

### **Mission (From art. 3 of our statute: aim and mission)**

The Consortium takes care of the collective participation in international shows and exhibitions abroad and in Italy, food tasting, carries out researches and market studies regarding the foreign countries, organizes promotional campaigns in order to improve the export of the food products manufactured by the member companies. The Consortium may prepare, translate and distribute catalogues, may collect and spread news as far as the companies' products are concerned. The Consortium can organize visits of buyers, operators and journalists in Italy, workshops and educational. The Consortium offers linguistic support to the companies especially during commercial meetings, also in case of single initiatives. It promotes synergies with other consortia and all those activities whose final goal is exporting our products abroad.

### **Our main promotional means:**

Participation in the main food fairs, organization and coordination

Workshops, educational

Mission of operators and buyers in Italy

Food tasting

Communication and brand promotion

One-to-one, B2B meetings

Synergic programmes

Commercial information: ECC and international rules, Food&Drug Administration USA,

Technical and custom rules

Quality and certification

Information about foreign markets

Translation service and labels into the main European languages

**Advertising campaign** (also for single companies)

Information about facilities for taking part in international fairs

Updating of our web-site: programmes, future events and feedback