THE ONLY MAGAZINE DEDICATED TO ITALIAN FOOD IN THE GULF REGION

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SOON IN DUBAI

"Project realized with the contribution of the Fondo Intercamerale di Intervento di Unioncamere"

Facebook: Italian Industry & Commerce Office in the UAE
We’re now very close from the opening of Expo Milano 2015. On the international front, the goal of 145 official participants has been exceeded and the work on site is progressing according to schedule. We’re also speeding up on the content front. We want to offer the over 20 million visitors that we are expecting a high-quality experience, in which the wealth and variety of content in the pavilions is perfectly complemented by the innovative tools made available by the countries and by our technology partners.

We aim to make Expo Milano 2015 a Digital Smart City; a model of hi-tech and sustainable urban development, which can be applied to different contexts and be adapted to local needs. We are also organising a program of cultural events and entertainment that will take place at the exhibition site during the day (Expo by day) and at night (Expo by night) to make visits completely fulfilling and engaging.

We are convinced that promoting our country and Expo Milano 2015 in the main international tourist markets must go hand in hand. Thanks to ‘Made in Italy’ and the quality of Italian agri-food products, design projects and high fashion, our country itself has a strong appeal throughout the world; not to mention the extraordinary heritage of history, art and culture that every corner of Italy can boast. The experience we are preparing for visitors to the universal exposition will take account of and promote all of this. Expo Milano 2015 will be our calling card. Bringing hundreds of countries and millions of people together around a single theme is a fascinating challenge for the world of tourism. This is the feeling I have had when talking with the major players in the sector during international trade fairs - from WTM in London to ITB in Berlin - which we have attended together with the ENIT network.

In other words, it is the multi-sensory experience derived from the perfect combination of these elements that moves the operators first and then, people from every part of the world, inspiring them to buy a ticket to visit the 2015 Expo.

Food, innovation and sustainability are the main lines along which this multi-faceted project is being developed. The area of more than one million square metres that will house the country pavilions will become a technologically advanced ‘citadel’, which is attentive to the use of energy, in which food plays a central role, as the theme that drives the visitor experience. Expo Milano 2015 is designed to be a platform for dialogue and debate among the countries.

Piero Galli, General Manager, Event Management Division of Expo Milano 2015

EXPO Milano 2015:
Feeding the planet and energy for life

Some folks go to great lengths to sample authentic coastal Italian cuisine. Who can blame them? No one can resist a homemade tomato base spread over crisp, oven-baked bread topped with aromatic basil leaves and a splash of Italian charm. Fortunately, you don’t have to go as far.

Positano is now open at the JW Marriott Marquis Dubai.
Food is one of the milestones of the Italian exports worldwide. The United Arab Emirates (UAE) makes no difference and is highly attracted by Italian products and tastes. This is shown by the continually positive trend of Italian Food export registered over the last years. An analysis of the Italian food export towards the UAE in the first ten months of the 2014 shows a comprehensively positive trend. From January until October, Italy underwent an increase in Food export of about 7%, thus confirming the appeal that the Italian edible products, including beverages, can exercise on foreign markets.

As shown by the below table, among the top 15 products exported by value, the first one is Cocoa, chocolate and sugar confectionery with over 28 million Euros and an increase of 23.8% if compared to the same 2013 time-span. At the second place Other products coming from the processing and preserving of fruit and vegetables with nearly 16 million Euros.

Top 15 Food Products exported in the UAE January-October 2014 by value (in €)

<table>
<thead>
<tr>
<th>Products SH4</th>
<th>EXP2013</th>
<th>EXP2014</th>
<th>Variation %</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA1082- Cocoa, chocolate and sugar confectionery</td>
<td>22,904,506</td>
<td>28,367,240</td>
<td>+23.8</td>
</tr>
<tr>
<td>CA1039- Other products coming from the processing and preserving of fruit and vegetables</td>
<td>12,742,342</td>
<td>15,874,088</td>
<td>+24.5</td>
</tr>
<tr>
<td>AA0124- Apples, pears, quinces and stone fruit</td>
<td>6,489,190</td>
<td>13,413,335</td>
<td>+106.7</td>
</tr>
<tr>
<td>CA1072- Rusks and biscuits; preserved pastry goods and cakes</td>
<td>1,026,465</td>
<td>11,375,032</td>
<td>+4.1</td>
</tr>
<tr>
<td>CA1051- Milk and dairy products</td>
<td>6,669,328</td>
<td>8,736,229</td>
<td>+30.9</td>
</tr>
<tr>
<td>CA1102- Wine of fresh grapes</td>
<td>5,868,113</td>
<td>8,052,605</td>
<td>+37.2</td>
</tr>
<tr>
<td>CA1107- Soft drinks; mineral waters and other bottled waters</td>
<td>5,313,575</td>
<td>7,117,928</td>
<td>+33.9</td>
</tr>
<tr>
<td>CA1083- Tea and Coffee</td>
<td>5,375,389</td>
<td>6,805,761</td>
<td>+26.6</td>
</tr>
<tr>
<td>CA1073- Pasta, noodles, couscous and similar farinaceous products</td>
<td>7,663,387</td>
<td>5,803,696</td>
<td>-24.2</td>
</tr>
<tr>
<td>AA0125- Other trees, bush fruits and nuts</td>
<td>4,715,169</td>
<td>5,219,378</td>
<td>+10.6</td>
</tr>
<tr>
<td>AA0121- Grapes</td>
<td>5,177,198</td>
<td>5,057,199</td>
<td>-2.3</td>
</tr>
<tr>
<td>CA1085- Prepared meals and dishes</td>
<td>5,017,848</td>
<td>4,960,706</td>
<td>-1.1</td>
</tr>
<tr>
<td>CA1089- Other food products n.e.c.</td>
<td>1,513,450</td>
<td>4,276,169</td>
<td>+182.5</td>
</tr>
<tr>
<td>CA1041- Oils and fats</td>
<td>2,499,051</td>
<td>3,573,435</td>
<td>+42.9</td>
</tr>
</tbody>
</table>

**REINFORCING THE MADE IN ITALY F&B PRESENCE IN THE GULF**

The Italian Industry & Commerce Office in the UAE aims for the 2015 at the promotion of the Made in Italy “Food and Beverage”, implementing an important project consisting in the selection of 35 companies belonging to the food industry.

**The selected companies will be provided with:**

- a dedicated agent with a representative staff on site, to show and promote Products and Companies to Distributors, Buyers, Operators in the UAE, Saudi Arabia and Oman.
- a Representative operations office, made available by the IICUAE in the prestigious building 48 Burj Gate “Burj Italia”, located in the very central Down Town in Sheikh Zayed Road in Dubai.
- The organization of two days dedicated to the exhibition of the companies’ products in Dubai through direct meetings with already interested Distributors, Buyers, Operators, coming from the UAE, Saudi Arabia and Oman.
- A UAE address and telephone number (Commercial Office) to offer additional guarantee and professionalism to local Distributors, Buyers, Operators.
- Possibility to contact the dedicated Agent anytime through mail, telephone or skype for the management of negotiations on site.
- Logistical support from the IICUAE.

A CONCRETE and LONG-LASTING project aiming, as a primary goal, at the market penetration for the selected Italian companies.

Info: www.italianfoodandbeverageindubai.com
How Italy can strengthen extra-EU exports

FreshPlaza has spoken to the Minister for Agricultural Policy Maurizio Martina prior to the Fruit Logistica in Berlin.

FreshPlaza (FP) - We are among the first producer countries in Europe, though we presented less applications for the EU funds made available after the Russian ban than others. Is this a bureaucracy problem? If so, how can we solve it?

Maurizio Martina (MM) - Italy used almost a quarter of Community aid for the sector - 23% of the total - between September 30 and December 31. Spain was the only one that used more, and mostly for citrus fruit, 32,972 tons of produce was withdrawn from the market (mostly apples, pears, plums and citrus fruit), which corresponded to €11.98 million of Community aid. I do feel that the new criteria for appointing funds is unacceptable.

FP - What will the Mipaaf do to support the sector?

MM - The EU is working on free trade agreements with the US, Japan, Singapore, Vietnam, India, Ecuador, Chile, South Africa, Moldova and Georgia. We finally reached an agreement with Japan as regards blood oranges and with the US as regards apples and pears. In addition, we also negotiated the export of kiwis to South Korea. We are currently negotiating with India for rice, China for citrus fruit, tobacco, rice, rice vine material and wheat. Turkey and Kenya for ornamental plants, Mexico and South Africa for kiwis and apples, Vietnam for seeds and Canada for table grapes.

FP - As regards export market diversification, with which markets are we negotiating free trade agreements?

MM - The EU is working on free trade agreements with the US, Japan, Singapore, Vietnam, India, Ecuador, Chile, South Africa, Moldova and Georgia. We finally reached an agreement with Japan as regards blood oranges and with the US as regards apples and pears. In addition, we also negotiated the export of kiwis to South Korea.

FP - There are only three months to go before EXPO 2015. How are things going?

MM - Over 20 halls are currently being finished - 3,500 people worked even during the Christmas holidays. €1 billion investments came from abroad and over 1,000 Italian companies took part.

The objective is the creation of an ideal platform to talk about food safety - how to guarantee enough healthy and safe food for a world population that will count 9 billion people in 2050.

By late February, we will already have a first version of the “Carta di Milano” (Milan Charter) - a commitment made by citizens, institutions, companies, associations and the entire international organisation system. We will work with 500 experts on four main issues: sustainable development; food culture; agriculture, food and health for a sustainable future and the future of a smart and slow city.

Interview with:
Rosario Scarpato
Director of the Italian Cuisine World Summit

Caro Rosario, how did you organize the Dubai 2nd edition of the Italian Cuisine World Summit?

Dubai is poised to be soon universally recognized as a World Food Capital. Italy, with its cuisine and its exceptional ingredients, is one of 2 or 3 real world culinary superpowers. So, the union between Italian Cuisine and Dubai is a kind of natural, unavoidable one. I’d say, That’s why we decided to move the Summit from Hong Kong to Dubai, which is already a vibrant financial reality, the crossroad of millions of people, and rightly it has been described the place where the future is at home. And the association Dubai (an in general the UAE) – Italy is even more obvious if you add the fact that today Italian cuisine is a global brand, representing quality, refinement and culture, while Dubai is the epicenter of a cosmopolitan appreciation of the small and big luxury pleasures of life.

How did you manage to get so many Chef in Dubai and to involve so many restaurants?

Today everybody knows that without the support of these fundamental professional figures the future of Made in Italy food and wine would be very gloomy. But the Summit was possible also because both, the management of the restaurants inside hotels and freestanding, understood the marketing added value of a collective initiative such ours. And there were no “patriotic” considerations that generated the decision of the restaurants. In fact their decision makers are not even Italians. The Summit, in this sense, is quite unique, no other countries than Italy promote events like this, no other countries, except Dubai and the UAE host it. In regards to the many Italian Guest Chefs who came, let me say that I believe they accepted our invitation because by now they know what we do. And we have been doing this for long time. The secret of the Summit is its win-win status: all the stakeholders, including the guest Master Chefs get a benefit from their participation. When the Summit was hosted in Hong Kong many of our Guest Chefs ended up working there or getting consulting contracts.

The most successful event?

There so many events and I have been satisfied with all of them, particularly the nights that went very well in the single restaurants. We have been very specially proud of one part of the Summit, though. The educational part, that is the first course of proficiency in Italian professional cooking and the Cooking Master Classes we hosted at the Emirates Academy of Hospitality Management. No one organized something like that before of such a magnitude. We had 2 different Michelin star chefs teaching every day, for 15 days. Not even in Italy you can have something like that. The educational part has less glamour but to us is the most important one. Only educating professionals and food lovers Italian cuisine and products may have a bright future abroad.

Did the result of the Summit match with your previous expectations?

We are very satisfied with the results and ready to accept the challenge of the next edition of the Summit, which will still be in Dubai but with many exciting novelties.
The event took place the 12 of December at 'The Palace Hotel' in Dubai, at the presence of H.E. Giovanni Favilli, Consul General of Italy in Dubai, during the Gala Dinner of the Italian Festival Weeks 2014, a month long calendar of events organized by the Italian Industry & Commerce Office in the United Arab Emirates, appointed by UNIONCAMERE and ISNART to select Italian restaurants in the UAE that can obtain the prestigious recognition of “Ospitalità Italiana”, an award that recognizes the authenticity of the Italian restaurants worldwide.

The restaurant awarded: Alta Badia Restaurant - Jumeirah Emirates Tower, Don Alfonso 1890, L’Olivo Ristorante, Lounge Café Italiano, Nais Kitchen, Pax.

Our Chamber has been appointed by UNIONCAMERE and ISNART to select Italian restaurants in the UAE that can obtain the prestigious recognition of “Ospitalità Italiana”. This is an award that recognizes the authenticity of the Italian restaurants worldwide. The candidates need to apply to a strict list of criteria. A representative of our Chamber is in charge of conducting inspection visits to the restaurants and collecting relevant material that could prove the genuineness of their products, decorations, working experience of the Chef, etc. The final list of the candidates will be sent at the end of June to a special committee in Italy that will carry on the evaluation and eventually select the winning restaurants.

The project “OSPITALITÀ ITALIANA, ITALIAN RESTAURANTS IN THE WORLD” is addressed to all the Italian restaurants abroad that ensure compliance with quality standards typical of Italian hospitality.

**The aims of the project are:**

- to develop and promote the traditions of Italian food products and upgrade the culture of Italian food and wine;
- to enhance the image of Italian restaurants abroad that guarantee respect of the quality standards of Italian hospitality;
- to create an international network, providing for the realisation of promotional events of Italian productive excellence.

The guideline requirements are valid all over the world and consist in following specific rules regarding these 10 points:

1. Identity and Italian Distinctiveness
2. Reception
3. Mise en Place of the dishes
4. Kitchen
5. Menu
6. Gourmet Offer
7. Wine List
8. Extra Virgin Olive Oil
9. Experience and Competence
10. PDO and PGI Product

**There are several steps in order to obtain the certification:**

- **Candidates:** the interested restaurants become candidates by sending to the Italian Chamber the application form for participation in the initiative, completed and signed.
- **Admission and visit:** subject to formal checking of application documents, The Chamber effectuates the visits to the restaurant candidates. During the visit, the evaluation checklist is completed, accompanied with photographic back-up, files and statements.
- **Certification:** the candidates are considered by the Evaluation Committee, based on prior determination of compliance with requisites for the certification.
- **Information:** the candidate restaurants are notified of the outcome of the assessment by the Evaluation Committee. In the communication, areas for improvement are explicitly set forth in a personalised manner.
- **Promotion:** in the start-up phase of the initiative, on the occasion of awarding certificates to restaurants, with the related delivery of the certificates, window stickers and plaques, the Chamber will organise a press conference/launch event with the participation of local and national journalists. At the same event, the restaurants will enjoy further promotional activities, such as: a press conference in Italy for the launch of the initiative by video-conference with the principal cities of the continent, press conferences abroad to launch the initiative, internet publishing, mobile phone applications and on social networks, admission to the award-giving event of the “Italian Hospitality, Italian Restaurants in the World” that awards a prize to the structures most voted by customers.

For further information on the Ospitalità Italiana project and Award, please contact our office at: tranalyist@iicuae.com.

**WHO WOULD LIKE TO BE NEXT??**

We are waiting for new restaurants to enroll in Ospitalità Italiana! 
## Ospitalità’ Italiana:

The certified Italian restaurants

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Fresco</td>
<td>Crowne Plaza, Sheikh Zayed Road</td>
</tr>
<tr>
<td>Casa Mia</td>
<td>Le Méridien, Dubai Marina, Garhoud</td>
</tr>
<tr>
<td>Certo</td>
<td>Radisson Blu Hotel, Dubai Media City</td>
</tr>
<tr>
<td>Rocco</td>
<td>Sofitel Dubai Jumeirah Beach, Dubai Marina</td>
</tr>
<tr>
<td>Postiano</td>
<td>Atlantis The Palm, Jumeirah Beach Road</td>
</tr>
<tr>
<td>Cavalli Club</td>
<td>JW Marriott Marquis, Dubai</td>
</tr>
<tr>
<td>Aidente</td>
<td>Byblos Hotel, Khaled Al Tawfiq, Dubai</td>
</tr>
<tr>
<td>Positano</td>
<td>Amwaj Rotana, Dubai Marina</td>
</tr>
<tr>
<td>Prego's</td>
<td>Hotel Jumeirah, Jumeirah Beach</td>
</tr>
<tr>
<td>Cucina Mia</td>
<td>JW Marriott Dubai, Jumeirah Beach</td>
</tr>
<tr>
<td>Stefano's</td>
<td>Radisson Blu Hotel, Dubai Media City</td>
</tr>
<tr>
<td>Certo</td>
<td>Radisson Blu Hotel, Dubai Media City</td>
</tr>
<tr>
<td>Al Fresco</td>
<td>Crowne Plaza, Sheikh Zayed Road</td>
</tr>
<tr>
<td>Frankie's Italian Bar &amp; Grill</td>
<td>Le Royal Meridien Hotel, Dubai Marina</td>
</tr>
<tr>
<td>Nais Kitchen</td>
<td>Nais Kitchen, Jumeirah Lakes Towers, Dubai</td>
</tr>
<tr>
<td>Alfa Badia</td>
<td>Jumeirah Emirates Towers, Dubai</td>
</tr>
<tr>
<td>Amatic</td>
<td>Le Royal Meridien Hotel, Sheikh Khalifa Street</td>
</tr>
<tr>
<td>Amici</td>
<td>Yas Viceroy, Al Habtoor, Yas Island</td>
</tr>
<tr>
<td>Frankie’s Italian Bar &amp; Grill</td>
<td>Le Royal Meridien Hotel, Dubai Marina</td>
</tr>
<tr>
<td>Bocca</td>
<td>Hilton Dubai Jumeirah, Al Jumeirah</td>
</tr>
<tr>
<td>Filini</td>
<td>Radisson Blu Hotel, Khaled Al Tawfiq, Dubai</td>
</tr>
<tr>
<td>Al Fresco</td>
<td>Crowne Plaza, Sheikh Zayed Road</td>
</tr>
<tr>
<td>Al Fresco</td>
<td>Crowne Plaza, Sheikh Zayed Road</td>
</tr>
<tr>
<td>Amatic</td>
<td>Le Royal Meridien Hotel, Sheikh Khalifa Street</td>
</tr>
<tr>
<td>Amici</td>
<td>Yas Viceroy, Al Habtoor, Yas Island</td>
</tr>
</tbody>
</table>

### Certification Under Process

- Ossigeno, Le Royal Meridien Beach Resort & Spa, Dubai
- Kitchen 45, Grosvenor House, Embassy House, Dubai
- Signor Pomidor, Metropolitan Tower, Business Bay, Dubai

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### IICUA & Juventus Club DOC Dubai Restaurants

These restaurants have recognized the work of our Association in promoting Italian quality food in the UAE. For this reason they have decided to become Chamber members in order to help us growing and reaching our goals. A common denominator comes along with these restaurants, an incredible sense of respect of the quality standards and of the atmosphere that has made the Italian cuisine loved in every corner of the world. Stated this, each one has its own tasty offer that can satisfy any kind of appetite! So let’s love Italian food!

#### Not to forget

- These restaurants offer a 20% discount to the members of the Italian Chamber of Commerce in the UAE and the Juventus Club DOC Dubai.
- The restaurants declared to respect the following conditions: Keeping the staff aware about the discount, the discount will apply on the total bill, the discounts will be applied in all their outlets if any.
- Please note that showing the below cards is mandatory.

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![Cards](image-url)
Gulfood: The world’s biggest annual food & hospitality show.

Established over 25 years, Gulfood has a well-deserved reputation amongst exporters for delivering spectacular return on investment. For the exporter seeking new sales from the Middle East, Africa and South Asia, Gulfood provides a trade and sourcing platform without equal, where international flavours find world-class business. Benefit from the region’s premier knowledge exchange from education, training, competitions & live events. Gulfood strives to inspire and inform.

Dubai, the trading hub of the Middle East

UAE’s imports totaled US $3.6 billion in 2010 and are estimated to rise to US $5.5 billion in 2015. The majority of this is traded through Dubai. UAE’s ports account for a 61% majority of trade volume among the GCC countries. UAE’s ports account for a 61% majority of trade volume among the GCC countries. Visits to Gulfood by heads of state, ministers and government officials from more than 21 countries around the world – the largest contingent to date - signify the global reach and stature of the show. Announcements of a number of bi-lateral trade agreements were made during the event, with more expected during the course of the year.

Gulfood is your unrivalled opportunity to source and select from an incredible global product showcase. A warm welcome awaits you at this buzzing event, where you will network with thousands of industry peers and people passionate about driving the market forward. Take time to review the latest trends and innovations of the food & drink sectors, foodservice & hospitality equipment, as well as the restaurant & cafe industry.

The world’s biggest annual food & hospitality show will be the biggest ever with more exhibits, products and the biggest brands, almost 5,000 exhibitors, the biggest European showcase ever, the largest South American participation and new country pavilions.
A superb banquet of three courses will be presented over the Festival including: Gourmet Abu Dhabi, Emirati Kitchen, Street Feast.

This ‘lifestyle gastronomic extravaganza’ features a star-studded cast of Michelin-star chefs and special guests, master classes, industry insights from hospitality experts, and gourmet dinners hosted by a range of the UAE capital’s top hotels.

Gourmet Abu Dhabi is a lifestyle gastronomic extravaganza that marries culture and cuisine impeccably, reflecting Abu Dhabi’s advanced modernisation, while celebrating the emirate’s engaging culture and its rich Arabian heritage. This is an event for those with a passion for fine food from those with a refined passion for hospitality. Gourmet Abu Dhabi launched in 2009 with the dual aim of raising F&B standards within the emirate and promoting Emirati hospitality traditions. This year promises to be the best yet.

Emirati Kitchen, which is being held from February 5th-7th at the East Plaza, Abu Dhabi Corniche, will provide a forum to celebrate authentic local dishes and encourage the community to come together through their appreciation of fine food. Some of the country’s most noted chefs will make appearances, demonstrating how to make traditional Emirati dishes and recipes, and offering visitors a true taste of Emirati culture.

**Let’s Do Brunch**

Fest on traditional homemade pizza, pasta and other delicacies alongside some Asian wonders.

Book your table at AED 229* including Bubbly and selected house beverages or go for the other option of AED 395* including softdrinks, unlimited beverages and Champagne from 12:00pm - 4:00pm

For reservations: +971 2 443 9999

*Prices are subject to 10% service charge and 4% tourism fee.

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**NEWS FROM UAE**

Interview with:

Mr. Girar Vouyoukas
Group Vice President, Fresh Express LLC.

1) What Italian foods do you currently sell?

We import a range of Italian cheeses, wonderful fresh salad leaves, seasonal vegetables and beautiful seafood from many parts of Italy.

We carry some very well-known Italian brands that are hero products for many Italian chefs including Barbara Olive Oil and Giuseppe Giusti Balsamic Vinegar.

Our wheels of Parmigiano-Reggiano and Grana Padano are always in demand, Italian chefs are always excited to see our range which is kept in our purpose built oak ageing-room and dairy fridges in our warehouse facility.

Sourcing is hugely important to me and I travel all over the world to find exciting products to bring to the region, Italy being one of my favourite places to travel to!

2) Do you have any new Italian products coming in 2015?

We have just announced that we are now the distributors for Baci Perugina, a legendary Italian chocolate.

Baci chocolates were inspired by the passion of young love, “Bacio”, is the Italian word for kiss; and each Baci is wrapped with a love note.

Baci are exclusively produced in Perugia, Italy and the recipe remains unchanged since 1922: a whole hazelnut covered with gianduia (a luscious blend of chocolate, hazelnut cream), chopped hazelnuts and silky dark chocolate.

3) What is your favourite Italian Dish?

Parmigiana di Melanzane from Sicily where the Violet Aubergines are sweet and seedless!

And you can’t get better than a Spaghetti Vongole with beautiful fresh clams.

Fresh Express distribute a wonderful Apulian Burrata from a company called Delicioza.

Burrata is a favourite Italian delicacy of many UAE diners and Delicioza certainly has become a hit with chef’s here!

4) Do you work with Italian Restaurants in the UAE?

Yes, we work with all of them here and in the Northern Emirates.

Italian chefs order from us authentic and gourmet quality olive oil, balsamic vinegars, specific Italian cheeses and Italian White Truffles when in season.
Calabria: Nature, Culture and Food

Calabria is situated in the south of Italy – lapped by the crystal blue Ionian and Tyrrhenian Seas. The territory has often been associated with the origin of the name “Italy” itself, because in ancient times, Italy, indicated only the southern part of the Nation (that is Calabria), inhabited by the so-called Itali, following the Greek colonization. Thus, Calabria is considered the cradle of Magna Graecia and a land of ancient settlement of peoples and cultures. The strategic position and cultural heritage, as well as the warm climate, the beautiful colors of the sea, rocky coasts that alternate with sandy beaches, a nature that is wild and mysterious at the same time, the strong and genuine flavors of local food and the unique craft tradition, make Calabria an exclusive place that tourists can enjoy throughout the year. In other words, the land is an important destination especially for those who want to immerse themselves in a dynamic and stimulating environment characterized by a variety of elements that combine the presence of culture, tourism and technological innovation.

Agriculture and Food industry

Agricultural activity involves the greatest part of the territory, and it is considered a richness. There is a long list of Calabrian products that have been awarded the PDO (Protected Designation of Original) and PGI (Protected Geographical Indication).

We can start by taking into account the alcoholic and soft drinks that include amaro olie erbe (herb-flavoured bitters), liqueurs made from inseed, liqueur, citrus fruit (lemon, bergamot and citron), and wild fennel, fragolio with strawberries, a coffee drink and a lemon frizzy (lemon, bergamot and citron), Stilaro-Allaro valley, and strazzella silana.

As for wines, the list of DOC (Controlled Origin Denomination) and IGT (Regional Geographical Indication) wines is very long. Let us mention just some examples such as Savuto (Catanzaro area – from Gaglioppo, black Greco and Sangiovese vines), Scavigna and Valdamato. In Cosenza area there is Donnici, from black Manolitico, black and white Greco vines. From Crotone comes the well-known Ciro, considered since ancient times, to have therapeutic qualities. This is just a non-exhaustive list of excellent wines produced in this magic territory.

Moreover, as for the land products, there is fresh fruit with designation origin including mountain apple varieties (junciace, coccia, limoncello), figs from Cosenza area, the prickly pear, oranges from Villa San Giovanni (RC), the late-maturing “blond” oranges from Tropea, the chilli pepper and liquorice from Rossano.

Tropea, the chilli pepper and liquorice from Rossano.

Furthermore the bergamot tree, having very ancient and therefore unknown origin, grows exclusively in the Ionian province of Reggio Calabria, between Villa San Giovanni and Monasterace. The components derived from bergamot are exploited not only to produce the famous essential oil, recognized with the PDO seal of approval, so as cosmetics and perfumes, but they are also used in the pharmaceutical industry in antiseptics and antibacterial products as well as in gastronomy for the preparation of some typical dishes.

In conclusion, for the extraordinary range of unique agro-food products that are used to create traditional dishes but also innovative recipes thanks to special chefs of international reputation, or on the contrary, products normally tasted in simply way, Calabria Region has become a treasure to be gradually discovered and preserved.

Expo 2015: an international opportunity for Calabria

Calabria will participate at Expo 2015, both as a single position and also an active process, among a large number of people and countries that will meet there and discuss around the common theme of Feeding the Planet, Energy for Life. Expo will be set in Milan, open from May 1st to October 31st, 2015 and it will host 145 countries.

Since the main theme is Feeding the Planet, Calabria aims to represent the value of its agro-food tradition, by including it in a naturalistic and cultural heritage, thus becoming a unique territory. This choice has been made focusing on the awareness that the Region is mainly based on food and Agricultural Industry. The “Mediterranean diet”, that is the best example of excellent and balanced feeding, is based on the typical products of the territory closely related to the cultural and natural resources of the land through which creates an everlasting and universal bond.

Finally, we can definitely affirm that, during the Universal Exposition, Calabria would mainly endorse the agro-food system, that is unique, rich of history and traditions coming from the different peoples that inhabited the territory throughout the ages. Consequently, it is necessary to make the regional resources (human, natural, cultural and economic) available to recover the value of nutrition, its origins, its hedonistic and healthy role, sources of physical and mental richness.

Sprint Calabria – Regione Calabria

Silvia Tropea

Expo 2015 is a non-commercial Universal Exposition and also an active process, among a large number of people and countries that will meet there and discuss around the common theme of Feeding the Planet, Energy for Life. Expo will be set in Milan, open from May 1st to October 31st, 2015 and it will host 145 countries.

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Having selected Milan as the city to host the Universal Exhibition, Italy also chose Feeding the Planet, Energy for Life as its central theme. Expo Milano 2015 will talk about the problems of nutrition and the resources of our planet. The idea is to open up a dialogue between international players to exchange views on these major challenges which are relevant to everyone.

Every aspect of Expo Milano 2015 revolves around the Feeding the Planet, Energy for Life theme; from its exhibition site to its sub-themes, from its Clusters, to its participants and their architecture. The main purpose of this Universal Exhibition is to stimulate major debate on nutrition and food, comparing all aspects of the theme. The final outcome of the discussion is that visitors and participants engage in questions as to how our actions today will impact the next generation.

An opportunity for companies, Expo Milano 2015 places great value on all those businesses wishing to invest in food products that are healthy and have a guaranteed level of quality. How? By offering partner companies the unique opportunity of increasing their visibility and promoting their products to the public.

The Clusters play an important role at the event, offering an innovative way for countries without their own pavilion, to participate in the exhibition. In a shared concept, under a theme that each country has its own, individual space for presenting its particular characteristics along with a public area which is shared with other countries. This public area is the most innovative part of the exhibition, offering refreshments, commercial activities, events and exhibitions, all brought together in a highly original way.

Expo Milano 2015 seeks to involve participants and visitors in actively finding innovative solutions through discussion and an exchange of ideas and opinions. The central theme Feeding the Planet, Energy for Life involves five main Themed Routes that connect the spaces within the exhibition site. Each of these Thematic Routes offer different interpretations of the Expo Milano 2015 central theme and can be tailored according to visitors’ interests.

The story of man, stories of food

The story of mankind is a key theme within the exposition comprising art, livelihoods, human settlement and commerce, as well as references to exploration and the degrading aspects of colonization, all reflected in the account of man’s evolution. It starts with a compelling view of the history of food for each of the world’s populations. It highlights the attributes of individual populations, from their agricultural and farming techniques, to how foods have changed and are changed over time.

Feast and famine: a contemporary paradox

Today’s paradox is that half of the world is facing food deprivation, with many dying from malnutrition after living in impoverished conditions with no access to drinkable water, while the other half of the world is dealing with physical and physiological diseases due to too much food and being overweight. The exhibition asks the question whether it is possible to solve this paradox through science, education, prevention, international cooperation and social and political engineering.

The future of food

What kind of food will be eaten in the future? What will be the basis of our children’s diet? The first step in answering these questions is to increase our knowledge and understanding of the new food technologies, scientific discoveries and research that today forms the basis for improving the nutrition of tomorrow. A way to do that is by focusing on the world that pays attention to agricultural techniques and the quality of food.

Sustainable food = an equitable world

How is it possible to make humanity more sensitive to maintaining a better balance between food production and natural resources? This is one of the main focuses of Expo Milano 2015 is nutrition which will be the discussion platform for both biodiversity and traditional cultures.

Taste is knowledge

Eating is not only necessary but can be highly enjoyable for humans. Combinations of different tastes and flavors within different cultures tell their own particular story.

These themed routes offer cultural events and tastings where, beyond getting to know the individual products, visitors can learn about useful food preservation techniques and ways of cooking to help keep or change flavors.

UAE Pavilion

The UAE Pavilion is situated on one of the larger self-build plots at Expo 2015 and enjoys a prime location at the centre of the Expo site adjacent to its main axis, the Decumanus. Recognising the significance of the UAE’s contribution to World Expo, the UAE commissioned the world-renowned architectural practice Foster + Partners to design a state-of-the-art pavilion that would reflect the country’s heritage and its focus on sustainable development. Foster + Partners’ brief also required the pavilion to achieve exceptionally high standards of sustainability and be demountable so that it could be returned and rebuilt in the UAE.

Under the heading “Food for Thought”, the UAE Pavilion has embraced the Expo 2015 theme in all its exciting and challenging facets, using our own experience of living in a region where water is more important than oil and where the focus now is on alternative energy. The story reflects the values of resilience, inventiveness and hospitality that UAE acquired from our frugal but sustainable past, outlines the issues that have arisen by the UAE remaking and transforming to a thriving dynamic state, and explores the partnerships that the United Arab Emirates are forming that will harness creativity and innovation to address the challenges of the future. And so, although the central theme of Expo 2015 is nutrition, and human nutrition first and foremost, it also requires participants to focus on nurturing the environment in which we live, the fundamental source of subsistence for all people on the planet.

The Italian Pavilion

The Italian Pavilion will concentrate on exposing the national food culture and tradition in terms of very high quality products and finished goods, Italy’s presence in this sector both in the exposition areas, along the Cardo and at Palazzo Italia, the representative building where Italian State and Government representatives will be based. Palazzo Italia will also be the location for official meetings between Italy and other participant countries. The areas reserved for European institutions, opposite Palazzo Italia and closely connected to the Cardo symbolically highlight the close relationship between Italy and the European Union.

The future of food

The Italian Pavilion will focus on the theme of nutrition as the fundamental source of subsistence for all people on the planet. The exhibition site will be designed to reflect the country’s heritage in its various aspects, using our own experience of living in a region where water is more important than oil and where the focus now is on alternative energy.

The future of food

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EVENTS IN ITALY

35th Int’l Exhibition for the Artisan production of Gelato, Pastry, Confectionery and Bakery (Sigep)

January 17-21, 2015 / Rimini, Italy
The world’s most important expo in the artisan gelato sector and a showcase for Italian confectionery. Includes Sigep Bread Cup, a challenge for the great bakery masters.
Website: www.sigep.it

Chocolate Fair
February 6 – 15, 2015 / Florence, Italy
The artisanal chocolate fair will feature speakers, chef demonstrations, chocolate themed meals, and gourmet sweets. www.fieradeli-ciocolato.it

Idenità Milano
February 8-10, 2015 / Milan, Italy
Three days, three halls and many different themes that will involve dozens and dozens of speakers from Italy, Europe and the World. Goes beyond the recipe itself and pays attention to production, environmental health - being it the planet or our bodies – from social respect to a deep understanding of our history.
Website: www.idenitagliose.com

8th Olio Capitale
(Extra-Virgin Olive Oil Expo)
March 7-10, 2015 / Trieste, Italy
Top producers of extra-virgin olive oil as well as of the entire product chain from both Italy and abroad. An ideal tool providing excellent visibility for businesses in the sector, and a means for broadening their own commercial sphere of influence.
Website: www.oliocapitale.it

Taste 10
7-9 Mar 2015 / Florence, Italy
The fair dedicated to excellence in taste and food lifestyles.
Taste is the Italian fair dedicated to good eating and good living attended by the top figures in the international gastronomic and catering trade as well as an increasingly growing public of passionate foodies.

Quality Import – Export

- International Shipments
- Custom Formalities
- Free Consultancies
Every Italian region has its own street food specialties. From Piedmont to Sicily, there is a fantastic selection of Italian street foods, the most typical dishes that come from tradition and history.

Each area has its own specialities, primarily at a regional level, but also at provincial level. The differences can come from a bordering country (such as France or Austria), whether a region is close to the sea or the mountains, and economics. Italian cuisine is also seasonal with priority placed on the use of fresh produce.

REGION: CAMPANIA

Having invented one of the most popular street foods worldwide, you’d think Campania is all about pizza, but they have a lot more to offer. Like the fish soup with dried beans and squid known as brodo di polpo. Scagliuzzi which are deep fried polenta triangles to be found all over South Italy. Potato crocchè or croquettes. And Zeppole pastries that resemble doughnuts.

Despite rich arable soils and arid plains, Italy's cuisine is also seasonal with priority placed on the use of fresh produce. Having invented one of the most popular street foods worldwide, you’d think Campania is all about pizza, but they have a lot more to offer. Like the fish soup with dried beans and squid known as brodo di polpo.

5 TOP STREET FOOD

ZEPPOLE

If you’ve ever set foot in an Italian bakery or been to an Italian street fair, you’ve probably already sunk your teeth into one (or ten) of these delicious fried morsels. Zeppole—essentially deep-fried balls of dough—are said to have originated in Naples, but you can find them on street corners across the entire country. Nowadays, zeppole can come filled with jelly, custard, pastry cream and even chocolate. But sometimes, nothing beats the original: straight out of the fryer, topped lightly with sugar, and tossed into a paper bag.

ARANCINE

If spleen sandwiches and skewered intestines are a little too adventurous for your tastes, we recommend the all-round delicious arancini ("little oranges" in Italian). These golden, deep-fried rice balls are crispy on the outside and creamy on the inside, filled with cheese, peas and sometimes minced chicken or beef, similar to a croquette. Though the delicacy originated in Sicily in the 10th century, it’s since grown into one of the country’s most popular street foods with “cousins” all over the country, like the supplì in Rome and the pall'e riso in Naples. Order two or three with a side of tangy arrabiata sauce, and call it a meal.

PIADINA

The piadina is one of the few vegetarian-friendly Italian street foods. A specialty of Emilia-Romagna, the dish is essentially a flatbread made of flour, olive oil, salt and water. It’s traditionallly cooked roadside on a terra-cotta plate, though modern day vendors will use metal pans or griddles. Piadina can be served alone or stuffed with anything you like—like a wrap—though it’s wise to keep it simple. Get it with some fresh mozzarella and anchovy for a simple, healthy, and cheap eat.

PANZEROTTI

Native to Puglia, the panzerotti is a stuffed, half moon-shaped pastry that’s similar to a small calzone, but with softer dough. It’s generally filled with a combination of cheeses and tomatoes, then fried until it’s crisp and slightly flaky on the outside. The result is a pillow-y, cheesy parcel that’s kind of like the Platonic ideal of a Hot Pocket. Over time, panzerotti have graduated from being strictly a street food to appearing in restaurants across the world—but we still think that nothing beats eating it off a napkin, on the street, fresh from the fryer.

One of the many reasons for which Italy is loved around the world – beyond art, culture and gorgeous landscapes – is, of course, its incomparable cuisine. Such manies very well with the jovial and convivial nature of the Italians, their love for laughing and joking over a good dish, and for toasting life with a glass of wine in hand. Sagra del manzo in forell is thanks to this fantastic union that generation after generation has passed down the tradition of countless sagre, or feasts that celebrate the typical food and beverage products of a territory. These feasts populate the entire Peninsula, above all during summertime. The warm season brings music, the delicious smells from a grill, and the perfume of a variety of wines, from the Alpine Mountains to the Island of Sicily. Add to this the charm of town centers criss-crossed with quaint streets, and small medieval villages where the crisp, fresh air mixes with the aromas that recall an ancient time and atmosphere. This is the beauty of the sagra: the discovery of Italy’s minus-cule but beautiful borgos whose streets conceal the crisp, fresh air mixes with the aromas that recall an ancient time and atmosphere. This is the beauty of the sagra: the discovery of Italy’s minus-cule but beautiful borgos whose streets conceal the secret of the feast, the happy crowd, the tastings and gatherings - that is, until the annual occasion's time has arrived.

Popular traditions and folklore are an important font of the sagra and for the towns that host them, both culturally and economically. They often give a territory its identity, and are indispensable for understanding a place’s present, via its past. In the sagra one can explore and comprehend roots and traditions by way of the local fare – typical products that can speak volumes of history and complexity through the modes in which they are made. In all of Italy, sagre that primarily show off the typical enogastronomic products of a geographical setting take place one after another, day after day, in the timeframe between spring and the beginning of fall. Some of the most famous are Mandorlo in Fiore (Almond Tree in Bloom), held in Sicily during the spring; the sagra for the truffle, the chestnut, and the mushroom, usually in autumn in several Umbrian and Tuscan locations. In Liguria, the Fish Sagre of Camogli is highly recommended. Meanwhile, Campania can boast its Gusto INtomato, a unique feast dedicated to the food products of the Amalfi Coast – obviously, this one has the double allure of both fascinating tastes and scenery. Certain other regions are especially known for their D.O.C. wines, e.g. Veneto and Campania, and thus host wine sagre such as Primavera del Prosecco (Prosecco in Spring), in addition to some that are truly “one and only,” including at Taurasi and Tufo in Avellino, and at Solopaca in Benevento. Finally, one cannot go without mentioning the Truffle from the Langhe in Piedmont: this typical white truffle is the unrivaled king of quality cuisine, and much sought after worldwide. So much so that the Fair of the Tartufo Bianco of Alba is, by now, an event of international resonance.
Dear Mr. Hamid, what is Halal Italia? How did this initiative start?

Halal Italia is an Italian Islamic certification body which operates under the supervision of the Ethical Committee for halal certification of CO.RE.I.S., the Italian Islamic Religious Community.

The certification of Italian-made products of excellence confirms they comply with Shari’ah regulations for food, cosmetics, pharmaceuticals and hospitality.

The organization was set up after a pilot project started in 2008 by The Milan Chamber of Commerce and CO.RE.I.S. which led to the first Italian halal standard for food products. In June 2010 an agreement was set up by Italy’s Foreign Affairs, Economic Development, Health and Food, Agricultural and Forestry Policies ministries as a recognition of Halal Italia innovative best practice initiatives.

What kind of services do you offer Italian companies willing to operate in the GCC countries?

We provide them with training as well as certification so they can handle our procedures and standards. Providing information is strategically important for us in addition to training; we have organized dozens of seminars and lectures in collaboration with chambers of commerce, trade associations, universities and institutions to explain the added value of halal certification in terms of commercial but also of intercultural and interreligious dialogue.

Moreover we can help companies to develop new dedicated halal product lines and to suggest an Islamic-friendly marketing approach to use in their communications. In other words we play a bridging role between Italy and Islamic world even in this difficult historical time.

Reliability, professionalism and religious sensitivity are the key factors to gain success also in the GCC market.

Do you think there is a rising awareness among Italian entrepreneurs about the importance of offering halal products to European citizens and to Islamic markets?

Of course. It reflects the heightening of a cross-cultural and interreligious sensitivity linked to the development of global contemporary societies. It’s also a very huge market with an annual growth rate of more than 15 percent in the last 7 years. It can no longer be referred to as a niche market, especially as the business world-wide generates more than 2500 billion dollars of which 100 billion only in Europe. Almost one fifth of the global food market is halal.

In Italy we register a great increase of interest among the SME but also the largest Italian companies are certifying several of their products. At the moment more than 100 companies obtained the certification by Halal Italia (www.halalitalia.org).

What about new projects from you?

We have register a growing attention in halal certified catering and hotel services in Italy also in the perspective of EXPO2015 in Milan. We have recently launched a new project “Muslim Hospitality” to help Italy’s high level hotels and restaurants to host tourists especially from Middle East and South East Asia who require Shari’ah compliant services when choosing their destinations.

I think our efforts go in the same direction of the wise vision of HH Sheikh Mohammed bin Rashid Al Maktoum about the role of halal in the projects of Dubai as Capital of Islamic Economy worldwide and Dubai Vision 2020.

Dimensione Carne srl produces products cooked and transformed of beef and lamb meat, in an excellent level, like for example, Halal beef ham, Halal beef salami, and different Halal beef cold cuts. Our company, Dimensione Carne, is a little company in Veneto territory, for the processing and transformation of meat.

We are born in the 50’s in a small village shop, a family conduction, where animals are bought in markets or directly by farmers are slaughtered and processed by hand. In this small shop reigns the idea that everything can be done and transformed maintaining however the belief that the product characteristics should not be altered because when the meat is fresh and the quality is exalted, does not need all the rest.

Last December Dimensione Carne participated at a mission in Dubai to meet companies interested in buying and selling excellent Italian meat products. All the companies that we visited in UAE defined our “Niche Products”.

We think that UAE market is really interesting for our company because it is still less attended by products similar to ours, it’s a very curious market and disposal to introduce particular and excellent products as ours. Customers are really interested in food culture and we think that they could like to be supported by a company that follow them with customer care after selling.

The feedback of our meetings is positive because all the companies we visit showed interest for us and our way of working.

At this moment we have Halal Certification on beef products but in two months we will be able to reach the lamb one too. Halal Certification has been very difficult to obtain because there are a lot of steps to go on and the company must be really organized to reach it.

Our Company has all Europe certification for food safety so it is more simple for us to obtain Halal Certification too. We are certified by Halalitalia, approved by CO.RE.I.S, the only one institution recognized for Halal products in Emirates and Singapore.

The promotion of the High Quality Guaranteed Italian comes from the strict compliance at International Halal standard and European standards of production processes subject to certification.

Our products are all preservative free, gluten free and lactose free, and this is for sure a strength approaching this market. We hope to develop our exports to UAE because we trust that this country would be able to appreciate the high quality of our meat and because nothing is more important to us than ensuring the safety of our products for our consumers and customers of UAE will appreciate it.

Dimensione Carne srl / www.dimensionecarne.it / info@dimensionecarne.it
HISTORY OF ITALIAN FOOD

There is a reason for which Italy was selected to host the first EXPO about food. In fact “Feeding the Planet. Energy for Life” is the theme of the center of the Universal Exhibition that Italy will host from May 1 to October 31, 2015 and which will be the largest event ever organized on food and nutrition.

The origins of Italian cuisine began to make its mark during the Roman Empire more than 2000 years ago. The Italians are known to have the world’s first cookbook, called Deipenae, written by Apicius during the first century B.C which demonstrates how important food was in Italian society. That mindset still exists today where Food and wine coupled with the Italian culture and lifestyle bring people together every day. Meal time is centered around the rich cuisine that Italy is renowned for; it is the gathering of family or friends, telling stories, sharing laughs.

Although researchers claim pasta to be a Chinese invention that was brought to Italy by Marco Polo after his famous trip to the Middle Kingdom in the 13th century, there is no doubt that Italian food changed forever which to what we know as the nourishing and versatile food that we know. Pasta consists of flour, water, and sometimes egg (for egg noodles). Over the centuries Italians invented a myriad of shapes and sauces to enhance the basically bland taste of pasta.

Pasta in Italy is always served in small portions (90 grams uncooked) after the first appetizer. This basic food has now become so famous that there are several manufacturers outside of Italy, namely in France, Germany, and U.S. A. Argentinian and Spanish pastas are a few, but connoisseurs agree that Italian dry pasta manufacturers’ products are superior in taste. They use hard durum flour from Italy being densely populated country must import food, mainly flour and other staples. It is ironic that Canada exports high quality durum wheat to Italy and imports Italian pasta. Pasta has evolved into an extraordinary number of varieties and shapes. The names of some shapes vary according to area of origin.

- Long pasta (pasta lunga); cappelli d’angelo (angle’s hair), spaghetti, spaghetti linguine, bucatini, fusilli lunghi. All suitable for tomato sauce and served with tomato based sauces, carbonara and Bologna sauce.
- Ribbons (fettuccie); tagliatelle, pappardelle, fettuccine, tonarelli, tagliolini, tagliatelle. Suitable for Alfredo and liver based sauces.
- Tubes (tubini); penne, garganelli, elcioidai, cavatappi. Suitable for; all’arrabbiata, prosciutto and asparagus based sauces. Maccheroni rigati, maccheroni, rigatoni, gigatoni are suitable for sauces with sausages and ricotta, ragu, vegetables and pepperoni sauce.
- Special shapes (forme speciali) conchiglie, farfalle, gnocchi, fusilli, strozzapreti, gemelli, casarecce. Lumache, farfalle, radiate, are suitable for cream sauces enriched with salmon, or chicken, or meat.
- Pasta for soups (pasta per minestre); quadrucci, orzi, risoni, alfabetini, farfalle, maltagliati, conchiglione, lumacone, anelli rigati, tubetti.
- Stuffed pasta (pasta ripiena); tortelloni, pansotti, tortellini, cannelloni, ravioli, raviolini, lasagne
- Colored pasta: (Pastas are coloured using natural ingredients; green – spinach, black – squid ink, pink – carrots, purple – beetroot)

Pasta is very versatile, based on the choice of pasta, one can always whip up delectable pasta with a few secret ingredients, including pasta for dessert flavoured with cream and vanilla or even a chocolate sauce. Most people buy dry or frozen and stuffed pasta, but it may end being a disappointing choice. Italy being densely populated country must import food, mainly flour and other staples. It is ironic that Canada exports high quality durum wheat to Italy and imports Italian pasta. Pasta has evolved into an extraordinary number of varieties and shapes. The names of some shapes vary according to area of origin.

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It’s a celebration of all things Italian at Positano, the coastal Italian restaurant at the world’s tallest hotel, where guests can experience the taste of Amalfi.

AUTHENTIC ITALIAN FOOD EXPERIENCE LIVE IN DUBAI

Cooking@home it’s a concept born on 2012 from the passion for Italian cuisine of two friends. Both abroad in search of work, we decided to combine our expertise and start to organize cooking classes.

Our target are Expats living in Dubai and who have a passion for Italian food and Italian culture, because what we offer is not only an opportunity to learn how to prepare Italian recipes, but also an occasion to meet new people and different cultures.

We are Cristina and Francesca one from Rome and the other from Cuneo. Cristina an interior architect and Francesca was used to organize cultural events. We have both moved to Dubai to follow our husbands and when we meet and we understood that we were both in love with cooking, so we have decided to start this adventure together and share our recipes not only with friends but with people who love our amazing traditional Italian food.

Our motto
“Everything you see I owe to spaghetti.”
— Sophia Loren

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POSITANO RESTAURANT IN DUBAI

It’s a celebration of all things Italian at Positano, the coastal Italian restaurant at the world’s tallest hotel, where guests can experience the taste of Amalfi.

Whether it’s seafood and pasta specialties, or a fresh pizza, there’s no better place for authentic Italian.

Décor
The spacious restaurant’s rustic interiors feature white-washed brick walls, dark brown parquet flooring, firewood stacked in a corner, and natural overtones with green linen and dotted plants dotted around, all of which come together to reflect the warmth of the Amalfi coast. The open fire along one wall ideally adds to the drama, while the open plan kitchen allows guests to interact with chefs as they make pasta, cook pizzas in the wood-fired oven, or pick from the tank. An outdoor terrace offers the perfect opportunity to step out for an aperitif or digestif, or enjoy a lovely alfresco meal.

Food
The extensive menu offers all the Italian signatures, but a specialty here is most certainly the freshly caught seafood, particularly the daily catch (branzino, merluzzo, pesce spada, aragosta); you could also try the sea bass cooked in oven with tomato sauce, black olives and oregano, beautifully presented in the rustic baking dish it is cooked in. Other highlights include a special Bufala bar, which features the soft, creamy cheese mixed at the table and served various ways – think with prosciutto, olive oil and pepper, or roast eggplant and peppers – or pasta with prosciutto, a signature pasta dish at Positano.

There’s plenty more on the menu, to tempt the palate, including an array of antipasti, pizzas, risotti, but it would be criminal not to save space for the dessert trolley when it rolls by. Choose favourites like tiramisù, or opt for a heavenly limoncello cake made with homemade limoncello, another Amalfi specialty. Don’t miss their variety of limoncello drinks as well – particularly the herb and spice-infused options at the bar!
Spaghetti alla Chitarra with Bronte Pistachio’s Pesto and Buffalo Stracciatella

**Ingredients:**
- 250 gr. spaghetti alla chitarra
- 200 gr. buffalo mozzarella
- 100 ml milk
- 250 gr. Bronte pistachios
- 100 ml water
- Lemon zest to taste
- 40 gr Grana Padano
- Half clove of garlic
- 120 ml extra virgin olive oil DOP
- 5 large basil leaves
- Salt and pepper to taste

**Region:** Sicily/Campania

**Serves 2 people**

**Level of difficulty:** 3/5

**Time:** 30 min

**Method:**

**Pesto sauce**
- Blend together the buffalo mozzarella and the milk and keep it aside in a bowl.
- Separately coarsely grind together the Bronte pistachios, Grana Padano, 100 ml water and basil and then mix with lemon zest, salt, pepper and extra virgin olive oil.

**Spaghetti**
- Boil the spaghetti in salted water till “al dente” and drain.

Mix the spaghetti with the pesto sauce. Layer the buffalo stracciatella in the dish and place on top the spaghetti nest. Decorate with some grated pistachios and basil leaves.

1) From Sant’Agata to Macao, Marrake-sh, Rome and eventually Dubai...what are the steps of your adventure?

“Coming from a family involved in the hospitality industry, I started my studies in the same field while my passion for food and cuisine started to grow. After I met my wife, I left the family business to re-start from zero and I began to travel the world in the 80’s, realizing that the promotion of Italy was spread all over. This is the reason why I decided to start promoting the Italian products and challenging the best chefs in the world. My aim has always been the promotion of the Italian quality and raw materials in the world.”

2) Why did you choose to open one of your branches in Dubai?

“I previously had some clients coming from the UAE, then I met those who became my three partners in Dubai. My wish is to open other branches here, I like the Arabs for their positivity.”

3) How has the Italian cuisine changed in the last thirty years?

“The Italian cuisine abroad has made big developments, mostly thanks to Italian emigrants. Their professionalism is now visible everywhere: the uneducated chef does not exist anymore and the chefs hold degrees, are more open-minded and work also as managers, PRs, etc. Moreover, the way of eating has changed, and not only in a positive way, sometimes causing problems for the health.”

4) What do UAE and Arab clients appreciate the most?

“The Arabs like the Italian products, such as vegetables, fish, tomato, and so on, as we have the Mediterranean diet in common. In Italy we have an extremely wide variety of food products and a good chef is easily able to adapt them to the local tastes.”

5) What are your forecasts for the Italian cuisine?

“I wish for Italy the establishment of a committee evaluating the quality of the products exported abroad, but it is up to all the involved people to individually engage in promoting the real Made in Italy.”

6) What inspires your creations?

“My kitchen is my paradise. I own my laboratory of ideas in Capri and there I get inspired by nature, scents and colors. I consider myself as a lucky man because I am happy of my habitat and what I do.”

7) What is your favorite dish?

“My favorite dishes are made of genuine ingredients, such as olive oil, goat cheese, vegetables, fruit and meat. I can mix them in an original way to create new dishes, but these are the products I always use.”
PAST ACTIVITIES

ITALIAN FESTIVAL WEEKS 2014
The 8th Edition of the Festival took place across various locations of the three main emirates of Abu Dhabi, Dubai and Sharjah. The biggest Italian festival in the GCC. On the occasion of the Italian Festival Weeks 2014, ENIT organized a series of events to promote Italy, with a particular focus on EXPO 2015 Milano and launched the Italian Promotional Campaign in the Gulf.

Silvio Vigliaturo Art at Don Alfonso 1890
Italian Industry & Commerce Office in the UAE and Don Alfonso 1890, with the support of Made in Italia & Dolce Antico is glad to present the Official Opening “Silvio Vigliaturo Art” on the 27th of January 2015 at 20.00 hrs. Vigliaturo is considered the most famous artist worldwide for the Murano Glass processing. 11 sculptures and 16 paintings on canvas will be showcased for one month at Don Alfonso 1890 Dubai, Shangri La Hotel, emerged as the point of reference of the Italian Art Events in Dubai since the Italian Festival Weeks 2014.

Aperitivo Italiano at Frankie’s Restaurant
During the ‘Aperitivo Italiano’ organized by Italian Industry & Commerce Office in the UAE, Frankie’s Restaurant & Bar, Dubai announced a new special Olive Oil Menu, available for the week 18th – 24th of January, created by the talented Chef Fabio Nompleggio. Event program:

6-7 p.m.: OIL TASTING WORKSHOP
7-7.30 p.m.: WELCOME DRINK (Prosecco or red wine) offered by Frankie’s
7.30 onward: CANAPÈ TASTING AND APERITIVO

FUTURE ACTIVITIES

Invite Aperitif Cibus è Italia - Expo Milano 2015
In collaboration with FEDERALIMENTARE (the Italian Food & Drink Industry Federation, representing 18 Italian Category Associations of several food processing departments), Italian Industry & Commerce Office in the UAE organized the Aperitif Cibus è Italia - Expo Milano 2015. The event will take place on the 8th of February at the prestigious Armani / Hashi Restaurant, Burj Khalifa Tower, Dubai, from 7.30 to 9.30 p.m.

08.12.2015 ASPIN FROSINONE Gulfood 2015
IICUAE will assist ASPIN Frosinone during the Gulfood exhibition 2015. The most important exhibition dedicated to the food industry in the UAE. IICUAE tasks: pavilion organization, support to Italian companies, gourmet and niche companies.