



Italian Food Products and Wines have been greatly appreciated in Sweden



The first successfully implemented Italian Trade Mission for the Export of Food Products and Wine of Excellence came to its end. Co-organized by the **WTC Milan**, the **WTC Malmö** and **Italchamber**, the mission was performed on 24 March at the WTC Malmö and gathered more than 30 Swedish and Danish Buyers and Italian Producers.

In order to realise the established goals, tastings and face-to-face meetings with representatives from the HO.RE.CA. sector, wholesalers, delicatessen, food bloggers and private importers took place. Dinners and lunch were organized where people had time to share experiences while strengthening cross-cultural understanding.

To facilitate internationalization process, being part of a global mechanism for networking matters. The WTC Milan could rely on the highly professional team of the WTC Malmö. As an example among others, through its network of tenants, the WTC Malmö has successfully concluded a meeting between a Swedish Entrepreneur and an Italian Supplier of Coffee Pods and Machines. This contact has great chance to lead to a promising business relationship between the two Parties.

The project was part of a wider Program set up by the WTC Milan to help Italian SME's in exporting their products abroad.

The WTC Milan is currently considering other locations for its next Trade Mission.

Please do not hesitate to contact us to suggest new possible destinations and partnerships (e-mail: marketing@wtcitaly.com)

To get more details on Italian Companies which took part of this trade mission, you can visit their websites:

Chico Mendes/Calabria Solidale

This cooperative company offers a wide range of products such as jam, coffee, sun dried tomatoes, pickled vegetables and olive oil (even organic). It puts great emphasis on ethic and fair trade.

www.calabriasolidale.chicomendes.it

Taberna Imperiale

The company provides products from all the Italian regions, with the greatest focus on cheese, meats and cold cuts.

www.tabernaimperiale.it

Oleificio San Giuliano

From Sardinia, this company mainly produces olive oil - ecological, fruity and classic - as well as pesto, vinegar, sun dried tomatoes, pickled vegetables and olives.

www.sangiuliano.it

