



Trade Mission for the export of Italian F&B products of excellence

As part of the **WTC Milan's** program dedicated to the promotion of Italian Small and Medium Enterprises abroad, **the first in a series of Trade Missions for the export of Italian wine and food products of excellence is to be held on March 24, 2015 at the premises of the WTC Malmö in Sweden.**

Sweden was chosen after a thorough market analysis on business opportunities between Italian and European distributors and a study on consumer behavior. As well as WTC Malmö - Sweden, the WTC Ballerup-Denmark and Italchamber - Italian Chamber of Commerce for Sweden are also Partners of this upcoming event.



The mission's program is scheduled upon tastings and B2B meetings between Italian producers and distributors from Sweden and Denmark. The sectors selected are oils, alcohol, dairy products, confectionery and bakery products, pasta, coffee, meat and sausages.

The WTC Milan is currently examining new destinations for the second edition of this Trade Mission.

Please, feel free to contact us for any further information regarding our program related to the export of Italian F&B of excellence. E-mail : marketing@wtcitaly.com

