

# THE *Sweet* TASTE

## BUSINESS OPPORTUNITIES & PERSPECTIVES FOR ITALIAN FOOD AND WINE IN INDIA

New Delhi, 27 April 2016

09:00- 09:30	<i>Welcome Coffee and Registration of Participants</i>
09:30- 09:35	<b>Opening Remarks</b> <i>Francesco Pensabene, Trade Commissioner/Coordinator of Italian Trade Commission Offices in India</i>
09:35- 09:50	<b>Welcome Address</b> <i>Lorenzo Angeloni, Ambassador of Italy to India</i>
09:50-10:10	<b>Italy-India Trade Relations: focus on Food and Wine</b> <i>Francesco Pensabene, Trade Commissioner/Coordinator of Italian Trade Commission Offices in India</i>
10:10- 10:30	<b>Italian Food in India: Policies, Guidelines, Customs</b> <i>Rakesh Banga, Founder Director, FIFI (Forum of Indian Food Importers)</i>
10:30- 10:50	<b>Italian Fruit and Vegetables</b> <i>Paolo Bruni, President, CSO (Italian Fruit and Vegetables Services Centre)</i>
10:50- 11:10	<i>Coffee and tea break</i>
11:10- 11:30	<b>Market opportunities and business perspectives of gourmet Italian Food in India</b> <i>Sumit Saran, Head of International Foods, Future Group, India</i>
11:30- 11:50	<b>Italy in India: a live market experience by Ferrero</b> <i>Roberto Grasso, Ceo, Ferrero India</i>
11:50- 12:10	<i>Q&amp;A</i>
12:10- 12:45	<b>The Art of Italian Cuisine</b> <i>Live cooking demonstration by Head Chef Diego Martinelli</i>
12:45- 14:00	<i>Lunch Buffet</i>
14:00- 14:40	<b>Italian Olive Oil in India: Business and Partnerships Perspectives</b> <i>Rajneesh Bhasin, President, Indian Olive Association</i> <i>Michele Bungaro, Director, Institutional Relations, UNAPROL (Italian Olive Oil Consortium)</i>
14:40- 15:00	<i>Q&amp;A</i>
<b><i>The Art of Italian Wine: I Style Wines</i></b>	
15:00- 15:20	<b>From Vine to Wine: The Excellence of Italian Wines</b> <i>Giuseppe Martelli, President, National Wine Committee, Italian Ministry of Agriculture, Food and Forestry</i>
15:20- 16:00	<b><i>The I Style in Wine Making and Tasting</i></b> <i>Wine tasting by President of Italian Wine Committee, Giuseppe Martelli and Indian Champion Sommelier, Atul Tiwari</i>
Moderator:	<i>Francesco Pensabene, Trade Commissioner/Coordinator of Italian Trade Commission Offices in India</i>