

# ITALIANA

B2B NEWS BY THE ITALIAN TRADE AGENCY  
AMMAN OFFICE

MAY – JUNE 2020

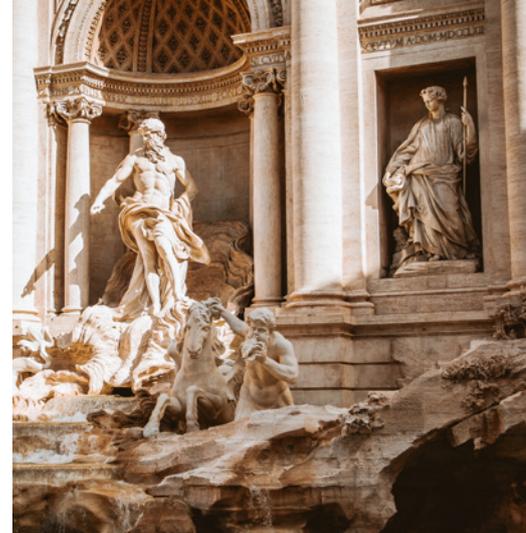
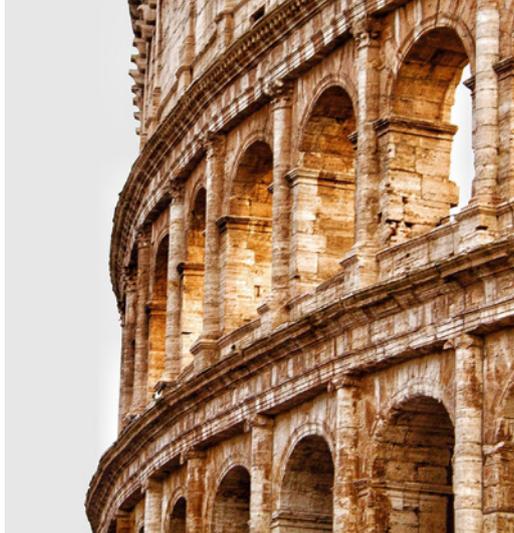
## A LETTER OF OPTIMISM FROM RESILIENT ITALY

Italy began to ease its lockdown on May 4, reopening its factories to 4.4 million workers. We're here to share with you the latest good news about Made in Italy!

## ITALIAN ECO SOLUTIONS

### GREEN CHANGE IS UPON US

Nature's comeback is a clear sign the environment needs more attention, Italians and Jordanian columnists agree.



ITALIANA is a digital newsletter that delivers updates about upcoming Italian trade shows and events organized by the Italian Trade Agency (ITA) – Amman Office. This interactive newsletter is also your place to find opportunities for B2B collaboration between Italian businesses and their counterparts in Jordan, Iraq and the Palestinian Territories.

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PHOTOGRAPHY  
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NEWS SOURCES  
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# OPTIMISM LEADS THE WAY

With our launch issue, we share with you some good news about food, solidarity, and literature from Italy, Jordan, and the world.



American actor Tom Cruise in a movie scene from 2018's "Mission: Impossible – Fallout," the 6th in the action film series (Image courtesy of Paramount Pictures).

## JORDANIAN COLUMNIST WRITES ABOUT ITALIAN MASTERPIECE THE DECAMERON

In March, Jordanian opinion writer and political analyst, Ibrahim Gharaybeh, wrote an [article in Arabic](#) in Al Ghad newspaper about The Decameron, a 1353 masterpiece by Italian writer Giovanni Boccaccio, known to have paved the way for the creation of the modern "short story." Interestingly, Boccaccio's work is a fictional account of a group of 10 young Florentines (7 women and 3 men) who flee the city and spend ten days in self-quarantine in a deserted villa in hopes of escaping the plague that spread in Europe in the late 1300s! Gharaybeh's article introduces

Jordanian readers to the many plots of The Decameron's 100 short stories, told by each of the principal characters to pass the time.

## BLOOMBERG: "THE TRIP TO ITALY WE'D LOVE TO TAKE WHEN THIS IS ALL OVER"

Travel editor at Bloomberg, Nikki Ekstein, wrote an [article](#) about all the beautiful places she's been to in Italy before the spread of the pandemic. In her article titled, "The Trip to Italy We'd Love to Take When This Is All Over," she gives particular attention to Puglia, Bari, and Rome, as she dreams up a culinary tour across all three destinations. "At home, we've made a rainbow in solidarity: tutto andra bene, it says: 'Everything will be OK.' And as soon as it is, I need to get back to the trip I'd been planning when this all started: a relaxing, food-filled week in Puglia, at the heel of Italy's boot," she writes in her article published mid-April. Ekstein also speaks about the hospitality and kindness of the Italian chefs and her desire to return the favor when the pandemic is over.

## PASTA MARKET EXHIBITS MAJOR GROWTH OF 249% DURING OUTBREAK

Lockdowns have led to a rising demand for non-perishable goods like dried pasta, resulting in a major growth of 249% since the outbreak. According to Research and Markets, the closure of restaurants to prevent the spread of the virus has also led to more consumers cooking at home.

## TOM CRUISE SET ON FILMING IN ITALY

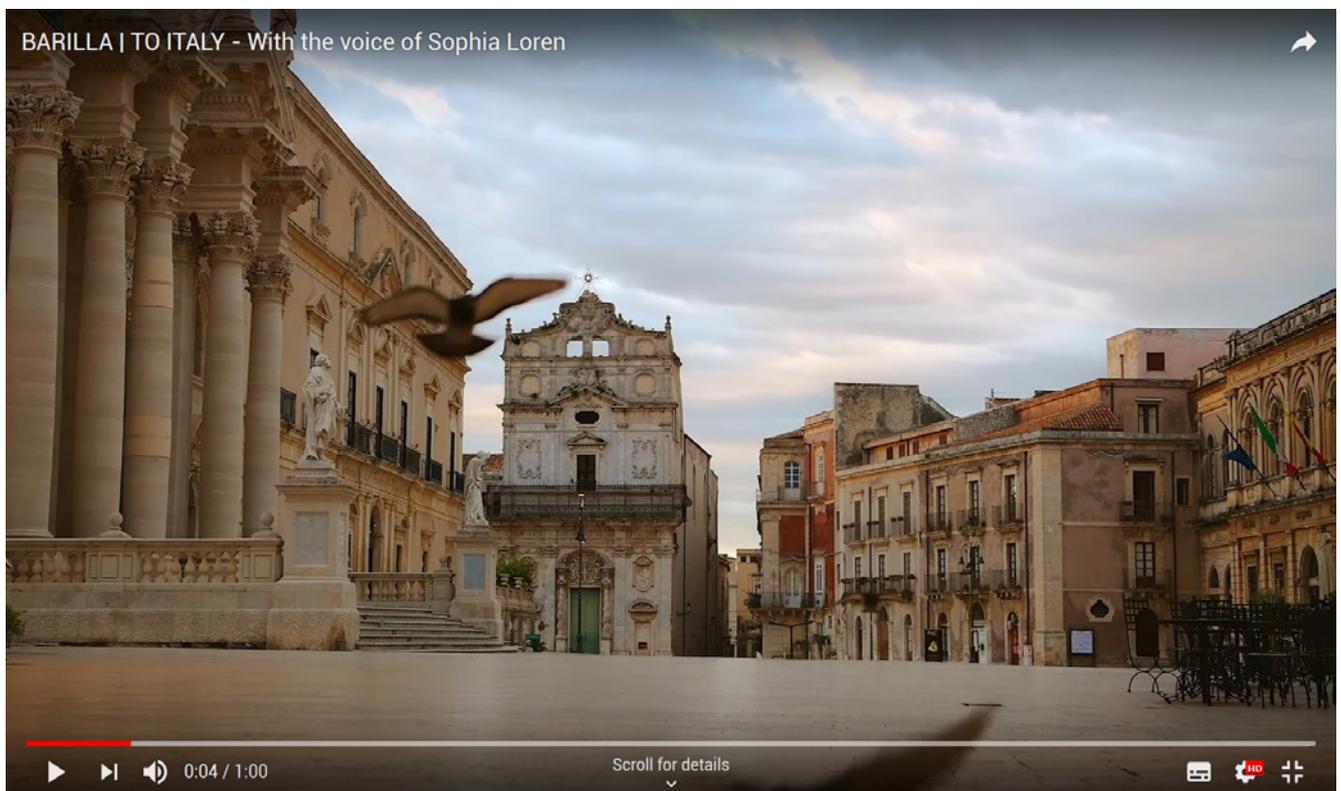
Tom Cruise is reportedly planning to resume filming "Mission: Impossible 7" in Venice, as soon as lockdowns are completely lifted allowing for normalcy to return to Italy. According to celebrity news websites, the Hollywood star is adamant on shooting in Italy to help the country recover from the financial repercussions of the pandemic.

## JENNIFER LOPEZ WANTS AN ITALY WEDDING

Pop star Jennifer Lopez said she wanted to throw her wedding in Italy once normalcy is restored, as a show of solidarity and love towards the people of Italy.

# BARILLA PAYS TRIBUTE TO RESILIENT ITALY IN MOVING VIDEO

Italian pasta maker, Barilla, paid tribute to resilient Italy through a video ad narrated by iconic Italian movie star Sophia Loren. The emotional movie aimed to remind Italians that with hardship comes hope, and with solidarity comes optimism.



Human resilience and solidarity are the key messages in a widely-viewed ad by Italian pasta brand, Barilla. Released early April, the spot opens on empty Italian cityscapes, to denote the silence that has befallen Italy due to lockdowns. The video then shows footage of people waving the Italian flag and playing music from their balconies, in a sign of the enduring human spirit and the will to brave the winds of adversity and hardship. Throughout the ad, Sophia Loren's words show gratitude for hard-toiling healthcare workers, supermarket staff, pharmacists and food manufacturers, including those on the Barilla production lines.

Above, a screenshot from Barilla's "Resilient Italy" video on YouTube. The ad is in Italian and has subtitles in English, among other languages.

[WATCH VIDEO ON YOUTUBE](#)



The new 500, is an eco-friendly coupé that runs on electricity and enjoys a host of features that respect the environment, including zero emissions.

## NEW FIAT 500 HONORS MILAN

Fiat Chrysler Automobiles (FCA) raised the curtain in April on its first all-electric car, the all-new Fiat 500, from Milan to “help recharge its energy and optimism.” The launch was originally scheduled for the Geneva International Motor Show from March 5 - 15. But due to lockdown restrictions across Europe, FCA resorted to a creative solution; shooting a virtual “press conference” in Milan. The video features Olivier Francois, chief marketing officer of FCA and president of the Fiat brand, who quarantined in Milan up until the launch date. He said the Fiat 500 – endearingly known to Italians as the “Cinquecento” (500 in Italian) – has always played a role in giving people new hope and freedom of movement. This year, this iconic hatchback is here to contribute to the planet’s green future, calling this launch an “eco-revolution.” On the notion of hope, Francois added: “We stand beside Milan. Milan never stops, Italy never stops.” The new Fiat 500 will be released in different models starting with “La Prima,” a launch version offering 500 exclusive units per market with an easyWallbox charging unit included. This model is available for pre-orders, and sports an array of unique features, such as



*We stand beside Milan.  
Milan never stops,  
Italy never stops*

easy and fast home charging, a musical engine, and “Level 2 Autonomous Driving.” FCA also released one-off cars designed by three of the finest examples of Made in Italy: Bulgari, Armani and Kartell. The 3 cars celebrate the 500’s style, creativity and craftsmanship, and will be auctioned off with proceeds going to an environmental charity. Other models of the new Fiat 500 will be rolled out at a later stage, with various options and price ranges.

[WATCH VIDEO ON YOUTUBE](#)



# ITA TO SUPPORT DIGITALIZATION OF B2B ITALIAN TRADE SHOWS

As the world strikes a delicate balance between social distancing and re-opening, The Italian Trade Agency (ITA) in Rome is working on a number of digital solutions to support B2B communication and collaboration via e-trade shows.

ITA President Carlo Ferro wrote, in a recent editorial on ITA's website, that the agency is working on new digital solutions that will enable exhibitors and international clients to overcome the restrictions of physical space to successfully operate and make business.

Ferro also said that in the post-crisis period, consumer habits will accelerate the transformation towards the use of digital channels, adding, "We are working hard on this front."

His editorial opened with an emphasis on protecting people's health, adding, "We must, however, look ahead, beyond the crisis, to be ready to position our country on the road to recovery, and think with optimism and vision as to how to participate in the recovery of tomorrow."

He also addressed the optimism that ITA has about the future of Italian enterprise, "thanks to the character of workers (artisans and professionals alike) and entrepreneurs, to whom ITA gives its full support." He added that Italians are resilient and accustomed to operating in difficult contexts, and have the will and

strength of character to emerge when the conditions become trying.

"In the end, the excellence of 'Made in Italy' will prevail, because everyone in the world loves Italy, aspires to its style... and appreciates the charm of Italy's unique combination of history-culture-geography."

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*In the end, the excellence of 'Made in Italy' will prevail; everyone in the world loves Italy*

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Detailing a number of initiatives to support Italian businesses, artisans, and consortiums, Ferro said ITA will be collaborating with the Ministry of Foreign Affairs to realize an international communication campaign that strengthens the Italian product abroad, while promoting key aspects that set Italian products apart – such as Made-in-Italy's close link to culture, heritage and geographical



Made-in-Italy producers and manufacturers have a strong commitment towards excellence and quality. From furniture to food and fashion, this Mediterranean country offers a unique combination of history, culture, and geography.

origin, as well as quality, safety, and sustainability. He also underscored a new catalogue of services and digitization projects to stimulate export, including a Smart Fairs 365 initiative designed to enable companies to virtually participate in fairs and for visitors to attend. The initiative, expected to launch for the autumn edition of exhibitions, will be developed in 3 phases:

1. **Virtual Fair:** This platform will offer the opportunity to remotely participate in a fair through an experience that provides the look and feel of the event, implementing digital catalogues, video stands and interactive chats, in addition to a B2B trading platform to be active throughout the days of the event.
2. **Fair 365:** A kind of social network that will allow B2B entities to resume their interaction and business relationships, and to continue making orders and purchases all year long. It will enable contact between exhibitors and certified visitors, even beyond the end of the fair, 365 days a year.
3. **Smart Fair:** Adds to the digital platform a set of data

analytics and artificial intelligence features that optimize the matching between operators, as well as open new markets.

As for e-commerce, ITA will be entering into new agreements with marketplace leaders, as it plans to allocate more resources to promote Italian products, following the example of previous agreements with Amazon and Alibaba.

"The goal from now until the end of 2021 is to set up 15 Made-in-Italy showcases on the most important platforms... covering about 15 countries," he said, adding a strategic plan is in the works to evaluate enhancing the presence of Italian products online via a national portal system that offers "even more visibility to small and medium-sized enterprises."

ITA will also be collaborating with the Ministry of Economic Development to work on offering blockchain technologies to Italian companies to ensure the traceability of products. This move aims at protecting the uniqueness of "Made in Italy," as it strengthens the fight against counterfeiting.



## UPCOMING ITALIAN TRADE SHOWS

### PRINT4ALL TO STREAM IN JUNE

Print4All Conference, the Italian trade show dedicated to the needs of commercial, editorial and industrial printing, has decided to stream this year's event in June. The virtual event, dubbed "Future Factory: Printing the Future, Now," focuses on printing methods, such as rotogravure, flexography and hybrid technologies meant for package printing and labelling as well as converting technologies. A preview webinar was also scheduled for May 18. Print4All used to be held annually in Milan.

24 June 2020 | Digital | [www.acimga.it/en](http://www.acimga.it/en)

### MACFRUT GOES DIGITAL

This year, Italy's international showcase for the fresh produce industry, Macfrut, will offer business opportunities through a digital platform that will bring together buyers from all over the world, opening up new international markets for the sector. This innovative project makes Macfrut Digital the "first virtual trade fair" for the fruit and vegetable industry.

8 - 10 September 2020 | Digital | [macfrutdigital.com](http://macfrutdigital.com)

### FOOD EXPO, CIBUS, SLATED FOR NEXT YEAR

The 20th edition of Cibus, the international food exhibition, has been rescheduled for next year from 4 to 7 May 2021. The decision, taken by Fiere di Parma and Federalimentare, has been agreed upon with the Italian Trade Agency (ITA) and the businesses of the Italian agri-food supply chain. An international forum, titled "Cibus Forum – Food&Beverage Sector and Covid: From Transition to Transformation," will be held in Parma in September. An innovative digital sourcing and business matching platform, called [My Business Cibus](#), was also launched on May 12 to help importers find their "best Italian food producers."

4 - 7 May 2021 | Parma, Italy | [www.cibus.it/en](http://www.cibus.it/en)

## ITA – AMMAN OFFICE NEWS

### ITA – AMMAN OFFICE ATTENDS EDAMA WEBINAR ON RENEWABLE ENERGY

In April, The Italian Trade Agency (ITA) – Amman Office attended a webinar organized by EDAMA dubbed, "The Future of Renewable Energy in Jordan after COVID-19 Crisis." The participants discussed the role of renewable energy and the economic future of the Kingdom in the aftermath of the pandemic. Jordanian Minister of Energy and Mineral Resources Ms. Hala Zawati, and Dr. Dureid Mahasneh, Chairman of EDAMA, were in attendance.

### ITA – AMMAN OFFICE HOLDS VIDEOCONFERENCE WITH JEBA TO DISCUSS FUTURE STEPS

ITA – Amman Office held a videoconference with the Jordan Europe Business Association (JEBA) on April 19 to discuss the impact of the pandemic on economy and trade in Jordan, and future initiatives to enhance trade ties between Italy and Jordan. The meeting was attended by Eng. Jamal Badran President of JEBA, and board members Eng. Ramzi Al Muna, Mr. Jamal Fariz and JEBA's Director Ayman Qaffaf. And from ITA, Mr. Filippo Covino Director of ITA – Amman Office and Mr. Nahel Chahin, Trade Analyst.

### EXPO ORGANIZER ATTENDS ITALIAN WEBINAR ON PACKAGE PRINTING

Late April, a Jordanian expo organizer attended the Roto4All webinar, the first event on Rotogravure organized by Acigma. Roto4All specializes in technologies and applications dedicated to the printing of packaging. Initially scheduled for March 2020, the event was postponed and transformed into both digital and physical formats. The physical Roto4All will be held on October 23 in Florence. This event is an opportunity to network with Italian manufacturers of machinery dedicated to graphic, paper and converting industries.



## ITALY IN JORDAN NEWS

### LAUNCH OF “ITALY AT YOUR HOME” INTEGRATED DIGITAL PROMOTION PROGRAM FOR 2020

The Italian Embassy in Amman has launched a digital cultural promotion program for 2020 in collaboration with the Italian Trade Agency (ITA) – Amman Office, titled “Italy at Your Home.”

The culturally-rich program consists of virtual visits to some of Italy’s most exciting museums, cultural sites, as well as art and photography exhibitions, including Italy’s famed UNESCO World Heritage Sites.

Targeting the general public, art aficionados, artists, designers, and anyone with a passion for Italian art and culture, “Italy at Your Home” aims to take viewers on a virtual tour across Italy’s 20 regions, passing through landmark locations, such as the “Fontana di Trevi,” while taking a virtual stroll around the country’s numerous historic city centers, plazas, and breathtaking castles. Launched on May 17, “Italy at Your Home” will be running until the end of September with each week dedicated to a different theme: From the great art museums to design, from castles to fashion and cosmetics, and from Italian UNESCO World Heritage Sites to industrial design. The program will also take us to art exhibitions by famous artists like Raffaello, in addition to well-known theaters, including the “Teatro Massimo di Palermo,” all the way to contemporary art, books, and food events.

To explore the e-tours, visit [Italy in Jordan on Facebook](#)

Did you know that Italy has the most number of UNESCO World Heritage Sites in the world? There are 55 sites in total recognized by the UNESCO across this beautiful Mediterranean country, 50 of which are “Cultural,” and 5 designated as “Natural.”

## CALENDAR OF E-TOURS

May 17 - 21

Week of the Great Italian Museums

May 24 - 28

Contemporary Art Week

May 31 - June 4

Renaissance Week

June 7 - 11

Film and Photography Week

June 14 - 18

Week of Italian Parks and Gardens

June 21 - 25

Italian Fashion and Cosmetics Week

June 28 - July 2

Medieval Art Week

July 5 - 9

Week of Italy to be Discovered

July 12 - 16

Italian Industrial Design Week

July 19 - 23

Italian Baroque Week

July 26 - 30

Week of Italian Theaters

August 2 - 6

Italian Castles Week

August 9 - 13

Week of Great Italian Artists

August 30 - September 3

Ancient Art Week in Italy

September 6 - 10

Week of UNESCO Sites in Italy

September 13 - 17

Roman Art Week in Italy

# GREEN CHANGE IS UPON US

With pollution levels dropping due to lockdowns, Italians and Jordanians want a better environment for the planet.

Milan Mayor Giuseppe Sala is leading the way in Italy for the adoption of greener transport methods to keep pollution at bay. He pushed for an “eco-bonus” of 500 Euros to help the residents of Milan (and Italy) buy bikes, e-bikes and electronic scooters ahead of May 4, the date that was set by the Italian government to gradually re-open the economy. In France, the government is offering those who already own bikes a bonus of 50 Euros to repair their bikes. Milan has also started converting 35 km of its street space to bicycle lanes and pedestrian areas in this city of 1.4 million people, to help ease the pressure on its public transport system while observing social distancing.

“I believe the people are ready to change attitude, to change behavior,” Sala told Reuters in a recent interview.

Meanwhile in Jordan, columnists at 3 different local newspapers wrote op-eds in support of a global change in attitude towards natural resources and the environment. Dr. Zaid Hamzeh, a former Minister of Health, said in an opinion piece in [Al Rai newspaper](#), an Arabic-speaking publication and Jordan’s first mass circulation, that the world needs to slow down and stop its “frantic economic



activity,” adding humans have what it takes to push for the kind of change that can ensure a cleaner and more ethical tomorrow.

In April and on the occasion of Earth Day 2020, Al Ghad newspaper’s opinion writer Tahani Rouhi, wrote an article ([in Arabic](#)) and said, “It has become evident humanity now needs to follow a new path, where it emphasizes the principles of justice and ethics as it addresses pollution and climate change.”

Also marking Earth Day, [The Jordan Times](#) writer Ayoub Abu Dayyeh said that the pandemic can be seen as nature’s “way of striking back at us,” having “exhausted the environment through emitting excessive greenhouse gases” and “practiced systemic deforestation, excessive mining, overfishing and used harmful chemicals, and other inventions that harm nature.”

## FROM ENVIRONMENTAL POLICY TO MADE-IN-ITALY E-BIKES AND E-SCOOTERS

Italy is a leader in green technologies and innovative approaches to zero-emissions transport solutions:

- Keep an eye out for [Ecomondo](#), the leading event in Europe for the new models of circular economy, tackling key issues pertaining to green technologies, waste management, health, and eco-design, among others. The event will be held in November.
- Environmentalists, export-import dealers, and municipalities looking for transport solutions with zero emissions need to look no further than Italy’s wide array of e-bikes, e-motorcycles, e-scooters, and e-minivans. E-transport emits no polluting exhaust fumes harmful to the environment and produces zero sound pollution.



AUTHENTIC ITALIAN RECIPES



# BRUSCHETTA AL POMODORO

## Tomatoes on Toast

Bruschetta is exactly what Italian food is all about. With nothing excessive or complicated, this simple dish lets the quality ingredients speak for themselves. In Italy, this deliciously rustic dish is served as an “antipasto,” singular for “antipasti” and means appetizer.

### INGREDIENTS

8 cherry tomatoes, diced  
1 garlic clove, cut in half  
Salt to taste  
3 fresh basil leaves, chopped  
8 small fresh basil leaves, whole  
2 tbsp extra virgin olive oil  
8 slices baguette, or crusty loaf bread  
Extra virgin olive oil, to drizzle

### METHOD

1. Combine diced tomatoes with chopped basil and 2 tbsp of extra virgin olive oil in a mixing bowl. Season with salt to taste.
2. Using a bread knife cut the baguette, or multigrain loaf, on the diagonal into 1 to 2 cm slices.
3. Grill bread lightly on both sides in the pan over medium heat, or in a preheated oven. Bread slices should become crunchy, light brown in the middle, and golden brown around the edges.
4. When the toast is still hot, rub it with cut half of the garlic clove to infuse with flavor.
5. Arrange the bread on a serving plate and top each slice with the tomato mixture.
6. Drizzle with extra virgin olive oil.
7. Garnish with whole basil leaves and serve immediately to prevent the bread from turning soggy.

### RECIPE TIPS

High quality ingredients are the secret behind this simple recipe's sublime taste. Bruschetta works best with crusty Italian bread, baguettes, or slices of a sourdough or multigrain loaf. It won't work with milk bread, such as burger buns or “hamam” bread.



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