

主办单位 Organized by



第九届中意国际葡萄酒展览会暨第二届中意国际食品展览会

2007.11.29 - 12.1, 上海

VINITALY - CIBUS CHINA 2007

29 November - 1 December 2007, Shanghai



Organizer Profile

Italian Trade Commission - I.C.E.

The **Italian Trade Commission - I.C.E.** is a **Government Agency** which promotes trade and investment opportunities in Italy and assists business partnership and industrial co-operation between Italian and foreign companies.

The **Italian Trade Commission - I.C.E.** organizes annually more than **1,000 promotional events in more than 60 countries**, such as the participation of Italian firms to international trade fairs, exhibitions on *Made in Italy*, business workshops, technical seminars, B2B meetings, fashion shows, food & beverages tasting, advertising campaigns on media, etc.

The **Italian Trade Commission - I.C.E.** operates through a network of **115 offices in more than 84 countries** around the world and helps foreign and Italian companies to get in touch and develop business opportunities.

In the last years, the **Italian Trade Commission - I.C.E.** has launched a **special project to support the Italian Fair System in its efforts to expand its activity abroad.**

The **Italian Trade Commission - I.C.E.** has therefore encouraged and supported the most important Italian Trade Fairs to organize in Europe, USA, China, India, Russia Italian Fairs specialized in cosmetics, design, food & beverages, publishing, contemporary art, etc.

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The Italian Trade Commission – I.C.E. has been in China for 41 years. Its network consists of 7 offices based in Beijing, Shanghai, Canton, Hong Kong, Tianjin, Chengdu and Nanjing.

In **China** the **Italian Trade Commission – I.C.E.** organizes annually **hundreds of promotional activities** to enhance the economic relations between China and Italy.

Following the strategic guidelines outlined by the Ministry of International Trade in the last years, the **Italian Trade Commission – I.C.E.** has targeted **China as the second most important market worldwide** in terms of resources invested for the promotion of the *Made in Italy*.

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