

**Promotional schedule**  
**events 2012 Consortia for internationalization**  
**Romagna Alimentare and Bioexport Emilia-Romagna**

**Project IBERIAN PENINSULA 2012**

Participation in Alimentaria Barcelona, 26/29 March and follow up Spain/Portugal project 2011 .

*The project includes the participation of Romagna Alimentare in Alimentaria Barcelona, a top event among world food fairs both for visitors and exhibitors. The fair has taken place, already for two editions- in the new location of Gran Via, we are scheduled to exhibit in hall 2 – international pavilion – nearby the Italian collective booths. The companies which already are introduced into the Spanish and Portuguese markets will be present together with those companies which are going to show new products. The Consortium stand will also be a reference point for all those operators of ours who want to meet buyers and potential clients. Alimentaria will also represent the occasion to deepen all those contacts started in 2011 with buyers from Spain and Portugal met in Ravenna at Holiday Inn in October 2011.*

**Project INTERNATIONAL VITRINES IN ITALY**

Participation in Cibus Parma, 7/10 May 2012

Participation in Sana Bologne, 9/12 September 2012

*The project includes two participations in the main international vitrines in Italy: Cibus Parma dedicated mainly to the conventional section and Sana Bologne as far as the organic sector is concerned. We can state that these fairs are the two most important international moments in Italy, two fundamental shows to promote the Consortia, their structure, the member companies and their products. As to Cibus, the 2012 edition represents the 16th participation in Parma beside the three special editions of Cibus Europe, Cibus Brasil and Cibus Moscow. As to the organic world, Sana is the only one event in Italy which may compete with Biofach in Nuremberg: member companies of Bioexport do believe in the fair and support it from its very beginning considering it not only a specialized show but also an opportunity given to PMI to meet also final clients and consumers.*

**Project “ EC AND EXTRA- EC HORIZONS”**

A wide project which includes:Germany 2012 with two interventions

\*Biofach Nuremberg, 15/18 February 2012

\*Gusto Italia Cologne, 24/26 June 2012 ( meant also as a follow up of the successful participation in Anuga 2011)

*We consider these two interventions particularly significant and important especially in an economic moment in which, in spite of all, Germany represents an increasing market, attentive and punctual towards the Made in Italy products. As to the organic section, Biofach represents a compulsory commitment being the main reference fair for the sector with its 45.000 professional visitors.*

*As to the conventional section, ROMAGNA ALIMENTARE will be present for the first time at Gusto Italia which will take place in Cologne from 24th to 26th June 2012. The event has been included into the promotional schedule 2012 as a follow up of the gala dinner in Cologne on October 8th 2011 and as a consequence of the great success of Anuga 2011. Gusto Italia is a fair reserved only to Italian food & beverage companies and has been introduced as an event visited by operators coming from German speaking countries – Germany, Austria and Switzerland – beside Holland, Belgium and Luxemburg. Waited potential partners: big distribution, wholesalers and importers, Horeca.*

**\*Deliziando ( Region Emilia-Romagna):** specific project our Consortia have joined for 2012 with the main aim to penetrate Scandinavian and UK markets through agreements with top level hotel chains: Scandic and Melia

**\*BRICST countries:** the general project “EC and Extra EC horizons” will include all promotional actions planned for a three-year-period towards BRICST countries ( with particular regard to Brasil, Russia, South Africa and Turkey) beside other strategic areas where we are currently concentrating market studies, promotional interventions, tastings and- where possible – international fairs: Switzerland, Canada, USA, the Balkans, France.

**Other interventions of territorial marketing and promotion campaign for the brands:  
Romagna Alimentare and Bioexport**

**After the successful events of the previous years**, we do believe that it is important to promote the brands of our Consortia also locally in order to make perfectly clear the aims of our job, the services and the facilities offered to PMI for their internazionalization. So many times we have stressed the importance to be prepared for selling abroad, an effort that all our companies must make if they want to export and be competitive. Our Consortia are in the position to help the member companies every time to face difficulties and overcome obstacles which for a single small company can even represent a barrier for increasing. We are collecting the best results of our commitmet right now, after many years of hard work, not strangely in a particular economic period which has actually found our companies much more prepared in comparison with bigger realities or food corporate bodies.

**Scheduled events: Naturalexpo, Forlì 24/26 February – Giovinbacco Ravenna November 2012 and other events especially linked with the candidature of Ravenna to Culture Capital City.**