



#TheItalianResilience - Will Made in Italy Save Italy?

IL MADE IN ITALY SALVERÀ L'ITALIA?
23 novembre, ore 15.00 - Modera: Anna Prandoni

www.facebook.com/iloveitalianfood.org

Speakers: Carmelo Troccoli, Carolina Vergnano, Eugenio Perrier, Francesco Panella, Lidia Bastianich, Rodrigo Cipriani Foresio

CONTRIBUTOR: Luca Giavi, Nicola Levoni, Riccardo Agugiaro, Giuseppe Di Martino, Michele Casadei Massari, Letizia Airos, Alessandra Gambini

CON IL SUPPORTO DI:

The 100per100 talks are back to understand what the future of Made in Italy will be in the world

Will Made in Italy save Italy? Also from the economic crisis caused by Covid? Here is the question we will try to answer on November 23, 2020, during the annual edition of the 100per100 ItalianTalks (<https://talks.100per100italian.it/> [2]), which will be held in conjunction with the V Week of Italian Cuisine in the World .

Presented **by I Love Italian Food in collaboration with The Italian Sauce**, the project follows



the path opened in 2018 with "Food: the black oil of Italy" (<https://bit.ly/38i4CMO> [3]), offering in this edition a completely digital format which will be broadcast in live streaming starting from 3.00 pm on the Facebook page of **I Love Italian Food** (<https://www.facebook.com/iloveitalianfood.org> [4]).

The conference, moderated by **Anna Prandoni** (journalist and F&B writer), will be attended by the speakers **Lidia Bastianich** (Entrepreneur and restaurateur), **Francesco Panella** (Restaurateur and television face), **Rodrigo Cipriani Foresio** (General Manager Alibaba for Southern Europe), **Carmelo Troccoli** (Director of Campagna Amica Foundation - Coldiretti), **Eugenio Perrier** (Expert consultant in Made in Italy on the US market) and **Carolina Vergnano** (CEO of Caffè Vergnano).

During the conference, in addition to the speeches of the six speakers who will bring their personal point of view on the issue - today more relevant than ever - of export, video contributions will also be broadcast by other Made in Italy players from all over the world, who will tell us how they are experiencing this particular historical period. Among them **Nicola Levoni, Luca Giavi, Riccardo Agugiario, Giuseppe Di Martino, Michele Casadei Massari, Alessandra Gambini, Letizia Airos.**

The 100per100 Italian Talks are a series of conferences conceived by I Love Italian Food dedicated to Italian food and wine, to enhance Made in Italy and support the fight against Italian Sounding.

Given the international situation, the digital version of the format continues, the first edition of which entitled "The restaurants to come" took place on June 17, 2020. The theme of the latter: imagining new models for the outdoors and a vision on catering post Covid19. Also in this case an important and varied panel, composed of: **Sebastiano Barisoni** to moderate, and then **Joe Bastianich, Salvatore Cuomo, Gennaro Contaldo, Rocco DiSpirito, Glen Helton, Umberto Bombana, Paul Neuman, Antonio Capaldo, Cristina Bowerman and Antonio Cellie.**

The first international edition was held in Dubai on February 20, 2020 in conjunction with Gulfood 2020, dedicated to how to enhance Italian exports in the Gulf area.

Media partners of the project are Informacibo, L'Inkiesta Gastronomika, italiani.it [5], i-Italy, AICO and Italia Terra Mia.

Sponsors of the project are **Levoni and Consorzio di Tutela della DOC Prosecco.**

I Love Italian Food is the international network that promotes and defends the true Italian food and wine culture. A community that since 2015 has reached more than three billion digital contacts around the world. With its network of professionals, it produces contents for the narration of Italian food, organizes international events to create dialogue with professionals and supports research and training initiatives, to teach Italian products and cuisine to international professionals.

I Love Italian Food, born to promote the authentic Italian food. With Love

The Italian Sauce is a team of professionals who carry out digital marketing and communication projects, produce events and offer innovative products to companies. Thanks to decades of experience in the food sector, it collaborates with some of the major players in the sector, with publishers and production companies for the creation of books, magazines, TV programs and digital content.

Source URL: <http://www.iitaly.org/magazine/focus/facts-stories/article/theitalianresilience-will-made-in-italy-save-italy>

Links

[1] <http://www.iitaly.org/files/invitotalks-ilmadeinitalysalveralitaliajpg>



[2] <https://talks.100per100italian.it/>

[3] <https://bit.ly/38i4CMO>

[4] <https://www.facebook.com/iloveitalianfood.org>

[5] <http://italiani.it>