



Trade Mission Project financed by the Sicilian Region

Sectors: Agriculture and Tourism

15-19 March 2010 - Sicily (Italy)

Financed by the Sicilian Regional Government, the **Trade Incoming Mission Project** in Sicily aims at promoting and intensifying economic and trade relations between **Norway** and **Sicily**.

The project is related to **agro-food industry** and to the **tourism sector**, that represent elements of strong attraction by the Norwegians for the Sicilian system. In fact, Norwegians have particular interest to the Mediterranean tastes, places and traditions, including Sicilian products.

The project offers not only real opportunities for Sicilian companies from these sectors, but it is an excellent opportunity for promoting and disseminating, on different levels, Sicily and what it has to offer.

The **Trade Incoming Mission**, which will take place from 15th to 19th March in Sicily, proposes business opportunities for Norwegian companies to meet and to know directly Sicilian operators from the **foodstuff, olive oil, wine and tourism sectors**. By organizing the incoming mission, the Sicilians have therefore the opportunity to meet Norwegian operators identified and selected based on their activities in order to reach concrete agreements of a possible continuous collaboration.

Furthermore, it is an excellent occasion to understand in depth the characteristics of the Sicilian offer, throughout its tradition, history and natural environment.

Why Sicily

History

Its strategic position at the centre of the Mediterranean Sea made it susceptible to long periods of foreign rule over the centuries, which have left traces not only in the island's culture but also in its economy.

Greek rule on the island was a period of great splendour, bringing culture and a great economic growth. From the Greeks we inherited the pomegranate and the almond, but above all the great expanses of olive groves and vineyards which today produce a large part of some of the best wine in Italy.

The **Romans** did not leave a great deal to the island. They settled here in the 3rd Century B.C. and brought with them the practice of latifundium. These great landed estates caused problems and economic turmoil.

From the 9th Century, the **Arabs** restored splendour and economic stability to the island. Their crops of carob, bitter orange, lemon, sugar cane, cotton, sumac, date palm and mulberry thrived in the fertile soils and in the mild climate. They are still cultivated in Sicily today.

Following the Arab rule came the **Norman-Swabian rule**, which left a legacy of unique art and architecture throughout the island.

Geography

Sicily is the largest island in the Mediterranean. It has the largest surface area of all Italy's regions and it is also the most southerly lying. The Straits of Messina separates it from the mainland by almost three kilometres, and the Sicilian Channel is far from Africa just 140 kilometres. The island is roughly triangular and its three sides lie on the Tyrrhenian Sea, the Sicilian Channel and the Ionian Sea.

Sicily has three marvellous archipelagos – The **Aeolian islands and Ustica** in the Tyrrhenian Sea, the **Egadi islands** to the west of the Coast of Trapani, and the **Pelagie islands and Pantelleria** to the south, just a few kilometres from Africa.

The island's morphology reflects the island's historical evolution. The entire central part of the island was subject to repetitive tectonic stress which caused uplifting, deformation and folding of vast areas. The result is a mixture of all of these.

Hills cover 61.4% of the territory, mountains 24.5% and plains the remaining 14.1%. **Etna** dominates the east of the island. It is an active volcano and it is the highest in Europe at 3,263 m. At the foot of the volcano the plains of Catania stretches, as a result of centuries of alluvium deposited by the island's most important river, **Simeto**.



The Sicilian coastline is extremely variable. In the north of the island the coastline is mostly high and rocky. It lies on the Tyrrhenian Sea and it is dotted with large inlets. In the east, on the Ionian Sea, the coast is more varied with a series of shingle beaches stretching almost as far as Taormina. From east leading south, the great **Bay of Augusta** lies (one of the island's largest commercial ports), then the east-facing coast returns to being sandy right round to **Capo Passero**, the southern most point of the island.

Economics

Sicily is an autonomous **Special Statute Region**: it means that there are direct elections for the President and the Regional Assembly and that it enjoys substantial legislative and administrative independence.

Most of its **five million inhabitants** lives in the big cities – **Catania, Messina and Palermo**. This latter is the region's capital city and has the highest population with 1 million inhabitants (city and hinterland).

From an economic point of view, Sicily has a wealth of resources. In the primary sector the mainstays are the **wine-growing sector** – in particular in the Provinces of Trapani, Agrigento and Palermo (areas covered by vineyards) – the **olive-growing sector** (especially in Palermo, Messina and Trapani) and the **orange-growing sector** (in Agrigento and Catania).

Within the manufacturing industry, Catania stands out for its **hi-tech sector**, Ragusa for its **building industry**, Siracusa for the **petrochemical industry**, Messina and Trapani for **logistics and ship-building**.

Finally, Sicily has also developed services connected to the island's heritage, in particular connected to tourism throughout all the provinces.

The Agricultural and Food Industry

Food and Agriculture in Sicily is one of the Region's leading economic sectors. Alongside '**Made in Italy**' and '**Italian Life Style**', there is also a progressive spread of Italian diet throughout the world. Sicily and its production in this sector are in a position of excellence. In fact production in Sicily's primary sector has been lately valued as a little over 4 billion euros.

Overall, the sector encompasses 38,143 businesses engaged in manufacturing, most of which within the food and agricultural industry.

Foreign trade figures for the food industry show direct exports for 'Food, drinks and tobacco' for the first half of 2006 have increased by 6.2%. The organic agricultural sector is expanding and Sicily has the largest number of organic businesses/farms at 8,450 (16.9% of the national total) with a substantial increase (up 24.6% on figures for 2004). Worth noting also is the presence on the market of the many 'traditional products', some of which are certified **DOC, IGT, PDO and PGI**, and hugely popular not just in Sicily.



Tourism

The island's history, culture, tradition and food & wine have ensured that 'Sicilia' is already a brand known throughout the world.

Tourism in Sicily is enjoying a period of development thanks to a series of schemes aimed at improving the quality of services. It has led to growth rates which are even higher than the national average. Investment carried out in previous years has led to re-development of Sicily's unique historical-cultural and natural heritage.

Tourism is one of the **regional economy's leading sectors**. During the period 1995-2005, there was a growth in the number of arrivals and overnight stays of 46.9% and 43.7% respectively, compared to the previous ten years.

The Regional Tourist Office and the Provincial Tourist Offices recorded 4.56 million arrivals, (up 6.1% on 2005), and a little over 14.58 million overnight stays (up 6.3% on 2005), in accommodation structures in 2006, a growth which concerned both hotels and complementary structures.

The number of overnight stays by Italian tourists rose by 2.8%, alongside an 11.7% rise in those by foreign tourists. Foreign arrivals, therefore, rose by 11.7% and Italian arrivals by 3.2%. Figures show that most hotel visitors were **from European countries**.

Sicily is **one of the most popular Italian destinations** accounting for over **50%** of the national low-cost-flight market. The airports in Sicily offer a great deal of potential for development and for new operators, following infrastructure investment.

The construction of the **new air terminal in Catania**, Comiso Airport, and the development of **Palermo and Trapani airports** will allow to increase trade relations and tourists flow to and from Sicily.

The **Regional Operational Programme FESR 2007-2013**, provides for measures to **improve competitiveness** in the Sicilian tourist sector by expanding, developing and diversifying services and products offered to tourists, and to increase investment in the tourist chain. The Programme includes support measures for

- **new scheduled flights** in a medium/long radius,
- **increasing flights** from and to destinations within the Mediterranean Basin, giving priority to the **tourist low-season market**,
- **improving sea and land transport** to meet tourist demand,
- maintaining the Region's overall **level of competitiveness**.

The Regione Siciliana is actively involved in a number of international partnership projects, aimed at the development of **eco-compatible tourism**, especially the Operational Programmes "**Italia-Malta**" and "**Italia-Tunisia**".

Trade Incoming Mission Programme*
Agro-food Operators
15-19 March 2010 - Sicily

Monday 15th March

20:45 – Arrival to “Falcone Borsellino” Airport and transfer to Palermo
Check-in at Principe di Villafranca Hotel**** (www.principedivillafranca.it)
Welcome-kit to all guests
22:00 - Dinner at the restaurant in Principe di Villafranca Hotel

Tuesday 16th March

8:30 - Breakfast in hotel
9:30 - Introductory seminar
10:30 - B to B business meetings at Principe di Villafranca Hotel
13:00 - Lunch in a traditional restaurant
15:00 - Visits to Sicilian companies in the surroundings (Western Sicily)
20:30 - Gala dinner at Circolo Ufficiali in Palermo,
Tasting menu of traditional food specialities, offered by the Sicilian companies

Wednesday 17th March

8:30 / 9:00 - Breakfast and check-out
9:30 – Visits to Sicilian companies nearby Agrigento and Trapani
13:00 - Lunch
In the afternoon – Visits to companies and departure for Catania
19:30 / 20:30 - Arrival in Catania, check-in and dinner at Villa Paradiso dell'Etna Hotel****
(www.paradisoetna.it)

Thursday 18th March

8:00 - Breakfast
9:00 - Visits to Sicilian companies in the surroundings (Eastern Sicily)
13:00 - Lunch
17:30 – B to B business meetings at Villa Paradiso dell'Etna Hotel
20:30 - Dinner in Catania

Friday 19th March

from 8:30 - Breakfast and check-out
11:00 – Transfer to Catania Airport

* Programme could be subject to variations

Trade Incoming Mission Programme*

Tour Operators

15-19 March 2010 - Sicily

Monday 15th March

20:45 – Arrival to “Falcone Borsellino” Airport and transfer to Palermo
Check-in at Principe di Villafranca Hotel**** (www.principedivillafranca.it)
Welcome-kit to all guests
22:00 - Dinner at the restaurant in Principe di Villafranca Hotel

Tuesday 16th March

8:30 - Breakfast in hotel
9:30 - Introductory seminar
10:30 - Visit to Parco dei Nebrodi (www.parcodinebrodi.it) and to guestfarms (*agriturismo*) in the surroundings
13:00 – Lunch at Villa Nicetta agriturismo (www.villanicetta.it)
17:30 - B to B business meetings at Principe di Villafranca Hotel
20:30 - Gala dinner at Circolo Ufficiali in Palermo,
Tasting menu of traditional food specialities, offered by the Sicilian companies

Wednesday 17th March

8:30 – Breakfast and departure for Cefalù and tour of the city
12:00 – Check-in and visit to the guestfarm Santa Margherita di Gioiosa Marea****, Messina (www.agriturismosantamargherita.com)
13:00 – Lunch at guestfarm Santa Margherita agriturismo
15:00 – Tour of Tindari and Villa Romana di Patti
20:00 – Dinner and overnight stay at guestfarm Santa Margherita agriturismo

Thursday 18th March

8:30 - Breakfast
9:30 - Departure for Catania and tour of Etna
13:00 - Lunch in a guestfarm (*agriturismo*)
17:00/18:00 - Check-in and visit to Villa Paradiso dell'Etna Hotel**** (www.paradisoetna.it)
21:00 - Dinner in Catania

Friday 19th March

from 8:30 - Breakfast and check-out
11:00 – Transfer to Catania Airport

* Programme could be subject to variations

List of Sicilian Operators

Agro-food Operators

Alagna Vini srl - Wine Production

Antico Frantoio sas – Olive Oil Production

Campo d’Oro di Licata Paolo & c. sas - Food Preserves Production

Cottanera by Cambria’s - Wine Production

De Gregorio s.s. - Wine Production

Fazio Wines srl - Wine production

Feudi Imperiali by Vilardi Dario Ignazio - Wine production

F.Ili Lombardo Fu Giuseppe & C. srl - Wine Production

F.Ili Russo s.n.c. - Liquors and Distillates Production

Frantoi Cutrera & C. S.n.C. – Olive Oil Production

Frantoio Gaspare Sarullo – Olive Oil production

Limonio di Geraci R. & C. S.A.S. - Liquors and Olive Oil Production

Manfredi Barbera & Figli spa – Olive Oil production

M.I.A. s.r.l. - Pasta and Food Preserves Production

Olis srl – Olive Oil and Food Preserves Production

Ortoledda by Ledda Giuseppe s.a.s. - Food Preserves Production

San Calogero s.a.s. – Olive Oil and Balsamic Vinegar Production

Tornisìa s.s. – Olive Oil Production

List of Sicilian Operators

Tourism Operators

Immobiliare Paradiso dell'Etna Spa – Hotel

Mediterranea Trekking s.r.l. – Tour Operator

S. Margherita Agriturismo - Guestfarm Holidays

List of Norwegian Operators

Agro–food Operators

Appetit – Food Magazine

BM Food Hanssen & Sandborg – Food products Import Company

CK Consulting – Food products Import Company

Gaia Wine & Spirits AS – Wine and Alcoholics Import Company

Italia Gourmet Import – Food products Import Company

Kraft Byrå – Food, tourism, lifestyle Magazine

Olivenlunden AS – Oliviers&co – Olive Oil Import Company

RØDT & HVITT AS – Wine Magazine

Viva Vino AS – Wine and Alcoholics Import Company

List of Norwegian Operators

Tourism Operators

Forum Reiser AS – tour operator

HNP Event – tour operator

Hvitserk – Eventyrreiser AS – tour operator

P.R. Norge – tour operator

Terra Vecchia AS – tour operator

Tur-Retur Reiser AS – tour operator