



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

# CHINA-ITALY CHAMBER OF COMMERCE

## 2017 WORKING GROUP UPDATE

III CICC Members Meeting  
Shanghai  
16<sup>th</sup> February 2017



16 February 2017



# “Food & Beverage (CONSUMERS)” WORKING GROUP

Beijing • Shanghai • Suzhou • Guangzhou • Chongqing

Working Group Coordinator: Angelo Morano

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## About F & B (Consumers) Working Group

1. The F&B WG is a **NATIONAL GROUP**
2. The F&B WG includes **all the companies** working in the F&B/ Ho.Re.Ca industries, such as F&B producers, companies importing Italian F&B products to China, Italian restaurants, etc.
3. F&B is one of the **most fragmented** and challenged sectors, but it represents an incredible opportunity for Italian companies.

3. The F&B WG is **committed** to share **information** and provide **services** to its Members.
4. **For Chinese-based company**, the F&B WG will mainly focuses on sharing of information, **best practices** and contacts.
5. **For Italian companies not yet operating in China**, the F&B WG will play a mentor role to help them approach the market and initiate their businesses.
6. Together with the CICC, the F&B WG will promote **joint activities** and promotional **events**, thus avoiding fragmentation and **maximizing** the marketing appeal of the Italian food culture.

7. Ultimately, the F&B Working Group will **lobby in front of institutions/authorities (such as the European Chamber of Commerce in China etc.)** to raise awareness about biggest challenges faced by its Member within the Chinese market.

# KEY DIRECTIONS

REMOVE the Fragmented mind set + Silos/”Parrocchia” way to operate

## 1. ESTABLISH SERVICES TO COMPANIES

- A. Information Sharing and services (Database, Infos, Researches, best practices)
  - For Companies already operating in China
  - For Companies that would like to operate in China (Define check list and approach to initiate business )
- B. Streaming’s subject and/or training on key topics (IP, Food Law, E-Commerce, Route to market, KA)
- C. Way to operate: Quarterly meeting to start with and connection via platform (ie WeChat)

## 2. SISTEMA ITALIA BUILDING CRITICAL MASS

- A. Event Segmentation
  - Big event 4 per year where all can participate and where investments need to be concentrated to have major impact
  - Small event lists where each brand can decide
- B. Lobby to European Chamber to ensure to consolidate topics and feed the European Chamber to voice up the issues
- C. Marketing: ensure to build “**Love in italian**” all together to promote the Italian F&B across channels/ communication/education (ie. E-commerce event or T-mall, KA activation, KA Corner)

## 3. VISION TO LAND IN 3~4 YRS TO ORGANIZE AN EVENT (...IE CIBUS example) IN CHINA to give the opportunities to Italian companies to promote them directly .

REMOVE the Fragmented mind set + Silos/”Parrocchia” way to operate

## **BUILD “ITALY PLATFORM”**

With authorities to establish a start-up and sharing environment to come to China and then leverage best knowledge in Agriculture, Food Transformation and Supply Chain, Food Safety&Traceability and Food scientific research

## **BUILD ITALIAN FOOD = “ITALIAN LOVE FOR FOOD”**

TO COMMUNICATE THE ‘ITALIAN” LOVE FOR FOOD, TASTE, PASSION FOR QUALITY AND CRAFTSMANSHIP

## **BUILD FOREVER**

TO BUILD “STEP BY STEP” WITH “LONG VIEW VISION” FOR THE BIGGEST CONSUMER MARKET IN THE WORLD

# WHAT and HOW TO DO it

1. **ACTIVITIES TO DO and NOT TO DO**
2. **ACTIVITIES ALREADY PLANNED>> TO FOLLOW UP AND/OR SUPPORT**
  - A. Amatrice initiatives
  - B. Italian Hospitality - Italian Restaurant in the World
  - C. First Week of the Italian cuisine Abroad in the World
3. **DEFINE THE ELEMENTS FOR F&B ITALIAN PLATFORM BY STREAM (LEGAL, SC, SHARING MARKET INFOS, ROUTE TO MARKET OFFLINE AND ONLINE)**
4. **2017 CALENDAR KEY EVENTS TO BUILD THE “ITALIAN LOVE FOR FOOD” EXPERIENCE AND COMMON LOGO**
  - A. Top Must have events with full participation and Fairs (ICE, Embassy, Italian Consulate or Key Category events)
  - B. Offline selected Key events and agreement with chain stores (Identify selected Chain-stores and approach)
  - C. Online selected Key events and agreement with platforms (dedicated Italian Platform and requirements)
5. **SHARING EXPERIENCE BEST PRACTICES**
  - A. Food&Law for F&B and Importation
  - B. E-commerce cooperation and potential Initiatives/Digital communication
6. **START to PREPARE MILESTONE FOR THE VISION ON ITALIAN FOOD FAIR~CIBUS in SHANGHAI IN 3~4 YRS**
7. **E-commerce<<mettere insieme il learning che noi abbiamo>>**
8. **SERIOUSLY understand that “WE ARE DOING BUSINESS IN CHINA”**

## OCCASION MANAGEMENT

- 1 full activation concentrating efforts offline to reach max impacts
- 2 Coordination O2O to ensure linkage
- 3 E-digital activation

JAN FEB MA AP MAY JUN JUL AUG SEP OCT NOV DEC

OFFLINE RET CNY VD WD Wedding MD ID FD CVD MAF/TD Wedding XM

ONLINE RET CNY VD WD Wedding MD ID FD CVD MAF/TD Wedding XM

520 JD YHD 9.9 11.11 12.12

WEEKLY E-TAILER EVENTS

HORECA INDEPENDENT EVENTS

VD WD ID CVD 11.11 XM

# STATUS

# FHC 2016 @ ICE Pavillon



1. OSPITALITA' Italiana
2. ITA Consulate, ICE & CICC
3. Suning representatives tour

# PRIMA SETTIMANA DELLA CUCINA ITALIANA NEL MONDO



1. FULL Visual Identity w LOGO Design
2. Free sharing to all Italian Restaurants, F&B companies, Media
3. Supplier sharing
4. Email blast push out

16 February 2017





1. Video Editing
2. Subtitle Translation
3. SoMe Sharing



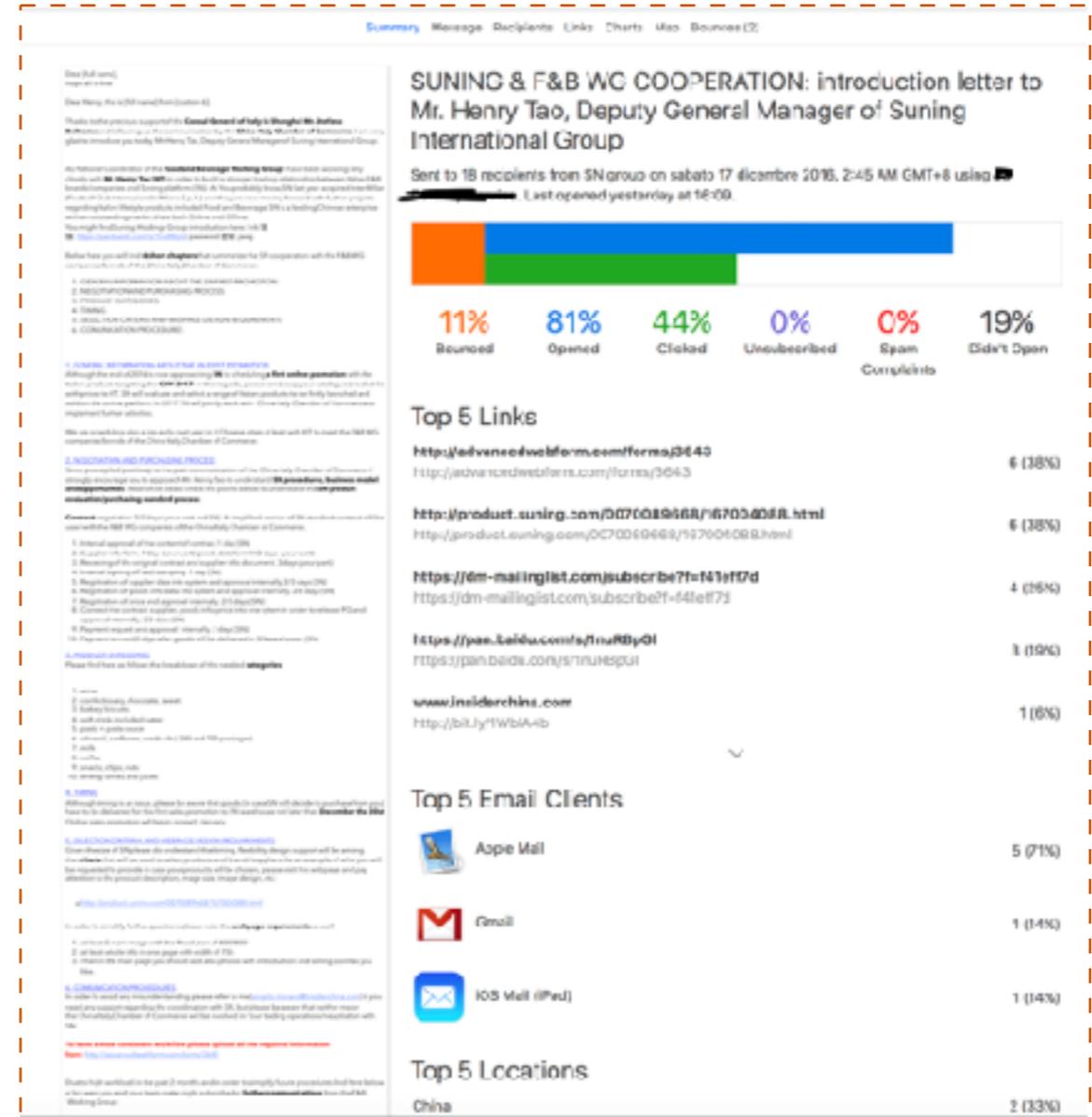
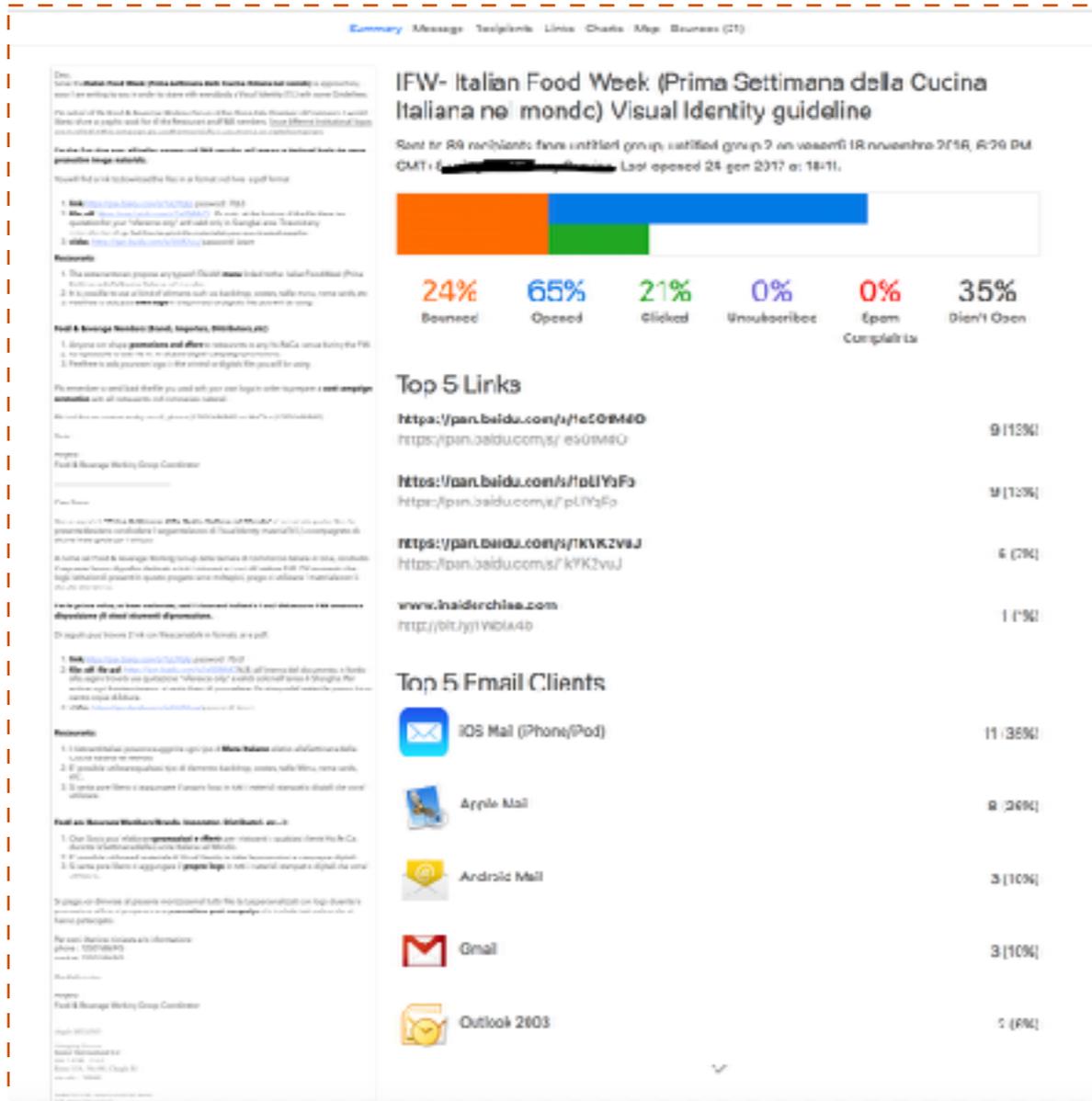
## Food & Beverage Working Group

This is the subscription list of the Food & Beverage Working Group. The F&B WG includes all the companies working in the F&B/Ho.Re.Ca industries, such as F&B producers, companies importing Italian F&B products to China, Italian restaurants, etc.

  
  
  
  
  
You are?  
  
Would You like to be involved in ONLINE activities?  
  
Would You like to be involved in OFFLINE activities?  
  
  
  

1. Clean up obsolete Database
2. Member recalling
3. Subscription base
4. Webforms

# DATABASE RE-BUILD + ACTIVE SUBSCRIPTION LINK



## 1. Email Database



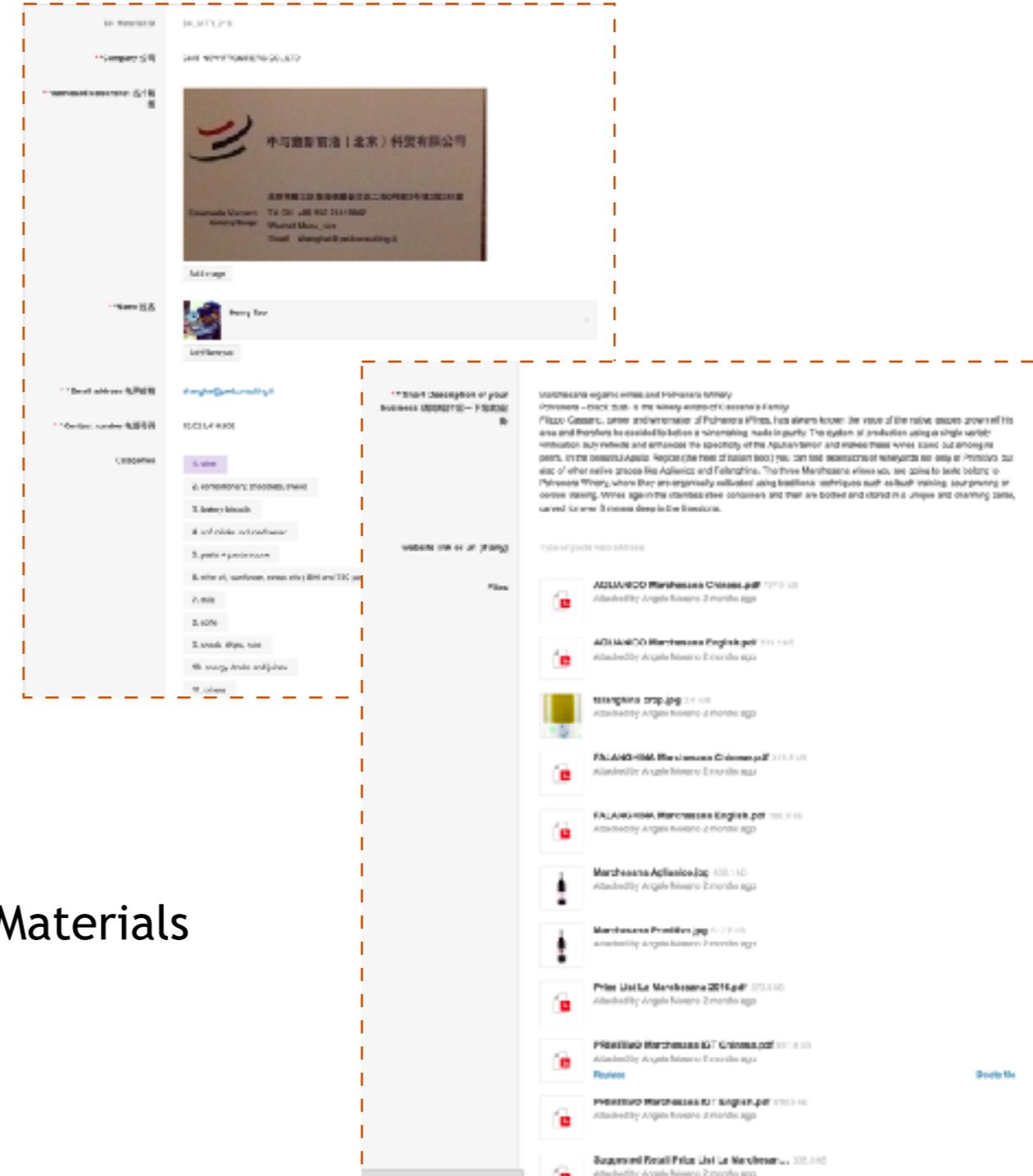
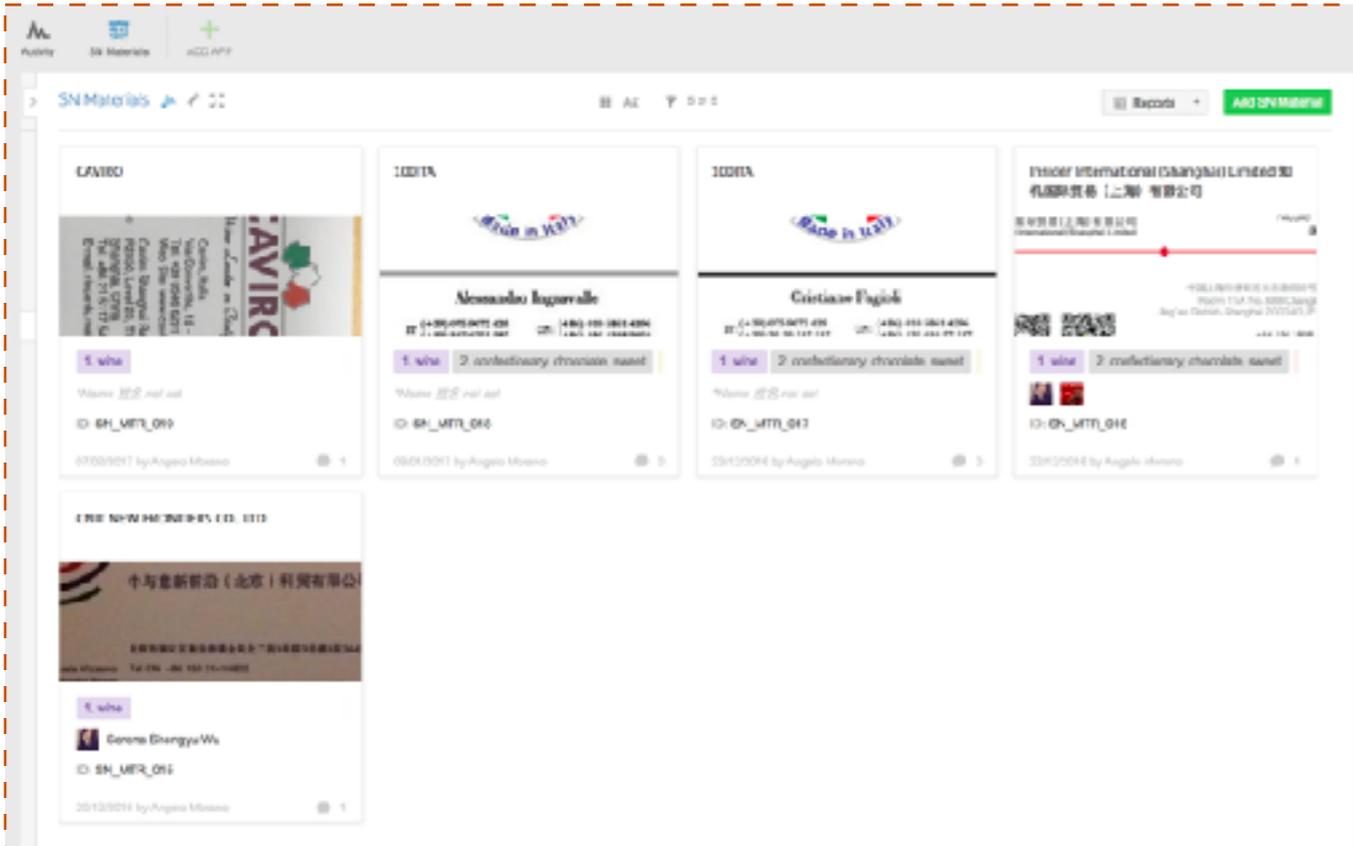
**Suning Commerce Group** is one of the largest non-government retailers in China, headquartered in Nanjing, Jiangsu. Suning has more than **1600 stores** covering over **700 cities** of Mainland China, Hong Kong and Japan and its e-commerce platform, Suning.com ranks among top three Chinese B2C companies.

The operation categories include physical merchandise, such as home appliances, 3C products, books, general merchandise, household commodities, cosmetics and baby care products, content products and service merchandise with the total **number of SKU exceeding 3 million**. It was listed on the Shenzhen Stock Exchange in 2004.[3][4]

Source Wikipedia



1. Leverage on the “Sistema Italia”
2. Solid Team up with Consulate, ICE and CICC
3. Build the Italian Pavilion
4. From ON-Line to OFF-Line
5. SELL to SN
6. Promote Italian Identity + lifestyle



1. Build up a shared Cloud for the ITA companies Materials
2. Transparent Management

## SUNING & Food and Beverage Working Group COOPERATION

PLEASE MAKE SURE TO FILL ALL THE FIELDS. UPLOAD YOUR CATALOGUE/PRICE LIST AND/OR OTHER FILES AT THE BOTTOM OF THE FORM.

**\*Company 公司 \***

pls add your company/brand name

**\*namecard screenshot 名片截图 \***

pls add a picture of your namecard. Supported image format: jpg, gif, png

**\*Email address 电子邮箱 \***

pls add the email of the person in charge to follow up with.

**\*Contact number 联系电话 \***

pls add the phone number of the person in charge to follow up with.

**Categories**

- 1. wine
- 2. unrefined, id regulate, sweet
- 3. bakery biscuits
- 4. soft drinks included water
- 5. pasta + pasta sauce
- 6. olive oil, sunflower, seeds oils (500 and 750 package)
- 7. milk
- 8. coffee
- 9. snack, chips, nuts
- 10. energy drinks and juices
- 11. others

You can choose multiple categories

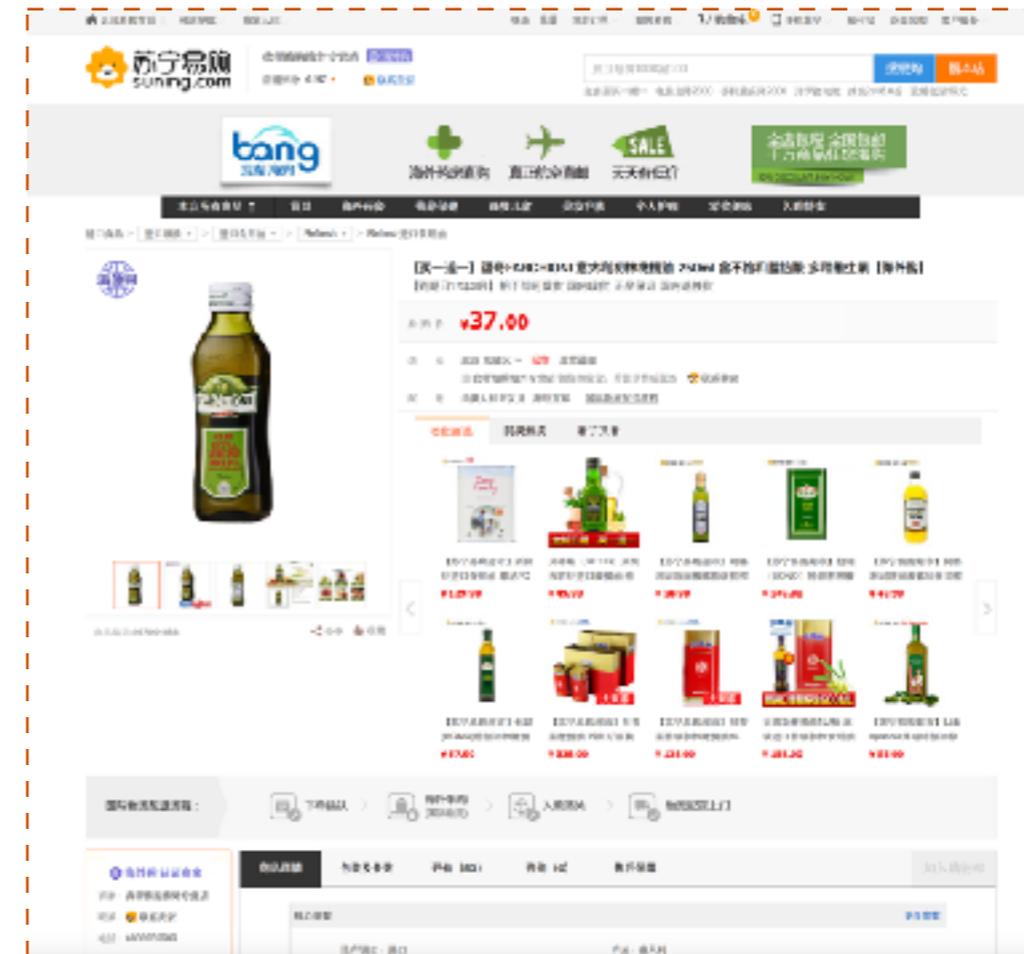
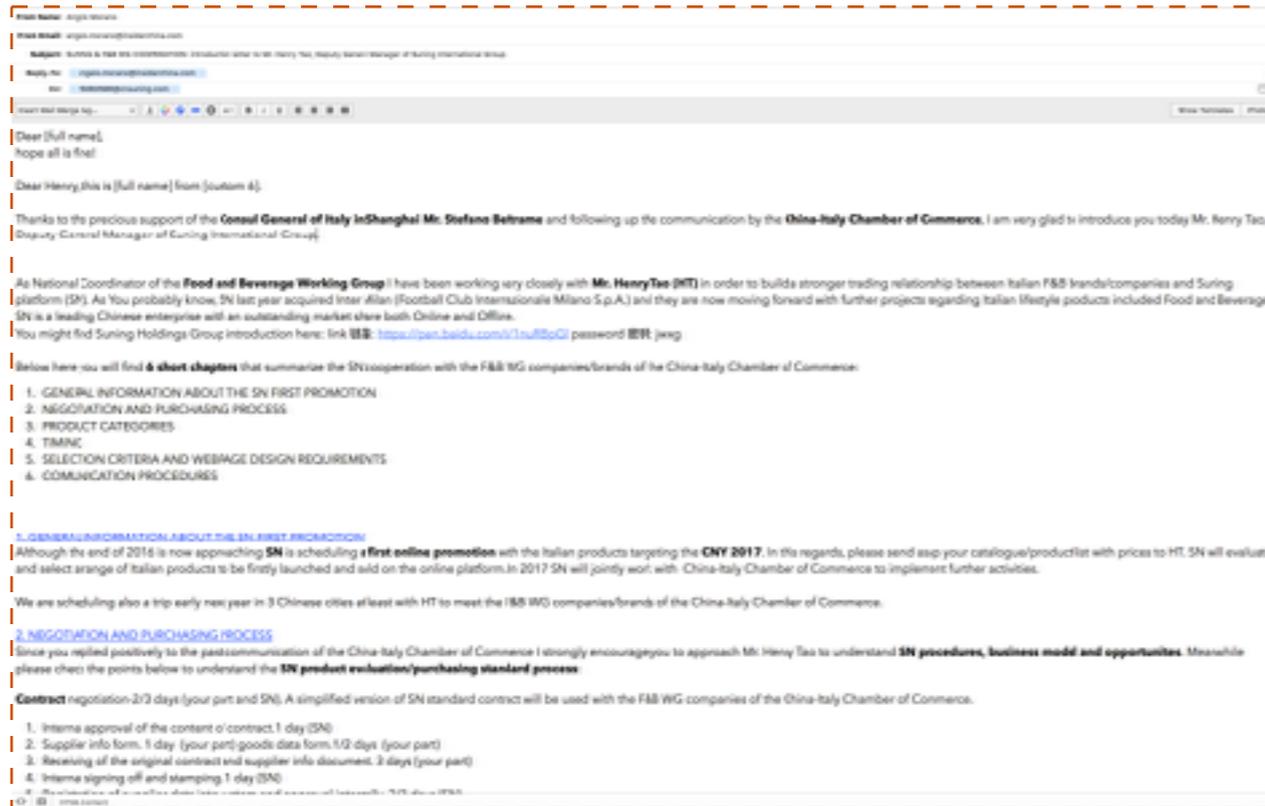
**\*Short Description of your business 请简短介绍一下您的业务 \***

Provide a short description of your business or product/brand

**website link or url (if any)**

In case your catalogue is bigger than 10 mega you can upload the files to your favourite cloud and paste the URL link here

1. Permanent FORM to list down the ITA Companies
2. Clear Focus on the Food and Beverage Categories



1. GENERAL INFORMATION ABOUT THE SN FIRST PROMOTION
2. NEGOTIATION AND PURCHASING PROCESS
3. PRODUCT CATEGORIES
4. TIMING
5. SELECTION CRITERIA AND WEBPAGE DESIGN REQUIREMENTS
6. COMMUNICATION PROCEDURES

1. Structure the working process w SN
2. Coordinate the ITA Companies
3. Best Practices >> Farchionni



1. **SN + INTER BRAND POWER** (+ 2 more Football Teams>>Suning Yi Gou Men's Football team 苏宁易购男子足球队 + Suning Women's Football team 苏宁女子足球队)

- Promote Italian Products
- 183 millions famns in China
- licensing >> Inter logo SN, Inter and Italian brand
- Sponsorship for big brand/companies (June, July) football match Veterans + 2 football clubs

2. SN to leverage **Italian brands, Media, Inter and Retails...** to promote The Italian Heritage

- SN got a business division for media + inter channel>>TV programs about italian brand, product, food and lifestyle

3. **CICC** coordinate the brands/companies

4. SN **“Friends of CICC w Suning Commerce Group** (by Chairman Mr. Zhang Jindong)

5. Recruit an **Italian manager** with Asia and Italy Experience



## CALENDAR to match with F&B WG Calendar

- Feb and March**>> Select which italian brand will engage with SN and Inter
- April**>> Road Show to Italy (@Vinitaly + @Cibus + Others)
- May**>> Road Show in China
- June**>> Italian Pavilion to launch + Italian month (events with Slow Food in NJ + Shanghai) >>OFF line (On-line and Off-line added value for promotion and tasting...experience)
- June-July**>> Football match w Inter Veterans
- November**>> 11/11 Italian Pavilion promotion to focus to italian brand and products + slow food week + Italian FOOD WEEK (broadcast italian food online)
- 18 January CNY** Online + Offline promotion italian brands and products

# NEXT STEPS

1. Widening/Extend F&B operations to BJ + GZ w other Vice Coordinators
2. Set Next Meetings of the WG
3. Stop Over @Vinitaly + @Cibus>> Coordination and Support ICE
4. Italy Road Show w ICE in April
5. Finalize F&B WG w SN Calendar + ON and OFF line Activities
6. Seminars with Industry Experts (i.e. Nielsen representatives + Legal + IPR)

## CONTACT INFORMATION



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# THANK YOU!