



L'Ambasciata d'Italia
nella Repubblica Popolare Cinese
意大利驻中华人民共和国大使馆



First Week of the Italian Cuisine in China

21-27 November 2016



THE EXTRAORDINARY
ITALIAN TASTE

According to an ancient Chinese proverb, "When you are travelling it doesn't matter the distance, but the destination... when you sit at a banquet it doesn't matter the quantity, but the quality of food". This proverb confirms the importance that good food plays in Chinese culture. It is a factor that strongly unites our two countries.

The Italian Cuisine and its typical food products are in fact part of the culture of my country and are appreciated by millions of people around the world. But there's more. China and Italy are also united by the value attributed to conviviality, eating together to meet and share moments and emotions, with family members and friends.

With this program of events that we are presenting, we are symbolically inviting you to sit at our table to appreciate more and more the Italian cuisine and, through this, to know even better our country. We invite you to join us in a journey in taste and culture, guided by the motto that "cuisine is culture." And this applies particularly to Italian cuisine and culture.

This is the spirit of the First Week of the Italian cuisine in the world, an initiative launched last March by the Italian Foreign Minister, Paolo Gentiloni, together with the Ministers of Agriculture, Maurizio Martina, and Education, Stefania Giannini, with the aim to further develop the priorities of Expo Milano 2015: quality, sustainability, culture, food security, right to food, education, identity, territory, biodiversity.

I am particularly proud to announce that in China, thanks to the teamwork between the Embassy, our consular network, the Italian Cultural Institute, the Agency for Foreign Trade and the Italian Chamber of Commerce, we can to offer one of the most diverse calendars of events, with over 70 activities in major cities across the country.

*Ettore Francesco Sequi
Ambassador of Italy in Beijing*

A Week to promote Made in Italy cuisine

A legacy from Expo Milano 2015 that the Government is bringing forward is the «Food Act» project, which includes the protocol of understanding signed last March to promote Italian high-quality cuisine abroad. Thanks to this, we have created for the first time a team that puts together institutions, companies, chambers of commerce, the world of sports, cultural associations and those who work directly with food and wine: great Chefs and sommeliers who have become our Ambassadors of Taste, driven by the awareness that “cooking is culture”. Thus, pooling together all these different experiences, gave rise to the idea of organising the first Week of Italian Cuisine in the World which, from 21 to 27 November will stage 1,300 events dedicated to Italian cuisine and the excellence of our food and wine in 105 Countries around the world. Events will span from the United States to China, from Japan to Brazil, through Canada, Russia and the United Arab Emirates, but will also reach out to the smallest African Countries. Italy’s diplomatic network will coordinate a long and well-defined menu of initiatives: conferences on food, food certification, protecting the value of the Mediterranean diet, design and photography exhibitions, screenings of thematic films and documentaries, contests and awards, and information and training activities to disseminate the culture of high-quality cuisine with demos by Italian Chefs of international fame. The common denominator of this agenda of events is: promoting and valorising Brand Italy and enhancing the quality level of our cuisine abroad through our savoir faire with food and wine and, finally, through the use of original Italian products. It is important to recall that the agrofood export sector is worth almost 37 billion euros a year and that it is performing even better thanks to the Plan to Internationalise Made-in-Italy Products which is being promoted by the Ministry of Agricultural Policies and the Ministry of Economic Development.

The Week of Italian Cuisine will be repeated every year so as to become one of the cornerstones of the integrated promotion of Brand Italy (“Sistema Italia”), an aspect increasingly featured in the Foreign Ministry’s initiatives.

It is a way of doing promotion that networks and gives value to all the ingredients of being Italian and the Italian way of life: from art to music, from the cinema to the language, from fashion to design, from science to business, by strengthening that set of intangible factors that are so closely intertwined with the Country's image and renown and that make up Brand Italy. Among the more than 1,000 initiatives that will be organised abroad, special notice should be taken of the activities focused on the municipalities that were hit by the earthquake of 24 August, with the presence of Amatrice in Lithuania and Latvia, thanks to the efforts of our Embassies. It is an important signal in relaunching the local economies of the municipalities struck by the quake, which will receive numerous concrete signs of solidarity in the events to be staged around the world: in Spain, Germany, Canada, United States, Saudi Arabia and Senegal.

The First Week of Italian Cuisine will narrate the value of a diet rooted in our culture and in the quality of life. It is no wonder that the Mediterranean diet was recognised by UNESCO as part of the intangible cultural heritage of humanity. We not only intend to present the best of our food and wine productions abroad but also offer training by our Culinary Academies with a view to also attract young talents abroad and boost our high-quality culinary tourism. We are aware of the need to continuously innovate but are proud of our history and culture and, in this case, especially our culinary culture.

Paolo Gentiloni, Minister of Foreign Affairs

Maurizio Martina, Minister of Agricultural, Food and Forestry Policies

Activity program

Beijing

| WHEN | WHERE | EVENT | NOTES |
|---------------------------------|--|--|--|
| November, 9 9.00 am | Italian Institute of Culture | Press conference | Official presentation to the media of the whole calendar of events of the Week of Italian Cuisine in China |
| November, 9 10.00 am | Italian Institute of Culture | Photo contest | Award ceremony for the winners of the photo contest: "My Italy". Official launch of the second edition: "Italian food" |
| November, 16-18 | China International Exhibition Center | Pasta World Championship China Edition 2016 | Competition among Chefs specialized in pasta dishes |
| November, 21 7.00 pm | Italian Institute of Culture | Movie | "Quando l'Italia mangiava in bianco e nero" by Andrea Gropperlo of Troppenburg and "La cena per farli conoscere" by Pupi Avati with Chinese subtitles |
| 22 November 7.30 pm | Italian Institute of Culture | Movie | "La Cena" by Ettore Scola, with Chinese subtitles |

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| November, 22 7.00 pm | Caffè Pascucci - SanLiTun | Tasting event | "A Tazzulella" ("a small cup of coffee"): the history of Italian coffee |
| November, 23 7.30 pm | Italian Institute of Culture | Movie | "Lunga Vita alla Signora" by Ermanno Olmi with Chinese subtitles |
| November, 23 5.30-7.00 pm | Rosewood Hotel | Tasting events | 100ITA "2016 Global Event" dedicated to wine, truffle, olive oil and other typical high-quality Italian products |
| 23 November | Diplomatic residence | Dinner (upon invitation) | Thematic dinner: "A travel through regional recipes". Experiencing the richness of Italian cuisine by tasting typical regional dishes |
| November, 24 11.00 am | Italian Institute of Culture | Laboratory | "Sua Maestà il Tartufo" ("His Majesty the Truffle"): with Chef Marino D'Antonio, Opera Bombana restaurant Beijing |
| November, 24 7.00-9.00 pm | Beijing Design Service Center | Networking event | "I love Italian Wines". Social event, with Wechat interaction, Italian wines tasting, promotion of Italian wines and territories during the "diploma" ceremony of 80 Chinese operators who have attended the "Top Italian Wine&Spirit Course" organized by ITA Trade Agency |
| November, 24 7.00 pm | Italian Institute of Culture | Movie | "Caffe" first sino-italian co-production. With Cristiano Bortone, Director. |
| November, 25 | Beijing | Television program | Italian Michelin –starred Chef Carlo Cracco on CCTV2 |

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| November, 25 6.30 pm | Park View Green | Food Design laboratory | New frontiers of “functional food”. Meeting with Italian food designer Antonello Fusetti, designer Stefano Giovannoni and Chef Carlo Cracco. |
| November, 26 | Hotel Park Hyatt | Gala dinner <i>(upon invitation)</i> | Gala dinner of the Italian Chamber of Commerce in China. Menu by Michelin-starred Chef Carlo Cracco. |
| November, 27 | Italian school | Games for kids | “Giochiamo con la cucina Italiana” (“Let’s play with Italian Cuisine”). Children of the Italian School will create a map of Italy, identifying the regions with typical dishes |

Shanghai

| WHEN | WHERE | EVENT | NOTES |
|---------------------------------|---|--------------------------------------|---|
| November, 7 2.30 pm | Shanghai New International Expo Centre, Pudong | "Italian Hospitality" award ceremony | "Italian Hospitality" branded restaurants will offer specific menus centered on Italian high-quality products. Video-message from the Milan Confucius Institute to present the Chinese-Italian cuisine dictionary created for EXPO Milan 2015. Presentation of the e-book of Emilia Romagna's recipes, by Bologna Connect |
| November, 7-10 | Shanghai New International Exhibition Centre | Food Hospitality Fair China | Seminar activities and food tasting |
| November, 18 9.00 pm | "Otto e mezzo Bombana" restaurant | "Salone del mobile" opening dinner | Opening dinner of the first edition of "Il Salone del Mobile" in Shanghai and launch of the activities of the Week of Italian Cuisine in Shanghai |
| November, 21 6.00 pm | Shanghai Exhibition Centre (Yan'an Road) | Movie | Documentary "Vino dentro" |
| November, 21 8.00 pm | Shanghai Exhibition Centre (Yan'an Road) | Cooking show and tasting event | Closing event of the first edition of "Il Salone del Mobile" |

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| November, 21-27 | Ospitalità Italiana branded restaurants | Theme dinners | “Italian Hospitality” branded restaurants will offer specific menus, with Italian high-quality products |
| November, 22 | chunbo.com | Cooking Class | Cooking classes and demonstrations, recorded on the online channel Chunbo.com |
| November, 22 | Corona Re | Conference (dinner will follow) | Presentation of “Slow Food Association” |
| November, 23 | Shanghai Diesel Living Store | Tasting event | Tasting of Italian food, prepared with Italian wine |
| November, 23 6.30 pm | Shanghai, Haworth Organic Space, Kerry Center, Tower 1, 32fl | Movie | “Mare d’Argento’ by Carlos Solito. The millenary olive trees of Salento (Puglia Region, Italy). Cooking show and food tasting event by Rosario Di Donna |
| November, 23 7.30 pm | Haworth Organic Space, Kerry Center, Tower 1, 32fl | Tasting event | Cooking show and food tasting event by Chef Rosario Di Donna |
| November, 24 7.30 pm | MEKA Lounge | Dinner | Dining like in ancient Pompeii. The menu will features typical recipes of ancient Rome. Organized by “Campari China”. |
| November, 25 8.00 pm | “Da Marco” Restaurant | Dinner of the Academy of Italian cuisine (upon invitation) | “Dinner of the dinners”. Award ceremony for the best Chefs in Shanghai |

Chongqing

| WHEN | WHERE | EVENT | NOTES |
|-------------------------------|----------------------------|--|--|
| November, 19 4.00 pm | Radisson Hotel | Press conference | Press conference to introduce to the audience the event schedule of the Week of the Italian cuisine in Chongqing |
| November, 20-28 | Chongqing TV | Italian Gourmet Tour | Broadcasting of nine episodes dedicated to the “Made in Italy” Food and Wine, in the section titled “MEISHI FEICHANG DAO- Chongqing Cuisine The Italian Gourmet Tour”, as a part of the program “Tian Tian 630” by the Chongqing TV News Channel |
| November, 21-27 7.30 pm | Consulate General of Italy | Italian Movie Night | "Lezioni di Cioccolato" by Claudio Cuperini |
| November, 21-27 6.30pm | Cruitaly Italian Center | Regional thematic dinners (for payment) | Series of regional themed dinners at Spazio Italia. A Chef will be invited for the event to match regional recepies with Cruitaly wines |
| November, 22 4.30pm-6.30pm | Cruitaly Italian Center | Italian wines tasting | Conference on wine with Chinese and Italian sommeliers. Wine tasting with presentation of regional wines and tasting techniques and blind tasting among public will follow |

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| November, 23 5.00pm-6.00pm | Radisson Hotel/Westin Hotel | Culinary routes - Pasta | An Italian Chef presents different kinds of pasta from the various Italian regions (max 100 people) |
| November, 24 3pm | Pasticceria Italiana Mimosa | Culinary routes – Italian cakes | Show cooking and cooking classes for 30 people selected through lucky draw among the followers of the Consulate General. Final tasting (max 80 people) |
| November, 25 6.30pm | Dezhuang Hot Pot | Opening ceremony | Evening dedicated to the inauguration of the Hot Pot Month, with ingredients from Italy |
| November, 24 3.00pm | "Origano Roma" Restaurant | Aperispritz (admission with fee) | Networking evening dedicated to the Italian aperitivo "Spritz" |
| November, 27 1.00pm | "Alessi" Restaurant | Fundraising event (admission with fee) | Dinner dedicated to the charity events that have involved the Italian restaurants of Chongqing |

Guangzhou

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| November, 23 | Guangzhou | Seminar-tasting | Food and wine event |
| November, 21-27 | Guangzhou-Changsha-Shenzhen-Dongguan | Tasting menu | The best restaurants of the province will offer a tasting menu |
| November, 24 10.00am | Shunde | Seminar-laboratory | Seminar about food and wine in Chinese and Italian history/culture. Tasting and presentations. |
| November, 26 | Guangzhou | laboratory | Cooking classes for children |
| November, 27- December, 5 | Guangzhou-Panyu | Fair promotion | Co-organization of the 'Guangzhou international gastronomy festival', 2016 edition |
| November, 27 | Guangzhou | Movie | "La Cena" by Ettore Scola |

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| November, 26 7.30pm | Guangzhou | Dinner <i>(upon invitation)</i> | Dinner of the Academy of Italian Cuisine |
| December, 4 | Guangzhou | Movie | "L'abbuffata" by Mimmo Calopresti |
| December, 4 | Guangzhou | Movie | "Il pranzo di Ferragosto" by Gianni Di Gregorio |

Hong Kong

| WHEN | WHERE | EVENT | NOTES |
|---------------------------------------|--|---|---|
| November, 16 7.00pm-9.00pm | "The Parish" | Gastronomic event | Modena balsamic vinegar Malpighi tasting event with strawberries, ice cream and Prosecco |
| November, 18-19 6.00pm | "Già Trattoria Italiana" Restaurant | Exposition and gastronomic event | Artusi project. Two Artusi representatives will create a unique tasting menu, from the Artusi tradition. This tradition will be explained to the public through an exposition that will be set in the restaurant for 10 days |
| November, 21 7.00pm-10.00pm | Picky Gourmet private kitchen | Tasting and cooking class | "A bit of wine" Cooking with wine – wine tasting and cooking class |
| November, 21 7.00pm-9.00pm | "Il Porto" Restaurant | Presentation | "Art and Dine Cocktail Party". Cocktail with the exposition of the artworks of the Italian painter Francesco Lietti, based in Hong Kong |
| November, 23 6.00pm | Hong Kong Visual Arts Centre | Conference and documentary projection | Presentation by a representatives of the Academy of Italian Cuisine and projection of the documentary "Quando l'Italia mangiava in bianco e nero" |

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| November, 23 7.30pm | Hong Kong Visual Arts Centre | Conference and documentary projection | Movie presentation by the representatives of the Italian cuisine academy and projection of the documentary "Rupi del vino" (wine hills) by Ermanno Olmi |
| November, 22-28 | Conrad Hotel ("Nicholini" Restaurant and Cake Shop) | Tasting and bakery | New Italian bakery products with Fabrizio Dantone, winner of the last edition of the "World Pastry Cup Champion", the most prestigious bakery competition at global level |
| November, 23 eand25 | Hong Kong Polytechnic University "Food and Wine Academy" | Dinner and cooking class | Italian dinner created by Chef Marco Sacco for the students of the School of Hotel and Tourism Management. The two Michelin starred Chef will supervise the preparation of an authentic Italian dinner |
| November, 24 | Restaurant "Isola" | Italian dinner. | Chef Marco Sacco will prepare a special menu |
| November, 26 3.00pm-5.00pm | Hong Kong Polytechnic University "Food and Wine Academy" | Cooking class | Cooking class with Chef Marco Sacco: "What makes a Michelin star dish?" |
| November, 29 5.00pm-6.30pm | Hong Kong, Restaurant "Gaia" | Award ceremony and wine tasting | Ceremony for the award "Golden Q" for the hospitality and quality of Italian restaurants in China. A wine tasting evening will follow, dedicated to south Italy wines |

Xi'An

| WHEN | WHERE | EVENT | NOTES |
|------------------------|---|-------------------------|--|
| November, 25 5.30pm | Casa Prosecco | Wine tasting | Photo exhibition of the lands of Prosecco and wine tasting |
| November, 21-27 | Accor Hotels | Degustation menu | Matchings between wine and Italian food by Chef Antonio Borriello |
| November, 21-27 | North West Agriculture and Forestry University | Masterclass | Lessons by professors Alessio Fortunato and Denise Cosentino |

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when you sit at a banquet it doesn't matter the quantity, but the quality of food*

(ancient Chinese proverb)

The Week of the Italian Cuisine in the world is an initiative launched by the Italian Government to promote quality Italian cuisine in line with Expo Milan 2015 priorities (sustainability, culture, culture, food security, right to food, education, identity, biodiversity)

During the week there will be around 1.300 events in more than 100 countries. In China the activity program counts over 70 events in Beijing, Shanghai, Guangzhou, Chongqing, Hong Kong and Xian. A diverse and wide menu, to satisfy anybody's taste.