



Big success for Convivium Taste Itineraries

Rome, July 2015 - On July 15th and 16th WTC Milan representatives Mrs. **Barbara Masella** and Mr. **Carlo Casti** took part in the event **Convivium in Rome** with some food & wine producers.

During the two meeting days a delegation of buyers from Poland led by Mrs. **Danuta Kubasik**, President of WTC Poznan, met 24 Italian selected food & beverage producers and distributors.

The b2b meetings were organised as a taste itinerary divided in different moments of interaction, from the rich breakfast, to the typical “aperitivo” until the traditional lunch prepared with the products offered by the Italian companies.

The event was organized by the company **Vic&Co** and **WTC Milan**, in cooperation with **WTC Poznan** and **Confimpresa** (Italian confederation small/medium enterprises and craftsmanship activities).

This b2b format with small, focused groups of producers and buyers was successful. WTC Milan and Vic&Co. are working to repeat it with the same formula in other Italian cities and in other countries.

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