

Italian Trade Agency - Food Promotional Activities 2018

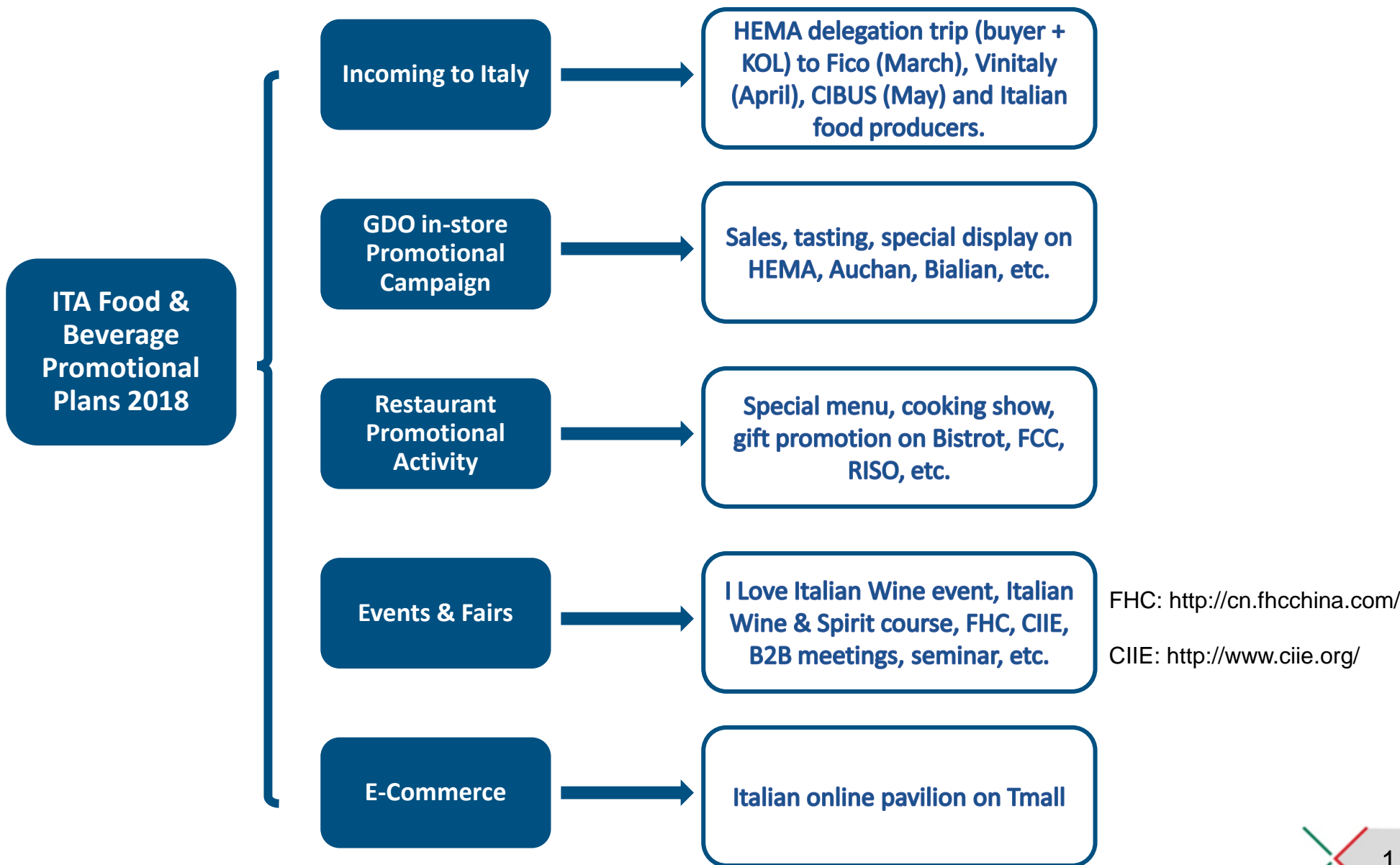
Massimiliano Tremiterra

Trade Commissioner
Italian Trade Agency Shanghai Office

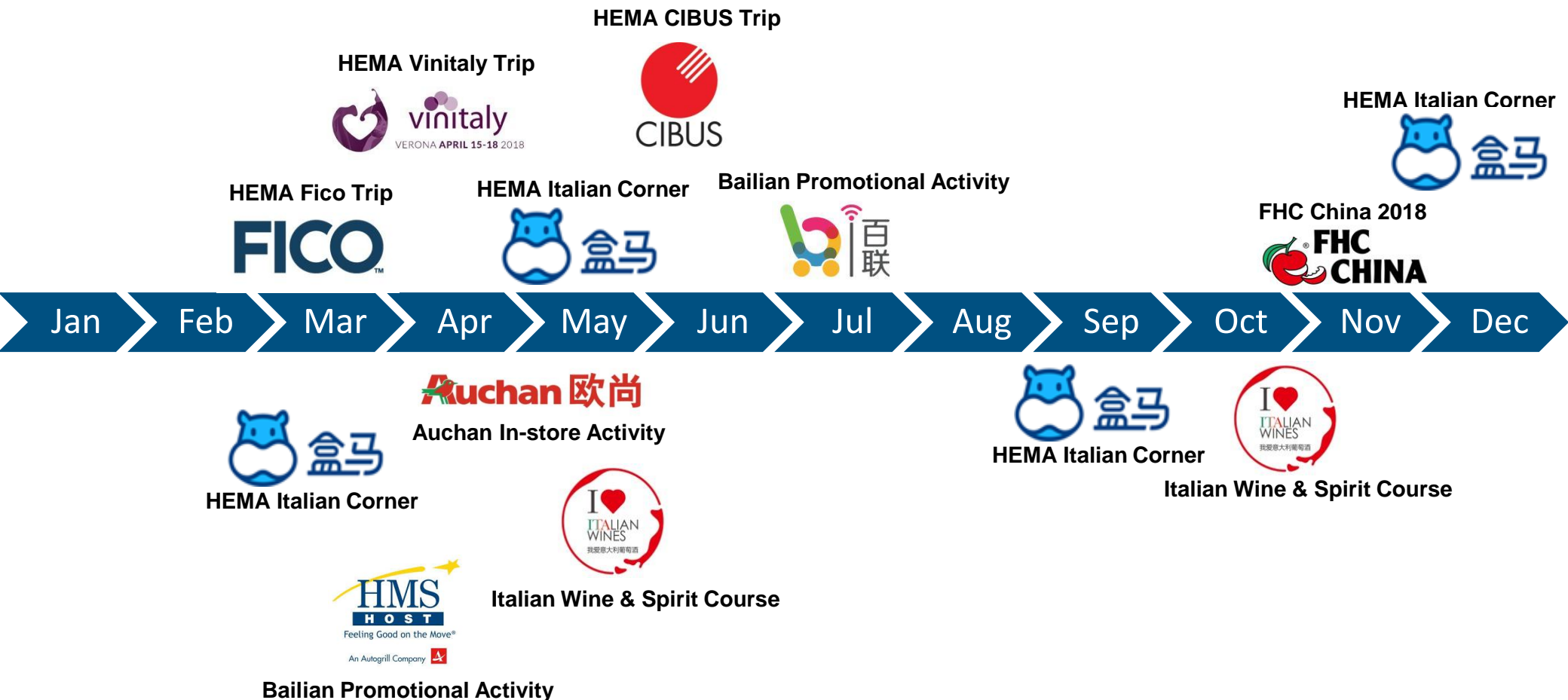
ITA®
ITALIAN TRADE AGENCY



ITA FOOD&BEVERAGE PROMOTIONAL PLANS 2018



ITA FOOD&BEVERAGE PROMOTIONAL ACTIVITIES 2018



HEMA CIBUS Trip

HEMA Vinality Trip



HEMA Italian Corner



HEMA Fico Trip



HEMA Italian Corner



Bailian Promotional Activity



FHC China 2018



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Auchan 欧尚

Auchan In-store Activity



HEMA Italian Corner



HEMA Italian Corner



Italian Wine & Spirit Course



Italian Wine & Spirit Course



Bailian Promotional Activity

ITA Tmall PROGRAM

Online Campaigns



Offline Activities



Brand Hub Content Generation



Media Placement



Tmall & Tmall Global

