

Food&Drinks Mission2Sicily

Palermo 5-8 July 2022

<https://fooddrinks-mission2sicily.b2match.io/>



INCOMING MISSION TO SICILY
for buyers of the Food&Drinks Sector

UNIONCAMERE
SICILIA

SICINDUSTRIA

enterprise
europe
network



Enjoy Sicily and its tastes from the 5th to the 8th of July 2022! This incoming mission is organised by **Sicindustria**, coorganised by partners of **Enterprise Europe Network** (the Business Network of the European Commission), **Agrifood Sector Group**, and sponsored by **Unioncamere Sicilia** (Union of the Chambers of Sicily).

About Sicily

Sicilian top-quality agriculture, food and drink products represent a cornerstone of the Italian economy.

Olive oil, wine, fish, citrus fruits, pasta and bakery made with ancient grains, patisserie, chocolate, cheese and a myriad of other products, organic, functional, "free from", or conventional. In particular, Sicily is a leader in Organic production.

If you imagine Sicily, you'll immediately think of tuna fish and seafood, the scent of citrus fruits, the ruby-red wine, the character of a white wine, the genuineness of vegetable preserves, the traditional Modica chocolate, or the unique taste of the most famous Sicilian desserts, just to name some.

And your imagination is right!

Many “made in Sicily” products have EU and international quality certifications and labels, and are getting increasingly attractive for the international markets.

Agenda/Deadlines

- **Until the 30th of June 2022:** International buyers and Sicilian producers can register on this platform
- **20th to 30th of June 2022:** Buyers will select the companies they wish to have interviews with (they can receive invitations from the local producers), and can indicate the ones they would like to visit
- **1st of July 2022:** Sicindustria will send the preliminary agendas of meetings and visits to buyers and producers (the final agenda will be available on the day of the B2B meetings).
- **5th of July 2022:** arrival of buyers and transfer to the hotel
- **6th of July 2022:** Official welcome with representatives of Sicindustria and Union of the Chambers, brief introduction of the Sicilian f&b environment and b2b meetings – In the evening networking event and presentation of food products (venue tbd)
- **7th of July:** additional b2b meetings and/or company visits – free afternoon
- **8th of July 2022:** departures and end of mission
- **July-September:** Follow up survey to evaluate the results

Benefits for 10 International Buyers!

Thanks to the collaboration with **Unioncamere Sicilia** (Union of the Chambers of Commerce of Sicily), a sponsorship will cover the costs for **10 international buyers**.

Who can participate

1. Distributors and importers of food and beverage (including wine and spirits) products with capacity of purchasing.
2. Food chains, supermarkets, purchase agents for hotels and restaurants, delicatessen chains of shops
3. F&B e-commerce platforms.
4. Others (to be evaluated)

**Applications will be evaluated individually, and approved by Sicindustria and the Union of the Chambers of Sicily.*

***Participating buyers must have capacity of decision in their companies.*

Conditions of participation

Free participation for 10 buyers covers the following costs:

1. Return tickets to/from Sicily
2. Accommodation (3 nights at 4* hotel <http://www.hotelpiazzaopera.com/en/>)
3. Transfer from/to airport
4. Working lunch during the B2B meetings on the 6th of July
5. Networking event in the evening of the 6th of July
6. Support for the organisation of the company visits on the 7th of July

Matching Platform

Buyers will register on the B2Match platform:

<https://fooddrinks-mission2sicily.b2match.io/>

Travel arrangements

Buyers must provide a copy of their passport (for travel arrangements) to **Mrs Margherita Perricone**, contact person of "Sole Blu Sicilia" Tour Operator, to be sent to the following email address: booking@soleblusicilia.it - Tel. +39 091323064 +393483658169 and in copy the Organiser's email een@sicindustria.eu.

Buyers must also confirm their travel plan, once it has been sent by the Tour Operator. They will receive their flight tickets and hotel reservation by e-mail.

At their arrival at the airport, they will find the driver holding a plate with their name, and will be transferred to the hotel.

Venue

The venue of the event is Unioncamere Sicilia (Union of the Chambers of Sicily), Via E. Amari, 11 – 90139 Palermo (at walking distance from the hotel)

More details on how it works can be found here

<https://fooddrinks-mission2sicily.b2match.io/how-it-works>

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