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The Embassy of Italy  
to the People's Republic of China  
意大利驻中华人民共和国大使馆



In cooperation with:



# **ITALIAN AGRIBUSINESS**

## **Economic trends and business opportunities**

*A conversation with:*

*Andrea GOLDSTEIN (MD, Nomisma)*

*Bei WANG (Marketing Director, VOGUEAD Consulting)*

*Alessandro MUCCI (Sales Manager, Sinodis)*

*Under the auspices of Ambassador of the Italian Republic in the  
People's Republic of China, Ettore Francesco Sequi*

***Monday September 21<sup>st</sup> 2015 at 17.00***

***Auditorium of the Italian Cultural Institute - Embassy of Italy  
San Li Tun Dong Er Jie n. 2 – Beijing 100600***

# ITALIAN AGRIBUSINESS – ECONOMIC TRENDS AND BUSINESS OPPORTUNITIES

21 September 2015 | Beijing, Istituto Italiano di Cultura | 17:00 – 19:00

16:45 Registration and welcome coffee

17:00 **WELCOME REMARKS**

**Ettore Francesco SEQUI** | Ambassador of Italy to the People's Republic of China

17:15 **ITALIAN AGRIBUSINESS – ECONOMIC TRENDS AND BUSINESS OPPORTUNITIES**

**Andrea GOLDSTEIN** | Managing Director of Nomisma

Agribusiness is one of the champions of the Italian economy – as shown by the success in global markets of many products such as wine, pasta, cheese, fresh fruits and vegetables, cured meat and many others. Further competitiveness is provided by the excellence of Italian biological production and of its packaging and agriculture machinery industries. In fact agribusiness is a priority sector in the *Plan for extraordinary promotion of Made in Italy and for international investment attraction* that the Renzi government launched in February 2015.

Through its analysis, Nomisma – a leading economic consultancy and think tank – has identified major trends and unexploited opportunities, for both traders and investors. In the year of the Milan Expo devoted to food, this workshop will focus on the potential for further strengthening the penetration of Italian agribusiness in China and the opportunities for Chinese companies along the whole agriculture supply chain in Italy.

17:45 **FOCUS | THE EXPERIENCE OF INVESTORS AND COMPANIES**

Bei WANG | Marketing Director **Beijing VOGUEAD Branding & Marketing Consulting**

Alessandro MUCCI | Food Service Sales Manager **Sinodis**

18:30 **QUESTIONS AND ANSWERS**

19:00 Closing