



ITALIAN TRADE AGENCY

Berlin Office

Berlin, 5 June 2023

**Press release:**

**Italy at World Travel Catering & Onboard Services 2023 (6 - 8 June 2023)**

On 6 June 2023 **World Travel Catering & Onboard Services (WTCE)** opens its doors in **Hamburg**. WTCE is the global event for **travel catering and onboard services**.

ITA, **Italian Trade Agency**, taking part in the event for the first time, will be present with an **info desk** in Hall A1 of Hamburg Messe und Congress GmbH at stand C85 and will present the **products of 10 Italian companies**. Here, every product is an authentic original - Made in Italy! The variety includes exquisite olive oils, water, wine, cocktails, cheeses, truffles and baked goods made from the finest ingredients.

The aim of the Italian presence is to raise the positioning of Italian products, through the enhancement of ancient tradition but at the same time with a push for innovation and attention to modern trends.

At the ITA stand it is possible to taste the exhibitors' products, establish contacts and obtain further information.

The 10 exhibitors are:

[AMARFOOD S.r.l.](#)  
[Castello di Salasco](#)  
[CONSORZIO GOURM.IT](#)  
[RUATA F.LLI - GOCCIA DORO](#)  
[Leonarda Tardi di Calogero Mazzara](#)  
[MACORITTO VALENTINO S.R.L.](#)  
[NIOCOCKTAILS SRL](#)  
[Olio Guglielmi](#)  
[PIAZZA NAVONA SRL](#)  
[Romano Vincenzo & C sas](#)

### **About WTCE**

World Travel Catering & Onboard Services in Hamburg is the world's leading event for catering and onboard services. Since its launch in 2012, WTCE has gone from strength to strength, allowing experts and stakeholders in the onboard services industry to come together, develop and present ideas, products and solutions to create a high-quality onboard experience for the passenger.

The 2023 edition of WTCE will feature sessions designed to inspire industry players to bring the 'wow factor' back into travel. Speakers will take to the stage in the Taste of Travel theatre during the three-day event to deliver seminars on various topics such as how to improve the in-flight experience, how to appeal to the discerning younger generation, and what the commercial, private and executive aviation sectors can learn from each other. Curated in association with Onboard Hospitality (OBH) magazine, a line-up of well-known industry experts will cover topics designed to guide and direct airlines and railways to adapt their on-board service strategies according to what passengers are looking for in their post-pandemic travel.

### **About ITA**

ITA – Italian Trade Agency for the promotion abroad and the internationalisation of Italian enterprises is the body through which the government promotes the consolidation and economic-commercial development of our enterprises in foreign markets. The agency also operates as the body responsible for promoting the attraction of foreign investment in Italy. With a dynamic, motivated, and modern organisation and a widespread network of offices abroad, ICE carries out information, assistance, consultancy, promotion, and training activities for small and medium-sized Italian enterprises. Thanks to the use of the most modern tools of promotion and multi-channel communication, it acts to affirm the excellence of Made in Italy in the world.

#### For more information:

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