



# PROJECTS 2017



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## US WINE IMPORTERS DELEGATION TO “BUY WINE” TRADE SHOW

**Date:** 10-11 February 2017

**Location:** Florence, Italy

**Partner:** PromoFirenze

**Target:** 10 United States buyers

**Project Overview:** US buyer delegation at “Buy Wine” fair



### **Description:**

For the fourth consecutive year, our Chamber of Commerce has been in charge of organizing a delegation of 10 buyers from the United States for the “Buy Wine” event, in which we actively foster the encounter between International importers and the excellence of Tuscan wine production. The Italy-America Chamber of Commerce will take care of sending out informative emails to the proper database of wine importers in the US market. We will also make follow-up calls to identify and select buyers, and invite the 10 selected buyers to the event with an all-inclusive travel package to Florence, Italy.

## USA BUYERS DELEGATION TO “MERCANTEINFIERA” TRADE SHOW

**Date:** 22-26 February 2017

**Location:** Parma, Italia

**Partner:** Fiere di Parma S.p.A

**Target:** 12 US buyers

**Project Overview:** US buyer delegation at “Mercanteinfiera” fair



### **Description:**

For the sixth consecutive year, Fiere di Parma S.p.A has contracted the IACC to promote its International Fair of modern antiques and antique trade on the US Market. Mercanteinfiera is one of the main European events from this sector and attracts more than 1000 exhibitors and tens of thousands of visitors semi-annually.

The IACC will take care of directly contacting the most important American Antiques Dealers. We will select 12 US buyers for the February 2017 (Feb 22-26) edition of the trade show. Fiere di Parma will provide an all-inclusive travel package to Parma, Italy.

## SEA TRADE: TOURISM EVENT

**Date:** 13-16 March 2017

**Location:** Fort Lauderdale, FL

**Partner:** Regions/port authorities

**Target:** 60 tour operators specialized in European destinations/travel

**Project Overview:** Evening dedicated to promoting tourism to Italian territories through American Tourism Operators



### **Description:**

The *Italy – America Chamber of Commerce Southeast* in light of “Seatrade Cruise Global”, the leading global cruise industry landmark event, which will be held from the 13th to the 16th of March in Fort Lauderdale, is planning a very special event called “**Seatrade Italy Night**”, dedicated exclusively to fostering beneficial partnerships between American tour operators and the biggest tourism promoters and port representatives from Italian territories.

Italian port authorities and tourism board representatives who choose to participate in the event will have the opportunity to network and meet a selected audience of about 60 American tour operators and specialists in European destinations and travel. This ensures the possibility for professional productivity, plus a bit of fun as well. In fact, we will offer a tasting area, with an array of fantastic Italian food and wine to choose from.

“Seatrade Italy Night” will be hosted at a prestigious hotel adjacent to the exhibition halls, in efforts to maximize convenience and in order to maintain its visibility and exclusivity whilst remaining within the framework of the larger event. **B2b Meetings** (speed meetings) with the Italian entities will be planned throughout the course of the evening with a detailed program that will be sent out to all participants prior to the event.

## **DELEGATION ARCHITECTS USA AT SALONE DEL MOBILE MILANO**

**Date:** 4-9 April 2017

**Location:** Milano, Italy

**Partner:** American Institute of Architects (AIA) and American Society of Interior Designers (ASID)

**Target:** 20 Architects and American interior designers

**Project Overview:** Delegation of American architects and designers at Salone del Mobile



### **Description:**

The IACC will organize a delegation of 15-20 architects in the Salone del mobile's event in Milan from the 4<sup>th</sup> to the 9<sup>th</sup> of April 2017. During the stay, besides the guided tour of the fair, the participants will have access to exclusive evening events, and will be invited to meetings and company visits organized ad hoc with collaboration of local entities and/or private companies.

## THE ITALIAN CULINARY TOUR

**Date:** Launch Dinner 12 April | Tour: 18-19 April and 25-26 April

**Location:** Miami, FL

**Partner:** The Extraordinary Italian Taste

**Sponsor:** Italian food and wine companies

**Target:** B2C mostly local consumers

**Project Overview:** Culinary Tour of Italian Restaurants in Miami to promote the “Made in Italy” campaign at B2C level and through co-branding, also at level B2B.



### **Description:**

The event “*The Italian Culinary Tour*”, which is part of a bigger project financed by the Ministry of Economic Development- The Extraordinary Italian taste-, seeks to promote products “*Made in Italy*” with local consumers in order to counteract the growing phenomenon of “*Italian Sounding*”. In the meantime, the tour will also promote the co-branding within the involved restaurants, and food and wine companies who want to promote their own products within the circuit of the tour. This creates synergies coordinated by IACC (for example, introducing a wine tasting in collaboration with a menu planned by a restaurateur, or using an ingredient to prepare a course, etc.) *The Italian Culinary Tour* bases itself off of the concept of a mobile meal, where participants can not only taste different wines, but have the possibility to move from one restaurant to the other in order to explore new locations and to come into contact with the *Italian Lifestyle*. Dinner will be served in 4 different restaurants, and each restaurant will prepare one or more typical Italian dishes. Each restaurant will be responsible for pairing the dishes with an appropriate Italian wine and for using a specific ingredient/product within the dish(es) they make. The owner of the restaurant will personally welcome the guests, tell their story, and highlight what about the restaurant makes them special. The Chef will then introduce the dishes and serve the

dishes in a blocked off area reserved for our guests. The tours can have differing themes focusing either on their region (ex. Tuscan Culinary Tour), their ingredients (ex. Truffle Culinary Tour), or wine (ex. Rosé Culinary Tour, in which each restaurant will be invited to create a dish that pairs well with the paired rosé wines). The transfers between restaurants will be organized through a private bus. During transit between restaurants, we can broadcast videos, present products, provide culinary tastings, or educate the audience about products D.O.P. and G.O.P. This activity will be promoted through various European Chambers in Miami, tourism offices and associations, foodie bloggers, influencers, and through social media campaigns.

The project serves, due to its nature, as a platform for collaborations with regions and provinces for the promotion of their territory. The activity will be announced during a launch dinner on April 12 2017 during which we will invite journalists, bloggers, and influencers in the industry. In the successive weeks, on Tuesdays and Wednesdays 18-19 and 25-26 of April, the actual tour will take place.

The project includes a publication in an English yearbook containing the list of authentic Italian restaurants in Miami and signals which restaurants received the “Il Marchio Ospitalità Italiana”. It will also contain recipes from Italian chefs from the most important restaurants, and also explain the practical indicators needed to recognize products with D.O.P. or G.O.P. certification. The yearbook, with 2000 printed copies, will be distributed at the launch event and during the tour. It will be given to the Consul, The Dante Alighieri Society, some Italian showrooms, to our chamber members, and to all Italian restaurants.



## THE BEST OF ITALIAN DESIGN

**Date:** 19-20 May

**Location:** Design District | Miami, FL

**Partner:** American Institute of Architects (AIA) e American Society of Interior Designers (ASID)

**Sponsor:** Italian Companies in the design sectors, lifestyle, wine & food

**Target:** Architects and interior designers from Miami and South Florida

**Project Overview:** A 2 day event dedicated to the professionals of the design sector for the Made in Italy promotion, achieved through partnerships and collaboration with the showroom, and Italian companies and institutions.



### **Description:**

The IACC of Miami is proud to reveal this targeted initiative to ca. 500 architects and interior designers from Miami in partnership with US organizations such as the American Institute of Architects (AIA) and American Society of Interior Designers (ASID) to promote the excellence of the “Made in Italy” campaign in the industry of design. At the event, we will work to forge partnerships between the Americans and their Italian counterparts (for example with Compasso d’Oro and Artex). We have planned an English publication of a special edition of .IT magazine, entirely dedicated to the best of Italian design and will be distributed to members of AIA and ASID. The 2-day long event will be broken up into several attractions, including:

Day 1:

#### Show Room Tour

Guided tour of the Italian showrooms present at the Miami Design District. The architects and interior designers, separated into groups, will have the opportunity to visit all the showrooms included in the guided tour. The people responsible for the showrooms will conduct the visits, showing the guests the uniqueness, innovation, and previews. At the end of every visit the guests will be offered a taste of an Italian product d.o.p.

Day 2:

### Symposium

In the late morning, there will be a symposium held by prestigious architects and interior designers from Italy presenting the newest trends in the industry.

### Exposition

At the end of the symposium, the American architects and the interior designers will have the opportunity to participate in an exposition of artisanal products exclusively within the Made in Italy niche. Artisans, producers and young Italian designers will be able to interact directly with the participants illustrating their unique products in a session of B2B and networking.

### Dinner and Celebration “The Best Of Italian Design”

In the evening, we will hold an exclusive dinner based on typical Italian products, during which, not only will the participants be invited but also the local press. During the evening, we will celebrate the “The best of Italian Design Award” and reward with it a Italian professional who has shown him/herself to be exclusively distinguished for his/her work in the USA.

## ITALIAN GELATO DAY

(Within the project “**Certificazione delle Gelaterie Italiane all’Estero**”).

**Date:** 8 June 2017

**Location:** Miami, FL

**Sponsor:** suppliers, distributors, and industry actors

**Target:** Italian Gelato locales in Florida, investors interested in the business

**Project Overview:** Seminar for industry professionals and investors, followed by a launch event open to the public and consignment of the certification “Gelateria Italiana”.



### **Description:**

The primary objective of this debut event is to recognize and certify the artisanal gelato establishments in Florida and the Southeast in order to counter the growing phenomenon of “*Italian sounding*”. In the meantime, we will offer activities that will raise awareness about the industry, network, and inform the audience about the various techniques, products, and methods the vendors seek to advertise. The IACC lays its focus not only in the existing Gelato businesses in our region, the steps needed to receive and qualify for certification, but also on prospective investors interested in opening a Gelato business in Florida.

The project is composed of 2 main activities:

A seminar dedicated to insiders and investors during which they will be presented products and innovations, share field studies and important information about the opening and management of an Italian Gelateria.

A celebratory event open to the public in which there will be a ceremony of the distribution of the plaques of Certification “Gelato Italiano”. The audience will be able to sample the products being promoted by the participating gelato businesses in the contest “*Best New Italian Flavor*”, and will be able to see for themselves which gelateria has the best understanding of taste and creativity.

## **DELEGATION USA BUYERS TO MERCANTEINFIERA**

**Date:** 27 September-1 October 2017

**Location:** Parma, Italia

**Partner:** Fiere di Parma S.p.A

**Target:** 12 US buyers

**Project Overview:** US buyer delegation at “Mercanteinfiera” fair



### **Description:**

For the sixth consecutive year, Fiere di Parma S.p.A has contracted the IACC to promote its International Fair of modern antiques and antique trade on the US Market. Mercanteinfiera is one of the main European events from this sector and attracts more than 1000 exhibitors and tens of thousands of visitors semi-annually.

The IACC will take care of directly contacting the most important American Antiques Dealers. We will select 12 US buyers for the September edition of the trade show. Fiere di Parma will provide an all-inclusive travel package to Parma, Italy.

## ITALIAN WINES & LUXURY

**Date:** 21 October 2017

**Location:** Prestigious commercial area in Miami, FL (Design District, Brickell Center, or similar)

**Partner:** shopping center and showroom

**Sponsor:** food and wine companies, companies from the luxury & lifestyle industries

**Target:** Local consumers, Hotel and Restaurant Beverage Managers, Distributors

**Project Overview:** Event dedicated to Italian wine in luxury showroom



### **Description:**

In efforts to satisfy the growing request from small wine production companies and interest groups who seek to spread their name and export their products to Florida, the IACC plans to host an innovative event dedicated to wine that stands out- in form and content- from classic fairs usually held for this realm. The areas dedicated to the wine tasting will be in various luxury showrooms- selected internally at a predetermined location-who will participate in this initiative by offering up their spaces. This ensures that participants will be able to taste the wines in a location that oozes elegance and exclusivity. The combination “international luxury - exclusive Italian flavors” becomes played down and is made playful with a traveling exhibition from showroom to showroom allowing for new realities to be experienced. The event offers a promotional opportunity to producers of Spirits and luxury class foods as well. The activity is not only geared towards a B2C audience, and in fact beverage managers from hotels/restaurants and industrial distributors will also be invited. The participants of the tasting who have been previously signed up and have already paid will receive a bag with inside a wine glass, a map showing the different showrooms, a directory briefing them on the various exhibitions at the event. In the evening, there will be a VIP dinner organized for the pre-selected participants in walking distance from the event with traditional Italian products including a selection of wines from the Nostrano territories. During dinner, the “Made in Italy Ambassador Award” will be presented to an Italian entrepreneur in the industries of luxury and lifestyle who has gone above and beyond to distinguish him or herself in the American market.

## IACC START-UP INCUBATOR

**Date:** starting from October 2017

**Location of Development:** Miami, FL

**Project Overview:** Sustain the foundation and the build-up of smaller Italian enterprises on Floridian territory (start up)



### **Description:**

The IACC branch in Miami will offer in the second semester of 2017 a new service known as “Incubatore di Impresa”, which will have the primary purpose of sustaining the birth and the growth of Italian start-ups in Florida, in particular start-ups in industries considered to be incredibly innovative.

The IACC will help the incubator by offering the following services:

- *Rent for a minimal time period of a year* within the chamber's headquarters providing access to 4 computer work stations and a hospitable co-working environment.
- *Informative and consulting services:* for the development of the enterprise's activities. Start-ups will be provided with lists from professional businesses in use by the Chamber (lawyers, accountants, banks and financial services, realtors, etc.) They will also have the IACC's guide on how to construct a group in Florida, the licenses/certifications required to open various businesses, taxes in the USA, Visas and passes required to get into the US, how to export food items into the US, etc. We will help them set up meetings with local contacts within parameters defined by the IACC. This way the start-up will gain valuable knowledge from a network of actors that will help the fledgling company compete and obtain the resources necessary for their development.
- *The use of our conference room* (dependent on the availability of the Chamber) for meetings, seminars, and workshops.
- *Technological and logistical services:* areas provided with internet and telephone connection, as well as, electricity.
- *Virtual secretary services:* reception, sorting calls, fax, mail

The subjects interested in the service as an incubator must submit a specific application for approval, and its details will be published on our website June 2017.

### MADE IN ITALY HOLIDAY NIGHT

**Date:** December 2017

**Location:** Miami, FL

**Project Overview:** Traditional end of the year dinner with over 150 entrepreneurs.



**Description:**

As per custom, the IACC will organize a traditional end of the year dinner dedicated to authentic Italian products which will get 150 professionals and entrepreneurs together in Miami. It is an ideal event to promote products at B2C level.

## CONTACT

For more information concerning any of the above mentioned events, please do not hesitate to contact me:

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