



## **ITALIAN TRADE AGENCY: CREATING CONVERSATION PLATFORM FOR SMALL AND MEDIUM-SIZED ENTERPRISES ON 2018 CIIE**

*Small Enterprises Showcase on Grand Stage, Italy Aims to Open Up New Opportunities of Italy-China with Quality and Innovation*

**November 5, 2018, Shanghai, China** – With the inaugural China International Import Expo (hereinafter referred to as “CIIE 2018”) grandly commencing this morning, the Italian Trade Agency (hereinafter referred to as “ITA”) led nearly hundred outstanding Italian enterprises to collectively showcase at the National Pavilion of Italy and four Commercial Pavilions of healthcare, food, smart and consumer goods. During CIIE 2018, a high-level Italian delegation led by Mr. Luigi Di Maio, Vice-President of the Council of Ministers of the Italian Republic and Minister of Economic Development and Minister of Labor and Social Policies, Mr. Gian Marco Centinaio, Minister of Agricultural, Food, Forestry Policies and Tourism, Mr. Michele Geraci, Undersecretary to Economic Development in the Conte Government, will comprehensively display the essence of “Made in Italy” and the fruitful results gained from Italy-China long-term trade and investment cooperation with the Chinese government, enterprises and vast consumers as well as various countries’ delegations, and work with Chinese partners to jointly envision the broad prospects for the future of Italy-China cooperation.

“2018 is a year of great significance for the in-depth cooperation between Italy and China. A series of initiatives, including the successful opening of the first Sino-Italian Cultural Year, Italy’s participation in the 17<sup>th</sup> Western China International Fair as the guest of honor and an unprecedentedly large Italian delegation to CIIE 2018, all work together in displaying Italian DNA to Chinese people in an array of ways,” Italian Deputy Prime Minister Di Maio shared, “Italy has a vast tradition of industry and scientific research and is synonymous with creative fashion and high-end manufacturing. The Chinese economy is continually transforming and upgrading towards high quality, innovation and environmental friendliness. Italy looks forward to becoming China’s ideal partner in this process. We believe that with the further of China’s future development blueprint unfolding, the complementarity of Italian and Chinese economies will be



increasingly enhanced and the mutually beneficial cooperation between Italy and China will usher in broader opportunities."

As one of the major governmental agencies who is in charge of organizing Italian enterprise to participate in the expo, ITA President Mr. Giuseppe Mazzarella added, "The exhibitors selected for the expo are all representative Italian enterprises with a certain production scale and standing at the forefront of the local industry. It is especially worth mentioning that based on the characteristics of CIIE 2018, most of the exhibitors are advanced small and medium-sized manufacturing enterprises that are yet to enter the Chinese market. This move will not only open the doors for Italian SMEs entering the vast Chinese market for the first time to promote their own featured products to Chinese consumers, but also provide an excellent opportunity for Chinese companies to gain successful experience from Italy, known as the 'kingdom of small and medium-sized enterprises'".

### **High-level Italian Delegation Targets "China Opportunity", "DNA Italia" Wins Favor of Chinese Companies**

Italy attaches great importance to participating in CIIE 2018. Italian government agencies, especially ITA, cooperate with various industry associations to actively organize enterprises to participate in the expo, striving to allow a large number of representative Italian SMEs grasp the brand new "China opportunity".

During CIIE 2018, the ITA pavilions cover an area of 1,000 square meters and brings in the participation of over 70 small and medium-sized companies. In terms of the exhibition scale, it is one of the largest country pavilions in the expo. With the theme of "Essence and Excellence of Made in Italy", the National Pavilion of Italy (Booth No. 5.2 C08) showcases Italy's features in industrial manufacturing, creative design, fashion, food and other areas. The four Commercial Pavilions cover Smart & High-end Equipment (Booth No. 4.1 A1-01), Consumer Goods (Booth No. 6.1 B4-02), Healthcare (Booth No. 7.1 C1-18) as well as Food and Agricultural Products (Booth No. 7.2 A7-14), fully demonstrating the high quality, reliability, innovation and sustainability of various



products produced by Italian companies, and providing ideas and solutions for the implementation of relevant projects docking China's important national strategies as well as for the realization of new development concepts such as "innovation, coordination, green, openness, sharing" highlighted in the "13th Five-Year Plan".

Italian Pavilion of Consumer Goods with the largest number of exhibitors will use the unified image logo. The exhibitors will display their own clothing, jewelry, leather, fur and other products. New-generation healthcare technology and machinery companies, whose number is just next to the number of consumer goods companies, will allow visitors to fully feel the high level of technology achieved by the Italian industry in these areas. The delicately selected agricultural products and high-quality handmade products companies are capable of meeting the rising needs of Chinese consumers.

Italian SMEs enjoy a good reputation of competitiveness and global influence, serving as the cornerstone of Italian economy. In recent years, with the stable development of Italy-China trade cooperation and the expectation that China will import more than 10 trillion US dollars of goods and services in the next five years, more and more Italian companies will turn their eyes to China, a potential market with more than 1.3 billion population. At the same time, several major national strategies deployed by Chinese government have created more favorable conditions for industrial docking and mutual investment between Italy and China. Italy is currently China's important trading partner in Europe, and China is Italy's largest trading partner in Asia, the bilateral trade volumes witness annual double-digit growth. In terms of two-way investment, Chinese-funded companies have completed M&A investment in top Italian companies in various fields such as automobile, sports, electronic equipment and renewable energy industries over the past years. Correspondingly, there are more than 2,000 Italian companies operating in China in various forms, with a total turnover of more than 5 billion euros, providing tens of thousands of jobs to local people.

## **Two Countries Witness New Chapter in Ecommerce, Italian Business Elites Gather at CIIE 2018**



Taking advantage of the opportunity of participating in the expo, Italian enterprises continue to seek cooperation in China's booming e-commerce field. ITA will sign a letter of intent with Suning Group and Alibaba Group's Hema Fresh, respectively, so as to draw a blueprint for future strategic cooperation with China's top two e-commerce companies. With this, ITA will become the partner of Suning Group to help Suning expand its businesses in multiple fields in Italy and build a bridge for project docking between Suning and Italian companies in China. At the same time, ITA will focus on helping a large amount of food and agricultural products from Italy to enter the offline stores of Hema Fresh, allowing Chinese consumers to enjoy the safe, high-quality Italian foods as well as the convenient shopping experience brought by the new retail format.

The move will once again launch a new chapter in e-commerce cooperation between Italy and China after the Italian National Brand Pavilion was opened at Tmall as the first national brand pavilion. Since the opening of the Italian National Brand Pavilion in Tmall in mid-October, more than **100** Italian companies from fashion, cosmetics, home design, lifestyle, food and wine fields have formally joined in. On the one hand, this creates a fast track for Italian brands and SMEs to enter the Chinese market with a faster pace and higher efficiency through the support of the Italian government and the empowerment of the Alibaba platform; on the other hand, this also enables Chinese consumers to systematically and deeply understand featured Italian products and culture through this link, and this also establishes a new paradigm for e-commerce operation innovation and win-win cooperation.

During CIIE 2018, Italy will exhibit its featured products and high-tech achievements in more than ten key industries. Moreover, over 40 top Italian business leaders will also be present in China together. On the Business Forum China held during CIIE 2018, the Italian delegation headed by Deputy Prime Minister Mr. Di Maio will gather with the Chinese Ministry of Commerce and other government agencies as well as Chinese business elites to discuss about opportunities for global operations, Italy-Sino cooperation in high-tech manufacturing, as well as the development and innovation of small and medium-sized enterprises and other hot topics. At the Sino-Italian Agrifood



Cooperation Forum held during the same period, Mr. Centinaio, Italian Minister of Agriculture, Food, Forestry and Tourism, will address on new retail formats and operation modes based on Italy's unique life philosophy and have in-depth interaction with forum participants regarding Italy-Sino cooperation prospects in the fields of food safety, innovation, sustainable development and technological innovation.

"China and Italy both pay great attention to cuisine in the world. It is now the perfect time for the Italian food industry to grow in the Chinese market." Massimiliano Tremiterra, commissioner of the ITA Shanghai office said, "We will mainly promote the Italian 'slow food' movement centered around returning to nature and respecting tradition, enabling vast Chinese consumers to personally appreciate the unique Italian food culture and customs and enjoy Italian life."

In addition, the National Pavilion of Italy will invite relevant heavyweight guests every day to conduct in-depth exchanges on challenges and opportunities in specific industries in the form of multiple mini talk shows.

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## About Italian Trade Agency

Italian Trade Agency (ITA) is an Italian national government agency headquartered in Rome. ITA has been long committed to promoting business exchanges between Italy and the rest of the world. It aims to boost and develop trade relations between Italy and the rest of the world and help Italian companies win a place in the process of internationalization. Before the establishment of diplomatic relations between Italy and China, ITA signed an agreement with the China Council for the Promotion of International Trade in 1964, so that each side could establish a business representative office in the capital of the other country. This became the first bilateral relationship agreement between Italy and China. Over the past 30 years, ITA has extended its branches to Shanghai, Hong Kong, Nanjing, Guangzhou, Chengdu and other important Chinese cities. With a mission to enhance the brand image of “Made in Italy”, ITA also helps Chinese companies and consumers better use and get adapted to Italian products as well as Italian technology, so as to promote the two economies to reach win-win. For more details, please visit: [www.ice.it](http://www.ice.it), or scan QR code to check in Italy Brand Hub on Tmall.





ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
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