of the destination of each sale, as there is no data on individual buyers. To date, this channel accounts for less than 5% of our turnover. And in the future, the goal is to invest more in our e-commerce, to the detriment of marketplaces".



Campo d'Oro

Paolo Licata, administrator

"For four years now we have been present on the Amazon platform, for b2c, and on Alibaba for b2b. The decision to focus on marketplaces stems from the desire to have greater visibility and reach our customers and final consumers more quickly. We sell across Italy and Europe, but also in the United States, where have been achieving excellent results. To date, this channel accounts for about 5% of total turnover. To be on a marketplace certainly requires a strong investment, but at the same time it allows to build a strong brand image. We have boosted our presence on these platforms with a dedicated social and advertising campaign, as well as by taking advantage of the agreements signed by the ITA Agency with both Amazon and Alibaba. On marketplaces we sell all our flagship products, the most appreciated by consumers, such as pestos, sauces and preserves. If we had to identify the critical issues of this sales channel, I would certainly say Amazon's high management and logistics costs, as well as the fact that we have no protection on sales: consumers definitely enjoy greater protection than suppliers. In any case, I believe that in the future we will continue to bet on the opportunities provided by this e-commerce channel."



Beppino Occelli

Elisa Ocelli

"We are active in some of the most important b2c marketplaces dedicated to food excellences with a premium positioning, mainly targeted at the Italian market. We believe that one of the greatest advantages provided by these platforms is that they support the brand awareness, giving it great visibility, and that provide a useful service for those customers living far from resellers. The pairings between the different gourmet product categories are also very useful. Within the marketplaces we mainly offer our fixed weight products, from butter to Langa cheeses such as Tuma dla Paja, up to cheeses matured on wooden boards in the Antiche Stagionature of Valcasotto, like Cusiè, aged products such as La Gran Riserva degli Ocelli, unique cheeses both in appearance and taste such as Ocelli al Barolo and Ocelli in chestnut leaves up to Ocelli with fruit and Moscato Grappa and Ocelli with barley malt and Whisky."



Caseifici Granterre

Maurizio Moscatelli, general manager Caseifici Granterre and marketing and sales coordinator at Salumifici Granterre

"Even before the pandemic, the Granterre group had approached the online business by managing the different sales channels separately: retail e-commerce, pure e-commerce and online delivery. We worked from a b2b perspective with a specific focus on Italy in order to complete our offer on a channel that, already in 2019, was growing fast, and after 2020 we further implemented the online promotional pricing strategies (comarketing, cut price multilevel, category shoveler). Beside the e-commerce platforms managed by grocery retailers, our most important marketplaces to date are Amazon Fresh, Getir and Glovo, where people can find most of our flagship products as well as fresh cheeses, sliced cheeses and pieces, more requested by urban shoppers. With all these operators we have developed, over time, a plan of targeted activities consistent with our social pages and other media. In the future, our goal is to further expand the number of digital collaborations, with a growth in investments that will have to be consistent with the growth in turnover in these channels, although still far from the conventional ones."



F.lli Saclà

Matteo Stella, trade marketing

"In Italy we operate on the e-commerce platforms of the grocery retailers that provide an online shopping service. We have been active on Amazon for about five years now and on the most renowned quick-commerce platforms for about a year, both for b2b and b2c, in Italy and abroad. The reason why we decided to be present on all the main marketplaces can be summed up in our motto: "It's for everyone. It's Saclà." Hence, the company has always been committed to accompanying people in all moments of life. Furthermore, we decided to focus on existing marketplaces rather than developing a proprietary platform because we believe that success derives from the ecosystem of multiple brands and from the possibility they provide to users to create their own shopping cart, with no limitation to the product categories available. It's a channel in which we certainly aim to grow: over the last year we have invested in renewing our presence and in developing the Saclà Store on Amazon.it, as well as in specific activities carried out by some customers in the grocery retail segment. Our presence on these platforms is also supported by a dedicated advertising strategy. As regards products, we sell all our ambient food offer, from classics (olives, pickles, pesto and sauces, rice condiments) to the latest launches (sweet and sour and ethnic sauces). One of the strong points is definitely the possibility to establish a relationship with people, beyond the limits of time and space. Overall, we have seen an year-on-year increase in the turnover we generate on marketplaces, even after the jump experienced between 2020-2021. A sign that food e-commerce will be a long-term phenomenon".



THE NETWORK

rete.ilbuongustoitaliano.com/en

"We want to promote the values of our companies worldwide"

Il Buon Gusto Italiano turns 10. The growth and future projects, from large-scale distribution to international trade shows. Our interview with Giancarlo Taglia, the network's manager.

Giancarlo Taglia, manager of the business network Il Buon Gusto Italiano, boasts 22 years of experience in the large-scale distribution area. By working at Auchan, Coop, Il Gigante and other big retailers he realized that many companies shared the same issues. "A great number of them wanted to start exporting," he explains, "yet they found it difficult to organize the logistics. Hence the idea of creating a business network."

On the occasion of the tenth anniversary of the project, we met with Giancarlo Taglia. The foundation of the business network Il Buon Gusto Italiano and the future projects at the center of our interview.

What are, specifically, business networks?

A business network is a juridical-economic instrument of cooperation in compliance with the Italian law 5/2009. Two or more entrepreneurs can cooperate by signing a network contract, which needs to have objectives and a program. We aim at supporting agri-food companies in order to strengthen their position on international markets, promoting their image and potential, and reinforcing synergies on a production, commercial and distribution level.

When was Il Buon Gusto Italiano founded?

The business network Il Buon Gusto Veneto, comprising 15 companies from the Veneto region of Italy, was founded in 2012, with the objective of promoting the territory's products in Italy and abroad through a series of promotional activities with the large-scale distribution, by taking part in trade shows and other events. Over the years, the number of companies increased and it almost reached 40. It was necessary to arrange them according to dimensions and objectives. Initially, as a matter of fact, we gathered small, medium and big companies. In 2016 we decided to create a second business network, called Il Buon Gusto Italiano, which today embraces 26 companies with turnovers over 10 million euro. The network Il Buon Gusto Veneto still exists, with smaller companies with turnovers up to 6 million euro. In 2020, at the same time, we also founded Il Buon Gusto Siciliano, composed of nine small regional businesses.

In 2022 the network turned 10...

We celebrated during Cibus in Parma last May by organizing an aperitif with a cake cutting. In 10 years we achieved important goals. Overall, our networks were able to bring together 57 companies of the agri-food world. Not competing with each other, and this is an important detail. For a total turnover of 1 billion and 50 million euro, an interna-



"Vogliamo portare il valore delle nostre imprese in tutto il mondo"

Il Buon Gusto Italiano compie 10 anni. La crescita e i progetti per il futuro, tra grande distribuzione e fiere internazionali. Con un unico obiettivo: supportare le aziende della rete, migliorando così la loro posizione competitiva sui mercati internazionali. La nostra intervista a Giancarlo Taglia, manager della rete.

tional sales share accounting for 25% and almost 2,500 employees.

What achievements have you reached so far?

First of all, we tried to go abroad, by taking part in the most relevant trade shows, such as Sial in Paris, Anuga in Cologne, and Cibus in Parma. We were also present in Hong Kong, Singapore, New York, San Francisco, and Tokyo. We continued to promote activities in the large-scale distribution, selling our products in retail chains and opening temporary shops. As a network, we participated in fidelity projects and prize catalogues for corporations and pharmaceutical companies, at the same time also creating an e-commerce platform for our companies. And it doesn't end here. We also established a partnership with the Università Cattolica del Sacro Cuore in Milan. As a matter of fact, I am part of the scientific board of the master course in International marketing management promoted by the Athenaeum, and every year our companies host the students of the master for their internships

and apprenticeships. Sometimes, such experiences lead to job offers.

As you pointed out the companies do not compete among them... Let's focus on this.

The network allows to have a common project, share their own ideas and experiences, as well as their clients. Behind it all there must be a relationship of trust. For this reason we focus on people. Standing together and cooperating allows us to benefit from a greater strength on a national and international scale, where there are giants and corporations of significant dimensions. This way, we aim at supporting smaller businesses in order to find their place in the market and be competitive. But our support also goes in the development's direction, with projects on packaging and communication. We want to make the most of our excellences.

Can you give us a few examples?

We organized co-marketing activities among our companies. For instance, promoting combinations between our products. For a certain period, who purchased one of our cheeses received a jar of honey of our network for free. Then we worked on the recipes by using the products of our partners as ingredients. As far as communication, then, we organized a joint plan for the network. We have shared areas in trade shows and a joint brochure, the same applies for social media. We also have a common logistics, which enables us to gather all the products of our companies. The project 'Artigiani del buon gusto', which was set up in 2017, is also worth mentioning. Four small artisans of our network have created a range of sweet and savory products, handmade with 100% Italian raw materials linked to the territory.

What about future projects?

First of all, we aim at opening sales departments in the United States and in Asia in order to have representatives on field who can follow the clients closely. We are also working on sustainability. The packaging of the products 'Artigiani del buon gusto', for instance, is made exclusively in paper. Moreover, we use Italian and local raw materials to promote the territory. We also want to resume and broaden our incoming projects. Before the outbreak of the Pandemic, we invited buyers from Korea and Hong Kong, showing them our companies and having them taste our products. From this experience, we started a collaboration with Hong Kong, where we sold 400,000 euro worth of products. We want to promote the value of our companies worldwide.



MARKETS & DATA

F&B 'flies first class' in the Emirates

New consumer demands are emerging in the Middle East. Digitization, price sensitivity, and social consciousness are on the rise. The latest trends and opportunities for international players in one of the fastest-growing markets.

In this age of uncertainty, a new type of consumer is emerging in the Middle East. One who is more price sensitive, digitally savvy, and socially responsible. Such shifts in consumer behavior started during the Pandemic, and are expected to continue driving spending decisions far beyond 2022 according to the report 'How to win in the Gulf's dynamic consumer and retail sectors' carried out by McKinsey & Company.

And new patterns in consumer demands require companies in the Gulf region to adapt. As a matter of fact, "to attract and retain consumers in such a dynamic market, thus remaining competitive, retailers and consumer-packaged goods (CPG) manufacturers should refocus their priorities and put consumer data at the heart of business decisions," reads McKinsey & Company's report. In this scenario, the Gulf consumer industry can focus on two priority areas: expanding into new adjacencies and developing personalized offerings.

To this end, the 28th edition of Gulfood, the n.1 food & beverage event in the MENA region, on show at the Dubai World Trade Centre (20-24 February 2023), unites f&b communities around the world, and acts as an industry trend springboard and a global sourcing powerhouse. Over 4,000 exhibitors from more than 120 countries will unveil their latest product launches to fairly 100,000 importers and distributors, retailers and food service professionals.

UAE: a high-potential hub

Significant public and private sector investments, and a convenient geographic location bolstered by a sophisticated infrastructure. Without forgetting that the UAE benefits from low tariffs within the Middle East since it is a member of both the Pan-Arab Free Trade Area with the nations of the Arab world and the Gulf Cooperation Council (GCC), a regulatory and political union between countries of the Arabian Gulf. Such premises contribute to making the United Arab Emirates' f&b sector a fast-growing one. According to the 'Food Processing Ingredients' report carried out by the United States Department of Agriculture (USDA), due to the major import supply concerns in 2020, the UAE's government enhanced its food security protocols and invested heavily in local food production. The Emirates aim to triple food production by 2030. To this end the Abu Dhabi Agriculture and Food Safety Authority have earmarked 272 million dollars in investments for agricultural projects.

Opportunities for international players

According to UAE government statistics, there are currently over 568 food & beverage processors and manufacturers in the federation (315 are Dubai-based), most of which are small to medium size. Producing 5.96 million metric tons (MT) of food and beverage products annually, with 2.3 MT in staple food items, the food processing sector not only feeds the UAE's demand but is also focused on meeting needs regionally and throughout the world. The business opportunities for international players appear to be endless since the sector's firms are almost entirely dependent on imported ingredients due to the UAE's low production of intermediate, commodity, and lightly processed agricultural products. Doing business in the region is also a gateway to other countries in the Middle East and North Africa. In 2021, the UAE imports of consumer-oriented products reached 6.4 billion dollars, accounting for 39% of total agricultural imports. Primary suppliers are the European Union (22%), the US and Brazil both with 11%, India (10%), and Saudi Arabia (7%), the remaining countries account for 39%. Moreover, as far as imports of bulk and intermediate products are concerned, in 2021 they amounted to 4.3 billion dollars, 5% (207 million dollars) of these coming from the United States.

The food industry by sector

As mentioned in USDA's report, the food processing sector in the UAE depends heavily on imported raw materials due to low domestic agricultural production. Russia, Canada, India, and Argentina are the main competitors in sourcing bulk products. As for dairy, local farms focus on fresh goods and face high import competition for processed ones. As for the latter, according to the Emirates Food Security Council, Ministry of Energy and Infrastructure, the main food staples processed in the UAE are dairy products (633,000 metric tons), legumes and nuts (400,000), cooking oil (331,000), dates (140,000), poultry (108,000), and fish (63,000). Other products processed in the UAE include sugar, tea, pepper, eggs, rice, wheat, coffee, baby food, and fresh meat. Trade sources state that 85% of the processed staple food products are consumed locally, and the remainder is exported. According to the UAE's government, 85% of processed staple foods are directed to retail and 15% to food service. 10% of nonstaple food products are consumed locally while the others are exported, with 75% directed to retail and 25% to food service.

The new Gulf consumer's identikit

As already stated, economic uncertainty, job insecurity, and a protracted Pandemic have made Gulf's consumers more price conscious. McKinsey & Company's 'Middle East consumer sentiment survey' - conducted in November 2021 on a panel of 2,200 consumers in the Kingdom of Saudi Arabia (KSA) and the UAE - shows that over 50% of consumers are cutting back on spending. Digitization is another main trend portrayed by the survey. The number of people in the UAE and KSA who shop online on a weekly basis has doubled in two years. Moreover, 42% of these shoppers buy groceries online at least once a week. The UAE retail mobile-commerce market is projected to grow at 19% CAGR between 2020 and 2025. The outlook for UAE's overall e-commerce retail market is equally strong, with expectations that it could reach 8 billion dollars by 2025. Last but not least, the report underlines that conscious eating is on the rise. Indeed, despite reductions on spending, Gulf consumers' concern about sustainability and well-being is increasing. Around 51% read nutrition labels, and 48% buy locally sourced food. With consumer preferences dynamically evolving, omnichannel retailers and CPG manufacturers need to keep up with these behavioral shifts. While some of which (increased focus on health, nutrition, and purpose) have been in motion for a few years, the price sensitivity among lower-income households started accelerating only after the Pandemic. "In such an environment, the most valuable growth driver for Gulf consumer companies appears to be consumer data" states the report.

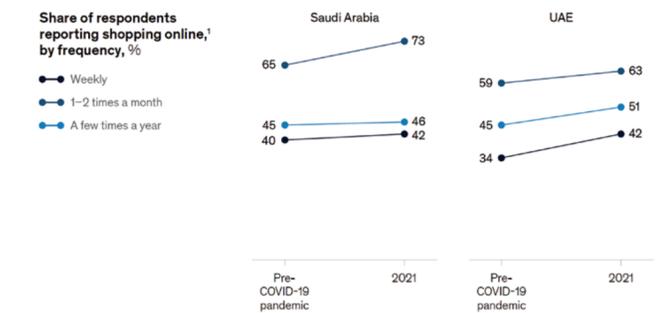
Lucrezia Villa

Consumers in Saudi Arabia and the United Arab Emirates are getting more price sensitive, especially those in the low-income tier



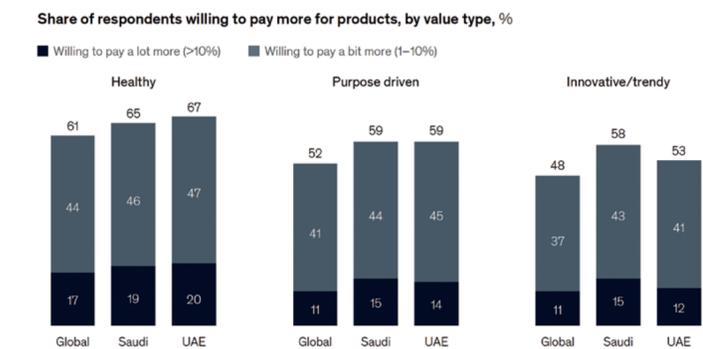
¹Among consumers who changed their buying behavior. Data as of November 2021.
²Low income for Saudi Arabia = \$9,000 SAR (\$2,397); UAE = \$7,000 AED (\$1,905).
³Middle income for Saudi Arabia = 9,001-12,500 SAR (\$2,397-\$3,329); UAE = 7,000-15,000 AED (\$1,905-\$4,083).
⁴High income for Saudi Arabia = >12,501 SAR; UAE = >15,001 AED.
Source: McKinsey 2020 and 2022 Middle East Consumer Sentiment Surveys

Online shopping accelerated in both Saudi Arabia and the United Arab Emirates during peak Pandemic months



¹Online refers to the net of online pure-play retailers as well as online aggregators.
Source: McKinsey 2022 Middle East Consumer Sentiment Survey

Like their global peers, Gulf consumers are increasingly opting to buy - and pay more - for healthy products



Source: McKinsey 2022 Middle East Consumer Sentiment Survey

Emirati: il f&b 'vola in prima classe'

La pandemia ha accelerato il cambiamento nelle abitudini e preferenze d'acquisto dei consumatori in Medio Oriente. Digitalizzazione, attenzione al prezzo e responsabilità sociale fanno da traino. Una fotografia delle ultime tendenze in atto e delle opportunità per i player internazionali in uno dei mercati più vivaci al mondo.



An Italian feeling.

TRADE SHOWS 2023

THE GLOBAL AND THE ITALIAN TRADE EXHIBITION'S CALENDAR



An Italian feeling.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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FEBRUARY	Wed 1	Thu 2	Fri 3	Sat 4	Sun 5	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31
MARCH	Wed 1	Thu 2	Fri 3	Sat 4	Sun 5	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31
APRIL	Sat 1	Sun 2	Mon 3	Tue 4	Wed 5	Thu 6	Fri 7	Sat 8	Sun 9	Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15	Sun 16	Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30	Mon 31
MAY	Mon 1	Tue 2	Wed 3	Thu 4	Fri 5	Sat 6	Sun 7	Mon 8	Tue 9	Wed 10	Thu 11	Fri 12	Sat 13	Sun 14	Mon 15	Tue 16	Wed 17	Thu 18	Fri 19	Sat 20	Sun 21	Mon 22	Tue 23	Wed 24	Thu 25	Fri 26	Sat 27	Sun 28	Mon 29	Tue 30	Wed 31
JUNE	Thu 1	Fri 2	Sat 3	Sun 4	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11	Mon 12	Tue 13	Wed 14	Thu 15	Fri 16	Sat 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30	Mon 31
JULY	Sat 1	Sun 2	Mon 3	Tue 4	Wed 5	Thu 6	Fri 7	Sat 8	Sun 9	Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15	Sun 16	Mon 17	Tue 18	Wed 19	Thu 20	Fri 21	Sat 22	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	Sun 30	Mon 31
AUGUST	Tue 1	Wed 2	Thu 3	Fri 4	Sat 5	Sun 6	Mon 7	Tue 8	Wed 9	Thu 10	Fri 11	Sat 12	Sun 13	Mon 14	Tue 15	Wed 16	Thu 17	Fri 18	Sat 19	Sun 20	Mon 21	Tue 22	Wed 23	Thu 24	Fri 25	Sat 26	Sun 27	Mon 28	Tue 29	Wed 30	Thu 31
SEPTEMBER	Fri 1	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30	Mon 31
OCTOBER	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7	Sun 8	Mon 9	Tue 10	Wed 11	Thu 12	Fri 13	Sat 14	Sun 15	Mon 16	Tue 17	Wed 18	Thu 19	Fri 20	Sat 21	Sun 22	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28	Sun 29	Mon 30	Tue 31
NOVEMBER	Wed 1	Thu 2	Fri 3	Sat 4	Sun 5	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Mon 19	Tue 20	Wed 21	Thu 22	Fri 23	Sat 24	Sun 25	Mon 26	Tue 27	Wed 28	Thu 29	Fri 30	Sat 31
DECEMBER	Fri 1	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30	Sun 31

FOOD & BEVERAGE ORGANIC WINE TECHNOLOGY

*DATES TO BE CONFIRMED



To choose Grana Padano cheese is to embrace the Italian values that make it unique.





SCENARIO

The Italian food's revenge

Smelly olive oil, hard-to-digest pizza, pasta that looks like animal feed. In 1800, our cuisine was largely despised by foreigners. Over time, migration flows and trade overturned the situation, leading to the triumph of the Mediterranean Diet. A book tells how it happened.

Today, millions of tourists from all over the world travel to Italy to taste its famous cuisine and visit its artistic and natural beauties, and yet it was not always so.

For a long time, Italian food has been considered bad and unhealthy, especially by German and English people. This is well depicted in a book by the German historian Dieter Richter, and recently translated into Italian with the title: "Con Gusto. Il Gran Tour della Cucina Italiana" (With Taste, the Grand Tour of the Italian Cuisine). Through the analysis of several unpublished papers, the author describes the impressions of Northern people when visiting our country, in a journey made of discoveries, points of view and contamination.

"Smelly and indigestible olive oil"

The travelers' tales portray a Europe deeply divided on food habits: if butter was the undisputed protagonist in the North, olive oil was a must in the South. The appreciation of our dietary model has been far from linear, as the harsh judgements of foreigners travelling to Italy prove. To the extent that, both German and English people, to escape the "disgusting" Italian cuisine used to attend hostels managed by fellow countrypersons, where they could find "safe food", as reported by several people travelling to Rome.

The poet Otto Kimming, on his way back after a tour across Italy, in 1896, appreciated the beauty of the country but not its culinary customs, based on "hard meat, bad butter, a lot of olive oil and a lot of garlic". Italian olive oil, today so much valued, is described as "smelly and hard to digest". The disregard it aroused was so fierce, that a medical diagnosis was even created: the "olive oil disease", an embarrassing condition associated with symptoms that you can easily imagine.

"Maccheroni? A knot of worms"

Spaghetti, called with disdain "maccheroni" and widespread eaten in the South of the country, were the target of cruel criticism, like the one formulated by the historian Carl Friedrich Benkowitz, Italian historian frequent visitor of Sorrento. In 1834, Benkowitz even affirmed that Neapolitans can eat pasta thanks to a deformation of the throat, the same deformation that allows them to sing so well. But there is more. During a stay in Naples, the Prussian writer and composer Gustav Nicolai talks of

"yellow-grey worms formed by sandy, rock-hard macaroni", while others called maccheroni an "animal feed", to the point that some well cultured doctors reported that, in Italy, "a lot of people used to devour this horrific pasta until they died".

Pizza and its "dirty" look

The most Neapolitan dish of all, pizza, did not enjoy a much better reputation. After a vacation in Naples, in 1853, the historian Ferdinand Gregorovius claimed: "They are ready just five minutes after you order them; but to digest them, it takes the gastric juices of a lazzarone [an old-style, disparaging way of referring to peasants]". And yet pizza remained unknown until the beginning of 1900 not only to Europeans, but also to the inhabitants of Italian cities like Milan or Florence.

The Italian writer Carlo Collodi, in a school book written in 1880, describes his encounter with a pizza street seller: "Do you want to know what pizza is? It's a leavened bread slice, over-roasted and with a variety of sauces on it. The black color of the spit-roasted bread, the white of garlic and anchovy, the yellow-green olive oil and those red pieces scattered here and there give pizza a dirty look that perfectly matches with the look of its seller." Just to mention another one, Pellegrino Artusi in its 'La scienza in cucina' (Science in the Kitchen) - actually the first Italian book of recipes - mentions pizza only once, and even calls it a shortcrust pastry dough.

Everything started with citrus fruits

But in brief, with such a bad reputation, how did our cuisine ma-

nage to become a global point of reference? It may sound strange, but Italian food's revenge started with citrus fruits, considered exotic and precious since Roman times.

And since the history of food is a history of migrations and trade, citrus fruits make no exception. In the Renaissance, Sicilians escaped their island after the Arab Conquest, moving to Northern Italy and even beyond, pushing oranges and lemons up to Nuremberg, in Germany, where these fruits embellished the gardens and tables of bourgeois and aristocratic first, and of the rest of the population later. Lemon and orange merchants were indeed among the first emigrant food sellers in the mid-18th century, followed by ice cream makers, restaurateurs, waiters and, of course, pizza makers.

When pizza took over America

New York, November 23, 1904. A ship filled with Italian migrants slowly approaches the port, and among the passengers crowding the S.S. Calabria there is also an 18-year-old Neapolitan Gennaro Lombardi, trying to escape the poverty and social division that characterized Italy at that time. Together with his sister Maria, he was joining his brother Giuseppe, who had been living in the Big Apple for a while. We don't know much about Lombardi's life, but we know a very important detail: he opened the first pizzeria abroad, a place destined to go down in history and that still exists today.

If in the beginning customers were most of all Italians (*paisà*, in the Neapolitan dialect), things changed over time. And yet, also in America, pizza had to deal with the harsh criticisms and prejudices

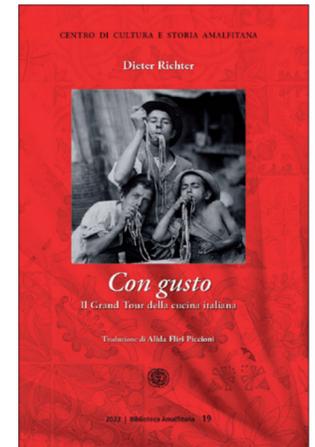
of the natives. As Richter recalls, in 1941, the New York Times describes the feast of Madonna del Carmine in Little Italy: "After their prayers, people eat huge quantities of pizzerie [sic], a chewy focaccia with cheese and tomato". The myth of Italian pizza started growing from the 1950s onwards, as the same newspaper reports in 1956: "In many variations, the famous Italian flat bread now competes in popularity with the hot dog".

The Mediterranean diet: eat well to feel well

Ansel Keys deserves a place of honor for introducing the Mediterranean diet to the world. And it is curious that the 'main sponsor' of what is now considered the healthiest diet in the world is an American nutritionist. But it is not a coincidence: during the Second World War, Keys developed the 'K ration' for soldiers, e.g. a highly caloric survival ration designed for the military.

In 1951 he spoke to the UN for the first time about a possible connection between dietary habits and cardiovascular diseases, and through a research conducted in Naples he developed a revolutionary idea for those times: "Poor Neapolitans eat healthier than wealthy Americans."

In the 1960s, he drew attention to the negative effects of a diet too rich in fats, typical of the US, and in the mid-1970s he pointed at the diet of Mediterranean countries as a model to follow: olive oil (the one once called "indigestible"), bread, legumes, fruit, vegetables, fish, and wine. In moderation, dairy products, meat, animal fats, eggs and beer. Starting from that moment, good Italian food has been enjoying its long-awaited revenge.



The book cover

La rivincita del cibo italiano

Olio d'oliva "maleodorante", pizza "indigesta", pasta "mangime bestiale". Nell'800 gli stranieri disprezzavano la cucina di casa nostra. Tra incontri, migrazioni e scambi commerciali, il libro del saggista Dieter Richter racconta come si sono evolute le cose. Fino al trionfo della dieta mediterranea.

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THE INTERVIEW

“The key to sell in the Philippines? Imagination”

The casinos, the Aperitivi Italiani, the Spritz and the ‘Starbucks approach’. How the food & beverage market works (for real) in the Asian country in an interview with Sergio Boero, president of the Italian Chamber of Commerce in Manila.

It is one of the fastest-growing Asian economies, with a very significant dependence on foreign trade also with regard to agri-food products. It also shows a strong propensity for consumption, with related activities generating 20% of the country's GDP. Furthermore, it is a strategic gateway to all of ASEAN, the 3rd largest economy in Asia and the 5th in the world, also thanks to state-of-the-art logistics infrastructure and a growing liberalization of trade. This is the Philippines today, which could easily become a reference market for Italy's f&b exports, as well as a ‘Trojan horse’ for Italian companies throughout Asia, as the president of the Italian Chamber of Commerce in the Philippines (ICCPI), Sergio Boero, explains. Since 2011, the association has been helping Italian companies to start - and above all maintain - a business in the region.



Sergio Boero

With respect to the pre-pandemic period, what changes have you seen in the market?

As in many parts of the world, e-commerce has skyrocketed amid the pandemic. The case of Metromart is emblematic: founded by the Italian-Filipino Stefano Fazzini, son of the CEO of Italfood Distribution Roberto Fazzini, one of the largest importers in the country, in the last two and a half years the company has become the n.1 food delivery operator in the Philippines. For almost two years we have experienced an almost complete closure of the market, and since it reopened about six months ago, Manila's liveliest districts are always crowded with people. And then there is the casino business, which is literally booming.



Slots and tables are the ‘heart’ of casinos, but all around are restaurants and clubs, and therefore food, drinks and wine



What is it about?

Manila is becoming the gambling capital of Asia. A very widespread form of entertainment in this part of the world, which up until recently had its capital in China and above all in Macao. In recent years, however, three casinos have opened in Manila and four more are currently under construction. On average, these places attract millions of visitors from the continent every weekend. Slots and tables are the ‘heart’ of casinos, of course, but all around are restaurants and clubs, and therefore food, drinks and wine. A great opportunity for Italian food & beverage companies.

Which are the country's most important suppliers?

Australia and New Zealand due to the geographic proximity, while the United States for their influence on the country. Another major supplier is Spain, which dominated the country for about 400 years, and France, that knows how to promote itself very well. Then comes Italy, with a very small market share unfortunately, and yet there are huge growth opportunities for those companies capable of understanding the local culture, which is very different from the Italian one.

Can you give us some examples?

Champagne is a very illustrative example. In clubs and discos you can see bottles of Champagne on all tables and not because people like it more than other wines, but rather because it has become a status symbol. The same goes for restaurants which, not surprisingly, have glass walls. For people, it is also a matter of image, of showing that they can afford expensive products. Quality often comes second and this is hard to accept for Italians, who always put quality first.

What should they do, then?

Work on marketing, on image, positioning and, in my opinion, also on wine-food pairings.

As for the Aperitivi Italiani?

Exactly. For six years, before the pandemic,

we organized every month an event on the rooftop of a hotel where the focus was set on three wines: a white wine, a red wine and a bubble. Each one paired with different finger foods. Which was a big surprise for them.

What surprised them?

The fact that we have ‘rules’ for pairing wine and food, which we take for granted. This makes us understand that we are dealing with a vast and curious public, but with no idea of what Italian food really is.

Which are the local food habits?

American-style habits, mainly. Shopping malls, fast foods or Italian restaurants that have nothing in common with Italy. With Covid, however, many businesses have closed and as many are opening up now that the market has restarted, especially wine bars. The wine market is really flourishing. In this regard, we have signed a collaboration with ONAV, the Italian organization of wine tasters, to plan some educational activities in 2023. We also organize events dedicated to the Italian regions, from Apulia to Sardinia, and Tuscany. The strategy behind every project is to enhance the combination between wine and food: a competitive advantage that Italian companies must learn to benefit from.



Wine is always served with something to eat. And if you immediately offer both wine and food, you gain a considerable advantage



Could it really make the difference?

Definitely. Trivially because wine is always served with something to eat. And if you immediately offer both wine and food, you gain a considerable advantage. Let's think of Vermentino di Gallura, an excellence of Sardinia: if paired with Carasau Bread, Olive Oil and Bottarga it makes a perfect ‘kit’. But if you don't create the match, selling it will be much more difficult because it doesn't rely on an established brand yet.

Do you think there is some sort of ‘taste barrier’ with respect to some Italian products?

Unlike other Asian countries, I don't think so. The Philippines is in Asia but it could easily be in South America for its lifestyle. Starting with religion, people are very Catholic. The only real obstacle is price, because wealth is not widespread yet and the middle class is growing slowly. However, the country is interesting for the high number of wealthy families that, alone, can even place orders for 20 or 30,000 bottles

of wine a year, which they use for their parties or for gifts. Of Manila's 20 million inhabitants, about 20% have a similar standard of living, to which we must add the approximately 2 million Chinese who have recently decided to transfer their business to the Philippines and about 3 million Chinese and Koreans who come to spend the long weekend playing in the casinos.

Which is the role played by the local grocery retailers?

Limited, also in terms of the penetration of Italian brands. Brands like Barilla or Nutella are present, of course, but the greatest difference with respect to how Italians do their shopping is that hired help - and not a family member - is sent to the supermarket. Hence, selling high-end imported products is quite complicated. One of the largest chains, Robinsons Supermarket, has between 2 and 4% of Italian products in assortment. Together with the Italian Embassy we have tried to start discussions to increase this share but this is complicated, at the moment. In the future, maybe. Also because, albeit slowly, the market keeps changing and growing. As the casinos prove, which at the moment I truly consider a strategic gateway to the country for Italian food & beverage.

Have you planned some events already?

We have six events in the pipeline and we are planning two of them right inside a casino, the Solaire, chosen for its exclusive location and the wide presence of Italian fashion brands. These places can guarantee great visibility and create a demand from customers. A strategy that has worked with Spritz, even if perhaps we were a little ahead of time... (he laughs, Ed).

What happened with Spritz?

Six or seven years ago we had the idea of launching Spritz in the country. We found the right space in a beautiful hotel, we set up an all-orange room, we also displayed advertising videos... very beautiful indeed. The result? We sold just two.

Why?

Because it was too soon, the market wasn't ready yet. Now Spritz is everywhere. This shows us that it's not a matter of ‘taste’, but rather of finding the proper ‘Starbucks approach’.

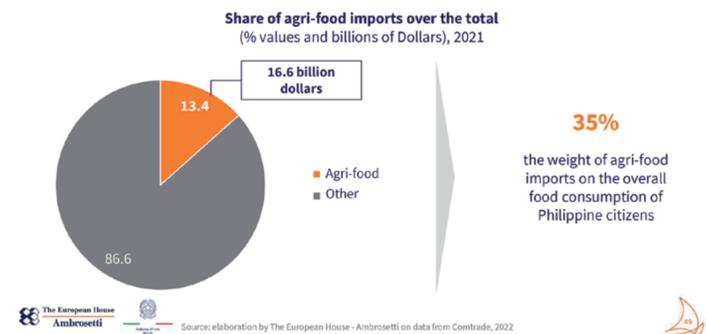
What is a ‘Starbucks approach’?

Coffee wasn't drunk in China until Starbucks came along. To fill its stores with people, the chain offered students free coffee and cappuccinos but above all it provided them with comfortable sofas and free wi-fi. Within a couple of years, coffee became fashionable. Today, it is a huge market. This teaches us that there is always a way to make people passionate about a product, we just have to build the right ‘bridges’ to reach them, with patience and perseverance. And a lot of imagination.

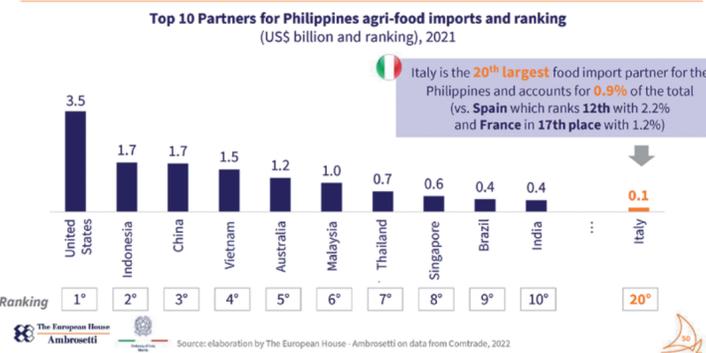
“Vendere nelle Filippine? Ci vuole ingegno”

I casinò, gli Aperitivi italiani, lo Spritz e il ‘modello Starbucks’. Come funziona (per davvero) il mercato food & beverage nel Paese asiatico in un'intervista a Sergio Boero, presidente della Camera di commercio italiana di Manila.

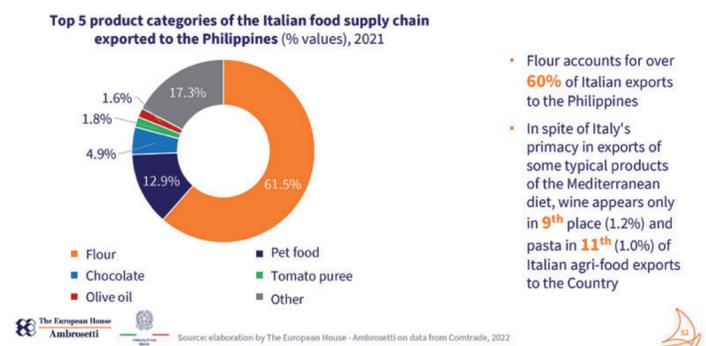
Agri-food products account for 13.4% of the Philippines' total imports, with a value of €16.6 billion



With respect to agri-food imports, the United States and neighbouring Countries are the main Partners, but Italy does not appear in the top 10



Italy has not yet managed to position its products of excellence in the Philippines

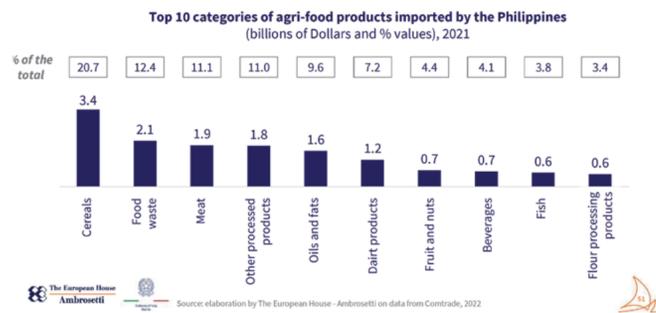




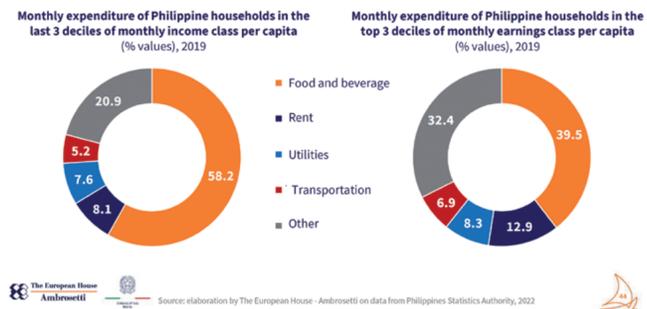
THE INTERVIEW



The top 10 import categories include products of the Mediterranean diet on which Italian companies have distinctive expertise



Monthly expenditure on food exceeds 58% of the budget for the poorest households, but remains the first expenditure even for the richest ones



The Philippines' economy consists of 20% retail, catering and tourism, and household spending generates 75% of GDP



THE PHILIPPINES TODAY

Surface: 300.179 km²
Population: 111,000,000
Capital: Metropolitan Manila
Main cities: Makati City, Cebu, Davao, Clark, Cagayan de Oro, Iloilo, Bacolod
Currency: Philippine Peso (PHP)
Exchange rate: 1 euro = 59,27 PHP
Languages: Tagalog (Filipino) and English are the official languages, Visaya/Cebuano is the second most spoken language
Religions: Catholics (82%), Christians (6%), Muslims (9%), others (3%)
Legal system: The Philippines is a unitary Presidential Constitutional Republic, with the President acting as both the head of state and the head of government
Administrative divisions: The Philippines is made up of 81 provinces, which fall under 17 administrative and one autonomous region divisions
GDP: about 382 billion of US dollars in 2021, a growth of +25% compared to 2015

Economy and demographics
 The Philippines is the 2nd largest market in the ASEAN region, that comprises 10 Southeast Asian countries: Brunei, Cambodia, Philippines, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand and Vietnam. The country has a young population - 57% of its 111 million inhabitants is under 30 years old - with a very strong propensity for consumption: household consumption accounts for more than 75% of national GDP (1st in the ASEAN), and 20% of GDP is directly produced by consumption activities (food, non-food and tourism).

Foreign trade and imports from Italy
 The Philippines is a net importer of goods and reports a trade balance of -49.8 billion US dollars in 2021. Of this, agri-food imports are worth 16.6 billion of US dollars in 2021, 13.4% of total imports. In a scenario of significant dependence from abroad for the Philippine economy, Italy only exports 890 million US dollars of manufactured goods to the country, accounting for a share of 0.7% and ranking as the 19th largest trading Partner. Despite the Philippines' need for agri-food goods, Italy ranks 20th among importing partners covering 0.9% of the total, with a value of 0.1 billion US dollars. Both Spain (12th place) and France (17th place) rank above Italy. The country main source of supply are the United States, with 3.5 billion of US dollars in 2021.

Sources: Italian Chamber of Commerce in the Philippines (ICCPi), The European House Ambrosetti and Italian Embassy in Manila



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PRODUCT SHOWCASE

DISCOVER THEM AT GULFOOD

From 20 to 24 February 2023, the 28th edition of Gulfood will attract over 5,000 companies from more than 120 countries and thousands of f&b beverage decision makers to provide them with an unrivaled business platform in the MENA Region. In the following pages, a preview of the products Italian companies will present in Dubai, from dairy to flours specialties, pasta and condiments, sauces and sweet or savory snacks.

PASTA BERRUTO
www.pastaberruto.it

Berruto Pasta Cup



Berruto Pasta Cup is super innovative but at the same time very natural because the pasta is steam cooked and the sauces are the result of a highly refined selection of simply dehydrated ingredients. It can be consumed everywhere, in single portion, with no waste and also in a recyclable cup. It is not fried, without palm oil, without glutamate and preservatives.

Ingredients
Berruto Pasta Cup Tomato and Mozzarella: pasta (durum wheat semolina) 71,4%, potato starch, cream, tomato 4,3%, salt, grated cheese, milk proteins, sugar, onion, processed cheese powder (dehydrated cheese (mozzarella cheese 0,8% of the finished product), emulsifying salt: sodium phosphate, whey), garlic, flavourings, herbs.

Packaging details
70 g each/cup, 8 cups in a box
Shelf life
14 months
International certifications
BRC, IFS

Hall: SHK SAEED - 1
Booth: S1-D42

BRAZZALE
www.brazzale.com/en/

Gran Moravia Hard Cheese



Gran Moravia is a very special hard cheese: it is crafted with traditional Italian methods in copper kettles using a very high-quality milk, it has a unique Eco-sustainable chain and 100% traceability, it is vegetarian, halal certified and naturally lactose free.

Ingredients
Thermized milk, salt, rennet from vegetable culture. Preservative: E 1105 lysozyme protein from egg.

Packaging details
4000 g approx., vacuum packed.
Shelf life
220 days from the date of packaging.
International certifications
BRC, Halal, IFS Food, Vegetarian, Water Footprint, ISO 9001:2016

Hall: 1
Booth: C1-26

DOLCERIA ALBA
www.dolceriaalba.it

Salted Caramel Cake



Double layer of soft sponge cake filled with delicious mascarpone cheese and caramel "semifreddo", decorated with salted caramel cream and cookie crumble.

Ingredients
Water, milk, sugar, rehydrated skimmed milk, caramelized sugars 6,5%, egg, wheat flour, vegetable fats and oils (coconut oil, cocoa butter, soy oil, sunflower oil, rapeseed oil) in varying proportion, mascarpone 3% (cream, milk, acidity regulator: E270), cream, egg yolk, glucose syrup, modified corn starch, dextrose, milk proteins, emulsifier: E471, caramelized sugars syrup 0,3% (sucrose, fructose, dextrose), salt 0,1%, raising agents: E450(i) - E500(ii), natural vanilla flavor, gelling agent: E401, cinnamon. May contain nuts, soy, mustard.

Packaging details
Cake laid on a paper tray and wrapped in a plastic band and enclosed in a paper box, suitable for food contact. External film in plastic.
Shelf life
18 months
International certifications
The recipe is Halal and the product is going to be certified by Halal Italia.

Hall: SHK SAEED - 1
Booth: S1-E45

VICENZI
www.matildevicenzi.com

Matilde Vicenzi Boccconcini with milk cream



Bite-sized puff pastry cookies filled with delicate milk cream: a masterpiece of Italy's fine pastry tradition. With 192 crispy layers of puff pastry and just a veil of premium butter, Vicenzi's inimitable "Boccconcini" are among the most popular desserts in Italy. Also available with an irresistible chocolate cream filling.

Ingredients
Milk cream 35% [vegetable oils (palm, soy, sunflower), sugar, corn starch, non-fat milk powder 11%, dextrose, white chocolate 2% (sugar, cocoa butter, whole milk powder, emulsifier: soy lecithin, vanilla natural flavouring), flavorings, emulsifier: soy lecithin], wheat flour, vegetable margarine (palm oil, sunflower oil, water), sugar, salt, butter. May contain nuts, eggs, mustard.

Packaging details
125 g, flowpack
Shelf life
12 months
International certifications
ISO 9001, BRC, IFS, Kosher, Halal.

HALL: SHK SAEED - 1
Booth: S1-D27

Scopri a Gulfood

Dal 20 al 24 febbraio, la 28esima edizione di Gulfood porterà a Dubai più di 5mila aziende da oltre 120 Paesi e migliaia di operatori mondiali del settore food & beverage. A esporre in quella che è la vetrina n.1 per il mercato alimentare della regione MENA, anche molte aziende italiane leader nei rispettivi comparti. In queste pagine, un'anteprima dei prodotti che presenteranno alla kermesse emiratina: dai formaggi alle farine, dalla pasta ai condimenti, dalle salse agli snack dolci e salati.

ACETFICIO ANDREA MILANO
www.acetomilano.it

Organic Apple Cider Vinegar with the mother



Sweetness and delicacy are its fragrance notes while a harmonious acidity characterizes the taste. This apple cider vinegar is rich in proteins and enzymes, it is unfiltered and unpasteurized, which means that it is naturally produced. Ideal on salads or vegetables.
Ingredients
Organic apple cider (acidity 5%).
Packaging details
500 ml glass bottle
Shelf life
5 years
International certifications
Organic, Halal, IFS and BRC

Hall: SHEIKH SAEED - 1
Booth: S1-E29

PASTIFICIO ATTILIO MASTROMAURO GRANORO
www.granoro.it

Wholemeal Penne with double grooves Granoro Dedicato



Durum wholewheat semolina pasta from Apulia Region.

Ingredients
Whole durum wheat semolina 100% from Apulia Region
Packaging details
Cellophane, 500 g
Shelf life
36 months
International certifications
FSSC 22000:2011, IFS, BRC, Organic production method, Kosher, Halal, ISO 22005:08, ISO 14001:2004, Emas, Ohsas 18001-2007, SA 8000:2008, Pesticide free and glyphosate free, Recycled paper - Aticelca 501 certified FSC.

Hall: SHK SAEED - 1
Booth: S1-D3

AROMA SYSTEM
www.aromasystem.com

Compostable capsule for coffee and other instant beverages



Capsule made of 100% compostable materials.
Ingredients
Compostable resin and PLA filter paper.
Packaging details
2,7 ± 0,1 g
International certifications
Certificate for awarding and use of the 'Ok Compost Industrial' conformity mark.

Hall: ZA'ABEEL - 2
Booth: Z2-C93

TEDESCO
www.orelleteperugia.it

'Fior di Torta' cake with orange and chocolate chips



A new line of seasonal products inspired by the scents of spring. A soft, light and highly digestible dough characterizes these products, expertly made by the company's master pastry chefs. The orange combines the intensity of dark chocolate with the fruity notes of citrus: a unique contrast that conquers with its surprising taste and heady scent. It is naturally leavened and baked in a flower shape paper cup, frosted on the top and decorated with sugar in grains.

Shelf life
6 months
International certifications
BRC and IFS

Hall: SHEIKH SAEED - 1
Booth: S1-E44

BOSCA
www.bosca.it

Toselli It'sB



Non-alcoholic spumante
Ingredients
Grape and Moscato must, natural flavours.
Packaging details
Glass bottle, patented and resealable closure.
Shelf life
24 months

Hall: ZA'ABEEL - 2
Booth: Z2-B95

GIACINTO CALLIPO CONSERVE ALIMENTARI
www.callipo.com

Callipo tuna fillets in olive oil



The most valuable yellowfin tuna, all processing stages are totally carried out in Italy. The best fillets are chosen and glass jars are manually filled according to a centennial tradition.

Ingredients
Yellowfin tuna (thunnus albacares), olive oil and salt.
Packaging details
170 g glass jar
Shelf life
5 years
International certifications
BRC, IFS, ISO 9001, ISO 14001

Hall: SHEIKH SAEED - 1
Booth: S1-E9

BISCOTTIFICIO VERONA - MARINI
www.biscottificioverona.com

MonCremi hazelnut cream



A filled biscuit for the most refined palates. The heart contains a delicious hazelnut cream, able to ensure an experience of authentic Italian pastry.
Ingredients
Hazelnut cream, wheat flour, milk, eggs.
Packaging details
150 g box and 200 g bag
Shelf life
12 months after production date.
International certifications
IFS, BRC

Hall: SHK SAEED - 1
Booth: S1-E26

MADAMA OLIVA
www.madamaoliva.it

Green pitted Castelvetrano olives



Sicilian olives with a crispy and tasty pulp. A gluten free, preservatives free and ready-to-eat healthy snack. Available in 2 types: natural or spicy. Perfect to be consumed at any time of the day thanks to the practical and easy to use Doypack pouch.

Ingredients
Natural: olives and salt. Spicy: olives, salt, sunflower seed oil, spices.
Packaging details
Doypack pouch 30 g
Shelf life
18 months
International certifications
BRC, IFS, ISO 9001, ISO 14001, EMAS.

Hall: SHEIKH SAEED - 1
Booth: S1-D50

PRODUCT SHOWCASE

D'AMICO GROUP
www.damico.it

Genoese Pesto



Smart and versatile product appreciated for its many uses and convenience of consumption. The Genoese Pesto is ideal for pasta dishes, sandwiches and savory pies. The Chef recommends to use it as dressing, for salads, to flavor sauces and bread preparations. Vegetarian.

Ingredients

Basil 46%, sunflower oil, Grana Padano cheese (milk, salt, rennet, preservative: lysozyme from egg) 4%, extra virgin olive oil, cashews, vegetable fiber, sugar, salt, pecorino cheese (milk, salt, rennet), potato powder, pine nuts 1%, acidity regulator lactic acid, natural flavouring, garlic.

Packaging details

500 g glass

Shelf life

30 months

International certifications

Halal certification

Hall: SHEIKH SAEED - 1
Booth: S1-F34

STERILGARDA ALIMENTI
www.sterilgarda.it

Mascarpone Cheese



Fresh cheese made with high quality milk cream. Excellent to prepare delicious recipes and not only in confectionery.

Ingredients

Milk pasteurized cream, acidity corrector: citric acid.

Packaging details

500 g plastic bowl closed at the top by a film and a cover.

Shelf life

60 days after production date.

International certifications

BRC-IFS, BRC, Sedex, Halal, IFS, FDA.

Hall: 1
Booth: D1-19

MASTER
www.mammaemma.it

Mamma Emma - gnocchi



The authentic Italian potato gnocchi. Made with only fresh, hand-selected steamed potatoes and 100% natural ingredients, these gnocchi are just like those home-made by the Italian grandmas. Realized without preservatives or GMOs, they are an exceptional alternative to fresh pasta because they are quick to prepare (only 3 minutes) and can be paired with every sauce.

Ingredients

Steamed potatoes, wheat flour, eggs, salt, sunflower oil.

Packaging details

400 g, plastic bag inside cardboard box.

Shelf life

18 months frozen, 60 days fresh.

International certifications

FSSC 22:000, BRCS, IFS, Smeta 4 Pillars, ICEA

Hall: SHEIKH SAEED - 1
Booth: S1-D11

SORI' ITALIA
www.soritalia.com

Mozzarella Fior di Latte Julienne



Straw white colour, lactic smell, sweet and aromatic taste.

Ingredients

Pasteurized Italian cow's milk, starter culture, salt, rennet.

Packaging details

3 kg tray.

Shelf life

25 days

International certifications

IFS, ISO, BRC

Hall: ZA'ABEEL - 4
Booth: Z4-F40

RIGAMONTI SALUMIFICIO
www.rigamontisalumificio.it

Bresaola della Valtellina PGI



This Bresaola PGI is produced with topside, a prime cut of beef hindquarter, cured with the finest spices and flavourings from all over the world. The production process follows a century-old traditional recipe which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities. Bresaola is an ideal food to meet the daily nutritional needs because it is rich in protein, low in fat, and an important source of potassium and vitamins B1, B6 and B12.

Ingredients

Beef, salt, dextrose, natural flavourings. Preservatives: E250, E252.

Packaging details

Average weight: 3kg. Pack Type: Aluminium envelope.

Shelf life

180 days

International certifications

Halal Italia, PGI

Coexhibitors at Seara (Hall 4 Booth C4-1) and Truebell (Hall 5 Booth A5-40)

NERI INDUSTRIA ALIMENTARE
www.sottoli.it

Artichokes with stem



Whole artichokes with stem in sunflower oil, herbs and spicy, placed by hand in the jar.

Ingredients

Artichokes, sun flower oil, garlic, parsley, rosemary and chilly.

Packaging details

825 ml (750 g / 460 g), 6 pcs per carton.

Shelf life

36 months

International certifications

IFS

Hall: ZA'ABEEL - 1
Booth: Z1-C19

MOLINI PIVETTI
www.molinipivetti.it/en/

Professional Pizza - Pizza Rossa



Each package of Pivetti Professional flour contains all the experience of a company with a great history, that began in 1875. The company's link with tradition is strengthened by the search for innovative solutions needed to meet an increasingly complex market and to offer a variety of flours suited to meet the specific needs of each customer. Pizza Rossa is ideal for Pizza in pala, Roman Style Pizza and Classic Italian Pizza. It is recommended for direct and indirect doughs with medium leavening (18-35 h).

Ingredients

Wheat flour.

Packaging details

In 5, 10, and 25 kg paper bags.

Shelf life

25 kg bags: 270 days from packaging. 5 and 10 kg bags: 365 days from packaging.

International certifications

Halal.

Hall: ZA'ABEEL - 1
Booth: Z4-F56

MOLINO PEILA
www.molinopeila.it

Legumes Flour Mix



Legumes flour mix (red lentil, chickpea and pea) ideal for soups, puff pastries, hummus, sweet and savory bakery products.

Ingredients

Red lentil flour, chickpea flour, pea flour.

Packaging details

500 g cellophane bag with carton header.

Shelf life

12 months.

International certifications

Gluten-free, GMO-free, Kosher, Halal, Veganok, BRC, IFS, ISO, FSA.

Hall: ZA'ABEEL - 4
Booth: Z4-G9

MOLINO NALDONI
www.molinonaldoni.it/en

Smorfia, Neapolitan Pizza Flour Type 0



Last innovation by Molino Naldoni that marries the best local wheat with the excellent performances in the realization of the real Neapolitan Pizza. Ideal for light and high-hydrated doughs. According to the official international guidelines by the Verace Pizza Napoletana Association, with a strength of 290W, this flour needs a 60-65% hydration and a fermentation of about 30h at room temperature (+18°C). When baked at 400/450 degrees Celsius for 90 seconds, it offers the best in terms of aeration of the crust and lightness of the dough.

Ingredients

100% Italian soft wheat for a flour which is 100% natural, without enzymes or chemical agents.

Packaging details

Available in 25 kg paper bags.

Shelf life

300 days

International certifications

BRCGS, UNI EN ISO 22005:2008, UNI EN ISO 9001:2015, FDA, ISCC Plus, Kosher, Halal, CCPB Organic.

Hall: ZA'ABEEL - 4
Booth: Z4-G27

ZANETTI

www.zanetti-spa.it

Grana Padano PDO



Grana Padano PDO cheese made from raw, semi-skimmed cow's milk.

Ingredients

Milk, salt, rennet, preservative: lysozyme from egg.

Packaging details

200 gr, packed under-vacuum in thermoformed plastic tray.

Shelf life

At packaging time : 180 days.

International certifications

ISO22005, BRC, IFS

Hall: 1
Booth: C1-23

MONINI
www.monini.com

Bios



Bios Extra Virgin olive oil comes from organically grown olives and is officially certified by ICEA, the Italian institute for ethical and environmental certification. It is produced with care and passion and dedicated to all consumers who choose to live in harmony with nature. Characterized by a pleasant intense fragrance of fresh grass and a fruity taste with slightly bitter and spicy sensations, it is ideal for raw condiments and to season your dishes.

Ingredients

100% organic extra virgin olive oil.

Packaging details

500 ml glass green bottle

Shelf life

18 months

International certifications

BRC, IFS, ISO, Organic.

Hall: ZA'ABEEL - 1
Booth: Z1-D20

RISERIA VIGNOLA GIOVANNI
www.risovignola.it

Riso Vignola Arborio



Arborio is a rice whose large grains, with accentuated tooth and pearly appearance, have the property of releasing plenty of starch during cooking, ensuring excellent creaming. It is a classic of Italian cuisine for the preparation of every risotto recipe. It is widely cultivated throughout the Po Valley. Riso Vignola Arborio comes from a traceable chain and its quality is guaranteed by the over 140 years expertise of Riseria Vignola in selecting the best national and international varieties of rice, cereals and legumes.

Packaging details

0,5 kg and 1 kg cardboard case with plastic film vacuum bag inside.

Shelf life

36 months

International certifications

Kosher

Hall: SHK SAEED - 1
Booth: S1-F34

INDUSTRIA DOLCIARIA QUARANTA
www.quaranta.it

Florentines



Finest brittle layer covered in chocolate with crumble decoration. Four flavors available: layer with hazelnuts and covered in dark chocolate; layer covered in dark chocolate and raspberries; layer covered in white chocolate and pistachio nuts; layer covered in white chocolate, hazelnuts and salted caramel shavings.

Ingredients

Finest brittle layer covered in white chocolate (15%), hazelnuts (8%) and salted caramel shavings (8%); sugar, glucose syrup, butter (milk), almonds, hazelnuts, cocoa butter, whole milk powder, whole milk powder reconstituted, 'Crème fraîche d'Isigny' PDO fresh cream (milk), 'Beurre d'Isigny' PDO butter (milk), 'Sel de Guérande' sale IGP, natural flavourings, emulsifier: soya lecithins.

Packaging details

120 g case (40 g x 3 pcs individually packed).

Shelf life

12 months from production date.

International certifications

BRC, IFS, Smeta Sedex.

Hall: SHEIKH SAEED - 1
Booth: S1-E56

LAICA

www.laica.eu

Assorted Boules



Pralines of fine milk chocolate, white, rose and extra dark chocolate that contain cream fillings, cereals and grains. The delicious Laica boules enclosed in the new bags completely dedicated to their classic goodness. Taste and imagination for a unique and timeless pleasure.

Packaging details

Bag 100 g, 450 g and 1 kg

Shelf life

12/18 months depending on the type of boule.

International certifications

BRC, IFS Food, UTZ, Fairtrade, Rspo, Kosher, Sedex.

Hall: SHK SAEED - 1
Booth: S1-D38

LA MOLE - F.LLI MILAN
www.la-mole.com

Pita Chips



The thin and crispy bread slices are the legendary crunchiness made by La Mole. The finest natural ingredients and the twice oven baking make them a memorable pleasure to crunch in every moment of the day, as a snack or to serve with dips and salsas. Actual flavours in assortment are: Natural, Pizza, Paprika, Rosemary, Chili, Mediterraneo, Truffle.

Ingredients

Wheat flour, extra virgin olive oil (13%), salt, brewer's yeast.

Packaging details

Square bottom, pillow bar or carton box 90 g; Monodose pillow bag 40 g. Possibility to have also pack of 50 g, 70 g or 120 g.

Shelf life

12 months

International certifications

IFS and BRC, FDA and Kosher.

Hall: SHK SAEED - 1
Booth: S1-E41

NEWLAT FOOD

www.newlat.it

Delverde Eliche N°116



Delverde Eliche N°116, durum wheat semolina pasta.

Ingredients

Durum wheat semolina.

Packaging details

500 g

Shelf life

36 months

International certifications

Iso 9001, BRC, IFS

Hall: SHK SAEED - 1
Booth: A1-20



INSIGHT

Counterfeiting: beware of imitations!

Boosting the public-private action and sharing the best practices against new threats. These are the cruxes of the project 'FATA'. Which provides a snapshot of the state of the art in Italy. Amazon's model against 'Italian sounding'.



Counterfeiting, financial frauds, and cybercrime. The link among such phenomena is ever tighter. Also due to the rapid growth in e-commerce, which has generated new counterfeiting schemes, modi operandi and criminal actors, who are guilty of varied crimes: from payment fraud to identity theft, and selling imitations.

These are the main topics at the core of the final conference held in Milan on 25th October 2022, as part of the project 'FATA - From Awareness to Action', carried out by Crime&tech, a spin-off company of Transcrime - Joint Research Centre on Transnational Crime of the Università Cattolica del Sacro Cuore, together with the Italian Ministero dell'Interno and with the support of Amazon.

"Counterfeiting is such a multifaceted phenomenon that it requires the definition of a new multidisciplinary approach, apart from a public-private cooperation with the aim of sharing current best practices as well as proposing future effective directions," explains Ernesto Savona, Transcrime director. The need was also reaffirmed by Kebharu Smith, director Counterfeit crimes unit at Amazon. "Collaboration is key. Every day, we work closely with brands, law enforcement, and customers all around the world in order to identify the modi operandi mainly used by counterfeiters and combat them."

Counterfeiting's dimension on online markets in Italy, a glance at the main threats and emerging trends, the strategy adopted by Amazon's Counterfeit crimes unit.

FATA project: the threats...

Despite the lack of reliable estimates for counterfeit consumer goods online, many signals show that the phenomenon of fakes on the internet is rapidly expanding. Also fueled by the greater amount of time spent online during the Covid-19 lockdowns.

A recent report carried out by the OECD (Organization for Economic Co-operation and Development) and EUIPO (European Union Intellectual Property Office) on the illicit trade of counterfeit goods linked to e-commerce, based on the EU custom seizures, highlights that 56% of customs seizures in the EU during the three-year period 2017-2019 are related to online sales. However, in terms of economic value, only 14% of seized goods are related to online sales. Online channels which, according to the

report, are employed ever more simultaneously and interconnectedly, both to promote and sell illicit goods.

Counterfeiters, as a matter of fact, employ cross-linking techniques across different websites and forums, in order to reach a broader number of potential victims, evade provider controls, as well as hinder investigations.

...and the emerging trends

Following the lockdowns especially, fraudster sponsored campaigns are on the rise on messaging apps and on social media with the aim of selling counterfeit items (Europol 2021). To this end, the role of influencers who promote fakes, thus acting as intermediaries between manufacturers and end-consumers, is ever more crucial. A study by EUIPO estimated that almost 11% of conversations about physical products on Facebook, Instagram, Reddit and Twitter were related to counterfeits.

In 2019, for instance, a study detected a +171% increase in comparison to 2016 of Instagram accounts being misused worldwide to sell counterfeits.

Simultaneously, even payment frauds and the dissemination of malware (malicious software developed to steal data and damage or destroy computers and computer systems), as well as identity thefts via e-skimming techniques and phishing, as evidenced by EUIPO, which analyzed 1,000 internet domains of 20 brand owners and found that 49% of these were deemed to be 'suspicious' and linked, among other things, to the sale of counterfeits, the spread of malwares and the theft of personal information.

Promoting public-private cooperation

In order to prevent and fight the threats showcased, the report 'FATA' illustrates a number of good practices and recommendations under

Contraffazione: occhio alle imitazioni!

Rafforzare la cooperazione pubblico-privata e condividere le best practice contro le nuove forme di reati di contraffazione. Questi i nodi al centro del progetto 'Fata'. Che fotografa lo stato dell'arte in Italia. Uno sguardo al modello adottato dall'unità anti-contraffazione di Amazon a tutela del made in Italy.

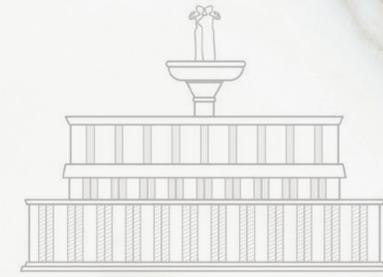
the sign of the collaboration between public and private actors. Cooperation that also encourages communication with the specialists in the anti-money laundering (e.g., banks and financial intelligence units) or cybersecurity field.

Or even the adoption of schemes and advanced tools for the early detection of vendor frauds and shell companies, the creation of *ad hoc* bodies in the private sector, such as Amazon's Counterfeit crimes unit, which profitably cooperates with law enforcement agencies and organizations worldwide. To this end, "mapping the different modi operandi employed by 'last generation criminals' in various states and, therefore, sharing the approaches implemented in order to combat them together must be our main objective," adds Ernesto Savona, Transcrime director.

Amazon against fake 'made in Italy'

With the purpose of safeguarding their own customers and the companies worldwide, in 2020 Amazon established the Counterfeit crimes unit. Based in Seattle, it boasts branch offices on a global scale. And it engages with brands and law enforcement agencies worldwide. "In Europe, we collaborate with Europol, with the Italian finance police, but we have also cooperated with relevant enforcement authorities in China," explains Kebharu Smith, director of the unit. In 2021, to protect PDOs and PGIs, thus fighting the widespread phenomenon of 'Italian sounding', Amazon also signed a memorandum of understanding with the Italian Ministry of Agriculture.

One year after its founding, the unit has sued or referred more than 600 criminals for investigation in the United States, UK, EU, and China, with a 300% increase compared to the previous year. In 2021, in this regard, Amazon invested 900 million dollars to strengthen IT tools and machine learning capabilities to safeguard their store from such threats. "This latest effort adds to the more than 3 million counterfeit products Amazon identified, seized, and appropriately disposed in 2021," adds the director of Amazon's unit, "the number includes counterfeits sent to Amazon's fulfillment centers, as well as the situations when we cooperated with brands and law enforcement to identify warehouses and sites used by counterfeiters and dismantle them."



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HALL: 1 BOOTH: S1-E44



FOCUS ON

End of an era for hypermarkets... in Africa too



L'ipermercato non funziona neanche in Africa

Shoprite, colosso della distribuzione, cambia strategia sulle grandi superfici di vendita. Le radici di un fenomeno di successo del passato. E la necessità di un nuovo approccio basato su tecnologia, freschi, linee premium e private label.

Shoprite, the country's largest retailer, changes its strategy on big-box stores. The roots of a winning phenomenon of the past. And the need for a new approach based on technology, fresh products, premium ranges, and private labels.

An attempt has been made with 'Checkers Hyper', a modern 'concept' which aimed at revitalizing the hypermarket format. Yet, evidently, the path undertaken has been abandoned.

The strategies' updates implemented by Africa's largest supermarket retailer Shoprite (as evidenced by the document 'Integrated Report 2022'), and shared by Wendy Lucas-Bull, chairman, and Pieter Engelbrecht, chief executive officer now do not hold such a retail establishment as primary in order to obtain successful results on the long run.

'Checkers Hyper' boasts only 36 stores (on a total of approximately 3,000 outlets scattered all over central-southern Africa) and it accounts for just over 1% of the network belonging to the large South African retailer. Nonetheless, hypermarkets have not always been so overlooked.

The splendor of the past

Between the '50s and the '60s, a manager of Colombian origins whose name was Bernardo Trujillo, marketing director

at NCR (American company that produced cash registers) has theorized the basic concepts for the future of retail shops with large surface areas. He did so by signaling and emphasizing ten aspects, crucial in neighborhood stores, which would have extensively influenced the founders of Carrefour and Auchan (Marcel Fournier, Denis Defoey, and Gerard Moulliez).

Carrefour and Auchan blew up, going well beyond the French borders. The hypermarket embarked on a dazzling voyage, starting to collect ambitious goals already by the end of the 20th century, placing in Europe its main operational and economic dimension, yet achieving praiseworthy results in the rest of the world too.

Two decades after the beginning of the 21st century and the circumstances have significantly changed. The pandemic has given impetus to e-commerce the large-scale distribution has better reassured consumers (mainly as for after-sales assistance, depth of range, and affordable prices); discounts kept on racing (with decisive assists in the current economic situation); the proximity benefited from new lymph; and,

ultimately, an increasing number of retailers opted for the rationalization of big surfaces (thus reshaping as superstores) in order to recover a much needed efficiency.

To date, hypermarket is a weary retail format, or at least too heavy to be able to perform as in the past, unable to attract end consumers and top management faced with strategic decisions.

To get back to Trujillo, its quotes (source: Modern Merchandising Methods, cycle of seminars carried out between 1957 and 1966) were:

1. "No parking, no business"
2. "Billboards are the best sellers - you pay them once and they take no vacations"
3. "Success is based on three items - self service, discount and advertising"
4. "Poor people need low prices. Rich people love them"
5. "Create an island of loss in an ocean of profit"
6. "The show is the customers. The set is the product"
7. "It is where traffic is that you can do commerce"
8. "Pile up and sales low"

9. "One stop shopping"
10. "Mark unmarked" (ideally, in a nutshell, a retailer should strongly promote its own private label products)

Who does not see, in the upper ten quotes, the actual key elements that characterized the hypermarkets throughout a whole historic stage? The references touch upon wide parking spaces, an institutional and standardized communication, free service, aggressive discounts, imperative advertising, low prices to satisfy both the rich and the poor, controlled margin losses on certain areas to make a profit out of the increase in volumes, the leading role played by consumers in a stage made by a deployment of sorted products, opening a store located near where traffic is, piling up groceries with low prices, the width and depth of range concentrated under a single roof, promoting the retailers' private labels compared to brand goods.

The 'guidelines' to face an inexorable decay

Do all such these no longer work? It seems to be so, even far beyond our national borders. The situation has definitely chan-

ged: large retail establishment, as a matter of fact, have long been undergoing a crisis, thus not convincing anymore. As evidenced by Shoprite's 'Strategies Update', which indirectly confirms the shadows fall across the hypermarket format, and it suggests completely different priorities in the guidelines for the future.

The three 'pillars' of the strategy, issued in the headquarters of Brackenfell (Western Cape), being implemented now: a smarter Shoprite; closing the gap in key segments; winning in the long term.

Why a smarter Shoprite supermarket?

Designing and developing smarter processes implies less mistakes and, consequently, it promotes the optimization of the services to the benefit of the client base. Resorting to new digital technologies and thoroughly analyzing customer data strengthens the reach of the decisions, thus contributing in a decisive way to organizing a virtuous context, placing 'the customers and their needs' at the heart of it all. To this end, the intelligence and far-sightedness in relying on technologies go hand in hand in order

to be able to provide the customer with the utmost care possible.

Why closing the existing gap in key segments?

The South African retailer aims at closing the gap on certain key areas of opportunity, functional to ensure a growth in profitability. The 'focus', namely, is on private labels, fresh goods, premium ranges, and productive business relationships in franchising activities.

Why playing the game to win in the long term?

Relying on modern technologies, taking steps to making the chain exclusive, providing customers with excellence in terms of product range and services, and communicating it all with continuity will be the suitable methods to completing a winning strategy. With the aim of triumphing in the long run. 'Big data analysis' and 4.0 technologies are becoming crucial, big retail surfaces, instead, will fall into disuse because they are in urgent need of right-sizing and optimization.

Antonello Vilardi



LA FARINA AD ARTE



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