

Save the date!

November 25th

2017 Italian Gala Dinner

2017意大利晚宴

The Second Week of the Italian Cuisine in China



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce



THE EXTRAORDINARY
ITALIAN TASTE

The 2nd Week of the Italian Cuisine in China

The Week of the Italian Cuisine in China is part of a global project supported by the Ministry of Foreign Affairs and International Cooperation (Ministero degli Affari Esteri e della Cooperazione Internazionale), the Ministry of Education, Universities and Research (Ministero dell'Istruzione, dell'Università e della Ricerca), the Ministry of Economic Development (Ministero dello sviluppo economico) and the Ministry of Agricultural, Food and Forestry Policies (Ministero delle Politiche Agricole, Alimentari e Forestali), aiming at spreading the values of the Mediterranean Cuisine (UNESCO intangible heritage) and boosting awareness about Italian F&B products.

During the first edition, 1395 events were organised in 108 countries around the world (68 in China), including masterclasses, seminars, tastings, promotional events at Italian restaurants, contests, and much more.

The second edition will aim at improving the Italian F&B export to China, with a focus on specific areas and products. It will also be characterised by a wider use of the social media to promote this initiative.

Have a look to the [video](#) of the previous event!



THE EXTRAORDINARY
ITALIAN TASTE

Previous edition



A Taste of Preciousness

The Italian Gala Dinner 2017 edition confers a leading role to food, seen as the essence of **excellence**. From raw materials to dinner plates, passing through long and elaborate processes of creation, food can be a synonym of refinement, sophistication, and invaluable good.

Let us lead you in this path to rediscover the essence of food, from regional varieties and diversities to the elevation of food as arouser of deep emotions.



Michelin-starred Italian Guest Chef

Massimo Spigaroli

The 2017 edition will have a signature menu by the Michelin-starred Italian guest chef, Massimo Spigaroli.

President of the Italian Consorzium of Zibello's culatello since the beginning of this institution, Massimo Spigaroli has become an international ambassador for Italian cuisine. Among the various events he joined, his collaboration with the Prince of England, Charles in winter 2007 is noteworthy.

Spigaroli has often been called "THE FARMING CHEF" since his cuisine is carried out only "using the natural methods". Spigaroli Brothers' farm covers the whole spectrum in its "LITTLE WORLD". Its fields provide all kinds of vegetables and fruits that seemed to have disappeared from our landscape.



Italian Singer

Emma Re

The 2017 edition will host a live performance by the Italian singer Emma Re.

Silvia Cortella, stage name Emma Re, started her career as a professional artist in Ohio, USA, at the age of 17. Back to Italy, she performed in different venues, among which bars and theatres, succeeding in recording her own live tracks. Her songs have been much appreciated in China as well, where on August 7^o 2007 she was invited by the the Olympic Committee of Beijing to perform during the opening ceremony of 2008 Beijing Olympic Games.

Emma Re is particularly famous for her interpretation of Mina's songs. Great talent and unique performances made her well-known among Chinese and Japanese media, which invited her as special guest in many important shows. In her 2009 album "Emma Re" she collected her different artistic souls recording Italian, Chinese and English songs.



How to Participate

- **Sponsor the event**
 - sponsorship packages
 - lucky draw
 - goodie bags
- **F&B Tasting corner**
- **Book a corporate table or single ticket**

2016 Sponsors



Sponsorship Package

Do not miss the opportunity to advertise your company with one of our sponsorship packages:

Silver 25,000 RMB

Gold 45,000 RMB

Diamond 60,000 RMB

Supporting 88,000 RMB

Contact us at Bj.gala@cameraitacina.com within November 10th

Sponsorship Packages - Benefits

	CORPORATE TABLE (10 seats)	PAGES ON GALA BOOKLET	RAFFLE TICKETS (number)	COMPANY EXPOSURE DURING THE EVENT	ON-GOING (2017-2018) ADV CAMPAIGN	CICC EVENT ORGANIZATION DISCOUNT
SILVER SPONSOR <i>RMB 25,000</i>	Standard position	half	10	Special thanks by MC	3 months Company's banner on CICC Homepage (Sponsors' section)	5%
GOLD SPONSOR <i>RMB 45,000</i>	Central position	1	15	Special thanks by MC; company's gadgets in the Goodie Bags	6 months Company's banner on CICC Homepage (Sponsors' section)	10%
DIAMOND SPONSOR <i>RMB 60,000</i>	Primary position	1	20	Special thanks by MC; company's gadgets in the Goodie Bags	12 months Company's banner on CICC Homepage (Sponsors' section)	20%
SUPPORTING SPONSOR <i>RMB 88,000</i>	VIP position	2	25	Special thanks by the MC and CICC Chairman; Promotional stand in the foyer or short company's intro during the Gala by company's representative. Company's gadgets in Goodie Bags	12 months Company's banner on CICC Homepage (Sponsors' section)	30%

The Diamond Sponsor and the Supporting Sponsor will also benefit of

Promotion on CICC
WeChat

The Supporting Sponsor will also receive

Two complementary tickets for the 9th Panda d'Oro Award
(Shanghai)

Lucky Draw and Goody Bags Sponsors

Guarantee the right visibility to your company with logo exposure on event advertising materials by sponsoring products or vouchers for our Lucky Draw or Goody Bags.

Contact us at Bj.gala@cameraitacina.com within November 10th

LUCKY DRAW

- ✓ Top three prizes delivered on the stage (selected according to value)
- ✓ Logo on lucky draw tickets, event booklet (with description only for top prizes), event totems and projected during the event
- ✓ Thanking on the stage

GOODIE BAGS*

- ✓ Logo on lucky draw tickets, event booklet (with description only for top prizes), event totems and projected during the event
- ✓ Thanking on the stage

**This kind of sponsorship is only for full product sponsorships, 550 guests.*

Food and Beverage Tasting Corner



Product(s) corner with tasting in the foyer (during the welcome cocktail or dessert)

Benefits:

- ✓ Logo on all the communication materials
- ✓ Thanking on the stage

*This kind of sponsorship is only for full product sponsorships, 550 guests



Contact us at Bj.gala@cameraitacina.com within November 10th

Booking

To book your corporate table or reserve your seat contact us to:

E-mail: bj.gala@cameraitacina.com

Dress code: black tie

EARLY BIRDS (*within October 18th*)



Corporate Table (Member), 10 seats: 11,000 RMB

Corporate Table (Non Member), 10 seats: 13,000 RMB

Individual Ticket (Member): 1,200 RMB

Individual Ticket (Non Member): 1,400 RMB

REGULAR BOOKING (*within November 15th*)

Corporate Table (Member), 10 seats: 12,000 RMB

Corporate Table (Non Member), 10 seats: 14,000 RMB

Individual Ticket (Member): 1,300 RMB

Individual Ticket (Non Member): 1,500 RMB

The Venue

KERRY HOTEL
Beijing

北京嘉里大酒店

Starting at 6 pm!

Address:

Beijing City, Chaoyang District, Guanghua Rd. 1

北京市朝阳区光华路1号



Contact Us!

For more information, RSVP and Sponsorship please contact:

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