

PRESS RELEASE

ITALIAN FOOD LAB AT GULFOOD CELEBRATES ITALY'S CULINARY HERITAGE AND HIGHLIGHTS THE IMPORTANCE OF AUTHENTICITY

Dubai, UAE; February 06, 2018: For the second year in a row, Italian Trade Agency is hosting the Italian Food Lab at the upcoming Gulfood to bring to life the true flavors of Italy through cooking shows by Chefs specialized in Mediterranean cuisine, tasting sessions by Italian specialty food products companies and informative sessions on the EU quality logos PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication).

According to Gianpaolo Bruno, Trade Commissioner to the UAE, Oman and Pakistan at the Italian Trade Agency: "Italian food is really a celebration of good quality produce. Preparing Italian food starts with the shopping: quality ingredients are a priority to creating an unforgettable Italian meal. At the Italian Food Lab, we want to raise awareness of the 'Made in Italy' quality food products and the importance of the PDO and PGI logos, which can defend consumers from food fraud that cause devastating damage to the producers of the genuine Italian food estimated in a loss of 60 billion euros a year. We want to encourage retail and HORECA sectors in this region to give importance to sourcing authentic Italian products and promote the 'Made in Italy' brand."

Through the PDO and PGI logos, consumers can easily recognise the traditional quality products and can rely on their authenticity in terms of regional origin or traditional production. Registration under these schemes also provides producers with legal protection against imitation or misuse of the product name. To date, 293 Italian food products have been awarded with the prestigious traditional food laurel PDO and PGI, that makes Italy the market leader with the highest number of quality food protection labels received in the European Union.

More than 180 Italian companies are participating in Gulfood this year along with 5 consortia, namely, Consorzio del Formaggio Parmigiano Reggiano, Consorzio per la Tutela del Formaggio Gorgonzola, Consorzio per la Tutela del Formaggio Grana Padano, Consorzio per la Tutela della Mozzarella di Bufala Campana and Consorzio per la Tutela del Formaggio Pecorino Romano.

Visitors to the Italian Food Lab can enjoy a cooking session by world-renowned, 3-star Michelin Chef Heinz Beck on February 20th, 2018 starting from 2 pm at the Italian Food Lab. Known for his Mediterranean cuisine, Heinz Beck is one of Europe's most respected three-star Michelin chefs.

ITA and Italian Food Lab will be present at stand S1-302, in Sh. Saeed Hall, at Dubai World Trade Centre from 18-22 February from 11.00 am till 7.00 pm, except on the last day when the show closes at 5.00 pm.

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About the Italian Trade Agency (ITA)

The Italian Trade Agency is the Government agency which promotes the globalization of Italian firms, under the aegis of the Ministry of Economic Development.

ITA helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SMEs, their associations and partnerships. ITA sustains Italian firms in their internationalization process, promoting and marketing Italian goods and services, as well as the image of the "Made in Italy" products around the world, while facilitating outward Italian investments and encouraging FDI attraction into Italy.

ITA provides a wide range of services such as information, support and consultancy services and organizes a wealth of promotional activities in order to foster exports and economic cooperation in all sectors, with the objective of increasing the effectiveness of the presence of Italian companies on international markets.

ITA is headquartered in Rome and operates through a large network of Trade Promotion Offices linked to Italian Embassies and Consulates. The Dubai office is the ITA branch responsible for UAE, Oman and Pakistan.

For further information, please visit www.ice.gov.it; www.eventsitadubai.com

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