FICO Eataly World: the Italian excellence from the field to the fork
FICO Eataly World “From the field to the fork”
Mission

In a unique place...

- Celebrate Italian biodiversity with a real itinerary through the agri-food chains
- Generate knowledge and awareness in new generations
- Let people know that agri-food industry is a great opportunity
- Show the excellence of Italian food and wines

...a real place!!!
FICO Eataly World “From the field to the fork”

Goals

FICO Eataly World aims at:

► Telling the World about the excellence of Italian food and wines “from the field to the fork”, combining in a unique place local tradition, culture of high quality food and the expertise of those that have been always working in the agri-food chains.

► Becoming the reference venue for the dissemination of knowledge on Italian food and wines, the meeting place for all those who love food and wish to discover its secrets and traditions, on the lookout for information and unique experiences.

► Being a place where values are produced even before products, a place for food and environmental education.
**FICO Eataly World “From the field to the fork”**

**Why Bologna**

Bologna is a city with a deep food and wine tradition («dotta e grassa» i.e. «the learned and the fat») and it’s strategically connected with all the main Italian cities, well known all over the world.

- **Highways**
  - A1 Milan – Naples
  - A13 Bologna – Padua
  - A14 Adriatica
  - A22 Modena – Brennero

- **Guglielmo Marconi Airport**
  - 6 million passengers soon becoming 8 million thanks to the opening of new routes

- **Bologna AV Station**
  - Milan 1h
  - Florence 40 min
  - Rome 2h
  - Venice 1h 20min
FICO Eataly World “From the field to the fork”
Who we are

Conception and promotion of the project
• Contribution to the fund with part of its real estate assets

Foundation and management of the PAI Found (Parchi Agroalimentari Italiani – Italian agri-food parks)

Operators
• Management of their own workshops, tasting/sales points, restaurants

Real Estate Fund owner of:
• Real estate asset
• Commercial licence

Financial Partners
• Capital contribution to the fund

Conception and realization of architectural and functional project
• Management and internal organization
• Space management
• Communication and promotion

Foundation Management Company
Eatalyworld Srl

Capital contribution to the fund

Who we are
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Contents

1. The Earth
   - More than 10,000 sqm of demonstrative fields and stables.
   - 8,000 sqm of farming.
   - 4,000 sqm of stables.

2. The Workshops
   - 40 areas of transformation of raw materials and production managed by the best Italian companies.
   - 11,000 sqm of workshops.

3. The Restaurants
   - 25 food points including themed restaurants and street food stalls.
   - 7,300 sqm of restaurants.

4. The Market
   - 9,000 sqm of grocery stores and markets where visitors can buy Italian excellences.

5. Didactic areas
   - 10 didactic rooms
   - 3 km of didactic itineraries
   - 6 multimedia area

6. The Events
   - 4,000 sqm of congress center for conferences, meetings, private and business events
   - Welcoming areas and squares for events

80,000 sqm of themed park, 6 million visitors per year, over 100,000 students involved in cultural and didactic activities.
More than 10,000 sqm of demonstrative fields and stables where all the main cultivar used in Italian agriculture and the main breeds raised in Italy are represented.

**FIELDS**

- **CEREALS**
- **VEGETABLES:**
  - Asparagus
  - Carrot
  - Onion
  - Watermelon
  - Aubergine
  - Melon
  - Potato
  - Pepper

- **LEGUMES**
- **CITRUS TREES**
- **ORCHARD:**
  - Fig tree
  - Apricot tree
  - Peach tree
  - Apple tree
  - Pear tree

- **SMALL FRUITS:**
- **FLOWERY MEADOW**
- **VINE**
- **OLIVE TREES**
- **HOPS**
- **MEDITERRANEAN BUSH and HERBS**
- **HEMP**

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<td>- Cinta Senese</td>
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- **MEDITERRANEAN BUSH and HERBS**
- **HEMP**
FICO Eataly World “From the field to the fork”
The Earth
FICO Eataly World “From the field to the fork”

The 40 workshops

40 workshops representing the productive “heart” of FICO Eataly World. They’re managed by the most representative companies of Italian food and beverage excellence.

**PRODUCTIVE CHAINS**

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<th>Meat, Eggs, Fish</th>
<th>Dairy</th>
<th>Cereals</th>
<th>Fruit, vegetable and preserves</th>
<th>Beverages, oil and vinegar</th>
<th>Sweets</th>
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The restaurants

FICO will be a **paradise for gourmets** where you can discover **Italy and its biodiversity**. There will be **25 restaurants** including themed restaurants and street food stalls.

Some examples:

- Meat restaurant
- Fish restaurant
- Vegetable restaurant
- Pasta restaurant
- Polenta restaurant
- Italian regional restaurant
- Pizza restaurant
- Piadina bistrot
- Smoothie bistro
- Potato bistro
FICO Eataly World “From the field to the fork”
The market

Made in Italy excellence will be sold in different areas throughout the park:

- **A market** of around 9,000 sqm dedicated to the sale of Italian products

- **The workshops** for tasting the products made on site by the most representative Italian companies

- **Temporary areas** for the promotion of seasonal products by different companies on a rotation basis

- **Areas dedicated to non-food products** related to nature, cooking and Made in Italy style
FICO Eataly World “From the field to the fork”
Didactic areas and events

FICO Eataly World is the only place where you can find the entire food production chain.

The didactic paths will be structured according to three strands:

**TO KNOW**
We want to make visitors aware that **behind the choice of a product there is an entire world to know.**

**TO LEARN A JOB**
We want **to teach a job to new generations.**
To teach at 360° jobs related to food and wine production chains, from the discovery to new understandings.

**TO HAVE FUN**
We want **to excite people about agri-food industry** with fun.
Agri-food industry as a passion and amusement for your free time.
**FICO Eataly World “From the field to the fork”**  
*Didactic areas and events*/2

FICO multi-purpose spaces can host a reach calendar of events:

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| • Over 1,000 courses for adults per year between tastes and workshops.  
• 5,000 didactic activities for schools that will involve around 100,000 students per year. | • 500 internships per year for young people that want to learn a job and adults who wish to specialize.  
• Over 200 conferences and business meetings per year. | • More than 500 events per year related to food and agriculture such as:  
- truffle hunting  
- milking  
- grape harvest  
- olive oil extraction  
- guests of honour that will live up FICO squares  
• FICO tours with our taste experts |
FICO Eataly World “From the field to the fork”
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Bicycles

FICO Eataly World will be the only market in the world where visitors can cycle. Bicycles have three wheels, a shopping cart in the front and a little fridge in the back so users can make purchases and also stop along the way to for tastes and other activities.

This will be possible thanks to Bianchi, a Made in Italy company and the oldest bicycle factory now existing in the world. This bicycle is a prototype specifically designed to shopping and it will be tested inside the park.
FICO Eataly World “From the field to the fork”
The economic spin-off

COMPANIES
Over 2,000 companies involved

JOBS
3,000 new jobs
700 inside the park

Especially from the following sectors:
- Agri-food industry
- Supply of equipment and machinery
- Catering
- Services

First-class companies taking part in the FICO project will be willing to train specialized workers according to innovative methods and paths.
That’s the “Scuola dei Mestieri” dedicated to the discovery of traditional crafts and good practices.
FICO Eataly World “From the field to the fork”
The companies

Telling the World the Italian food and wine excellences it’s possible thanks to companies that produce values and not only products. Companies that believe in local traditions, in a culture of quality and in the know-how of craftsmanship that stand out Made in Italy products.

Italian biodiversity will be represented by the presence of:

- Big Companies
- Cooperatives
- Small artisans
- Consortium
- Medium companies
- Start-up

Different realities that work together with a common goal: the love for excellence
FICO Eataly World “From the field to the fork” Visitors

6 million visitors per year

ITALIAN VISITORS AND TOURISTS

4,000,000

FOREIGN TOURISTS

2,000,000

out of which ...

CHILDREN

500,000

BUSINESS

500,000

RETIREES

1,500,000
It’s possible to successfully contribute to the future of our country only with a network that put together excellence, skills and passion.
Thanks for your attention