



26 January 2022

10.00 am (CET)

Live Webinar

sace 
gruppo cdp

ITTA 
ITALIAN TRADE AGENCY


CONFINDUSTRIA



CAMERA DI COMMERCIO E
INDUSTRIA ITALO-SUDAFRICANA



FEDERALIMENTARE
Federazione Italiana dell'Industria Alimentare

Selling & Buying Made in Italy: Food & Beverage in South Africa

SACE, together with **Confindustria**, **ICE – Italian Trade Agency in Johannesburg** and with the kind support of **Federalimentare** and the **Italian-South African Chamber of Trade & Industries**, is pleased to invite you to a presentation of new business opportunities in South Africa. Italian SMEs attending the event will be able to get in touch with major South African buyers interested in Italian wine, olive oil, dairy products, pasta, chips and snacks, bottled water and meats.

The meeting will also explain how **SACE can support Italian Exporters as well as local Buyers to do business – with competitive payment terms.**

Following the plenary session, the organizers will provide all necessary details in order to foster business relations between Italian Exporters and South African Buyers.

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Agenda

10:00 Opening remarks

Luca Passariello, Head of Supply Chain & Business Promotion – SACE

Raffaele Langella, International Affairs Director – Confindustria

Antonella Marucci, Italian Trade Commissioner Johannesburg – ICE Italian Trade Agency

10:10 Emerging consumer trends in the F&B sector

Pamina Bohrer, Secretary General – Italian-South African Chamber of Trade and Industries

10:20 Overview of the Italian F&B sector

Massimiliano Boccadelli, Parliamentary Relations, Internationalization, Food Security - Federalimentare

10:30 How SACE can enable business opportunities

David Chalila, Head of South Africa – SACE

10:40 Wrap up and Q&A

Moderator: Simona Vultaggio, Supply Chain & Business Promotion – SACE

For further information:
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