



Ministero degli Affari Esteri
e della Cooperazione Internazionale



27—29.09.2026
Jeddah Superdome

Italy at Saudi Food Show



sponsored by



Alifood is a global trading company founded in 1997, specializing in high-quality traditional Italian food products. It connects local producers with global consumers by integrating marketing and logistics. The company offers supply chain solutions for importers and retailers, managing the entire international chain.



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A CULINARY
JOURNEY FROM
NORTH TO
SOUTH ITALY



» » » » »

Sunday, 27 September

Opening day — Italy meets Saudi Arabia

Northern Italy Cooking Show & Tasting

Southern Italy Cooking Show & Tasting

Official Opening of the ITA Space

SPECIAL COOKING SHOW - Italy Meets Saudi Arabia

Tasting Session

Tasting of the dishes prepared during the afternoon.

Monday, 28 September

Flavours of Northern & Southern Italy

2:30 PM

Northern Italy Cooking Show & Tasting

Polenta Crostini with Halal Blue Cheese Cream and Walnuts; Milanese Mondegghili; Mantuan Sbrisolona.

3:30 PM

Southern Italy Cooking Show & Tasting

Sicilian Arancini; Zucchini Cannelloni with Shrimp and Ricotta; Neapolitan Struffoli.

4:30 PM

Live Chef Experience

From North to South: techniques, ingredients and stories behind Italy's regional cuisine.

5:30 PM

Italian Excellence Tasting

A guided tasting featuring selected Italian food specialties and the dishes of the day.

Tuesday, 29 September

Italian Regional Traditions — Closing day

2:30 PM

Northern Italy Cooking Show & Tasting

Polenta Crostini with Halal Blue Cheese Cream and Walnuts; Milanese Mondegghili; Mantuan Sbrisolona.

3:15 PM

Southern Italy Cooking Show & Tasting

Sicilian Arancini; Zucchini Cannelloni with Shrimp and Ricotta; Neapolitan Struffoli.

4:00 PM

Final Cooking Show

Italian regional cuisine in one plate: a chef-led interpretation bringing together North and South.

4:30 PM

Closing Tasting

Final tasting session celebrating the diversity of Italian culinary heritage.



Italian cooking,
UNESCO Heritage:
territories and value
chains of excellence



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Driving business growth with Italian excellence







It is a great pleasure to welcome the Italian participation at the Saudi Food Show 2026 in Jeddah, taking place from 27 to 29 September.

This year, 17 Italian companies are participating in the event, a significant presence that reflects the growing interest of Italian businesses in the Saudi market and their commitment to contributing to the Kingdom's dynamic economic diversification and industrial development.

Italy and Saudi Arabia enjoy an increasingly broad and diversified relationship, built on mutual trust, economic complementarity and a shared commitment to developing long-term partnerships. The food and food-processing sectors offer particularly promising opportunities, bringing together growing Saudi demand and Italy's internationally recognized expertise in quality products, advanced technologies, innovation and tailor-made industrial solutions.

Food, however, is much more than an economic sector for Italy. Italian cuisine is the expression of a centuries-old cultural heritage, deeply rooted in our territories, traditions and communities. From the Mediterranean diet to the remarkable diversity of our regional products and recipes, it embodies values of quality, authenticity, conviviality and respect for raw materials. It is a heritage that continues to evolve while remaining firmly connected to its origins. Alongside this unique culinary tradition, Italy has developed one of the world's most

advanced food-processing and packaging industries. Italian companies combine engineering excellence, technological innovation and sustainability with a deep understanding of food production and its evolving needs.

The strong Italian presence at the Saudi Food Show therefore brings together these two distinctive dimensions of Italian excellence: the quality and diversity of our food and the technology and know-how that enable it to be produced, processed and preserved to the highest standards.

I am confident that the Saudi Food Show 2026 will provide an excellent platform for Italian and Saudi companies to build new partnerships, exchange expertise and explore new opportunities for cooperation, further strengthening the economic ties between our two countries.

Marco Bocchi
Consul General of Italy
in Jeddah



Italian food: culture, excellence and innovation

It is a pleasure to welcome you to the Italian participation at the Saudi Food Show 2026, where food, technology and culture come together to present the many different expressions of Italian excellence.

The Italian Trade Agency is strongly committed to promoting Italy's food and agri-food sector in Saudi Arabia, not only by creating business opportunities for Italian companies, but also by bringing Italian products closer to Saudi consumers and professionals through a direct experience of our culinary culture.

For this reason, our activities increasingly combine trade promotion with tasting events, live cooking demonstrations, masterclasses and show cooking, involving Italian chefs and highlighting some of the most representative products of the Bel Paese. Through these initiatives, we want visitors not simply to discover a product, but to understand its origin, its quality, the territory behind it and the culture of which it is an expression.

Food is one of the strongest bridges between Italy and Saudi Arabia. Both our countries attach great importance to hospitality, conviviality, family traditions and the role of food in bringing people together. Cuisine can therefore become an extraordinary meeting point between our cultures and, at the same time, a powerful driver of economic relations.

The figures confirm the growing potential of this partnership. In 2025, total trade between Italy and Saudi Arabia reached €10.3 billion, while Italian exports to the Kingdom amounted to €6.32 billion. In the first eleven months of 2025 alone, Italian exports of agricultural products, food and beverages

to Saudi Arabia approached €493 million, with food products accounting for more than €402 million, an increase of 7.7% compared with the same period of the previous year.

Technology represents the other essential component of the Italian food ecosystem. Saudi Arabia is investing significantly in developing local food production and processing capacity, creating important opportunities for Italian machinery manufacturers. The Saudi market for industrial food and beverage processing machinery reached approximately USD 273 million in 2024, recording growth of more than 50% compared with the previous year. Italy also holds particularly strong positions in several segments of professional foodservice and food-processing equipment.

The participation of 17 Italian companies at this edition, clearly reflects this growing interest in the Saudi market.

Through the Italian Trade Agency Office in Riyadh, we will continue to work closely with Italian and Saudi partners to strengthen commercial relations, support companies and promote an integrated image of Italy in which food, culture, innovation and technology speak the same language.

We invite you to discover our companies, taste our products, experience our show cooking programme and, above all, enjoy a journey through the excellence of Italian food and technology.

Simona Autuori

Director

Italian Trade Agency – Riyadh and Kuwait



Chef Bedoor Badr

Chef Bedoor Badr is a prominent Saudi Executive Chef, Food Developer, and Culinary Consultant based in Jeddah, Saudi Arabia.

Known across digital media platforms for her expertise in premium Arabic and traditional Saudi flavors, she actively merges authentic regional identity with modern culinary practices.

Professional Profile & Achievements

- Culinary Leader & Consultant: She works heavily as a culinary consultant, trainer, and concept creator, helping develop recipes and menus for luxury catering setups and high-end culinary events.
- Slow Food Movement: Chef Bedoor is an active member of the global Slow Food Movement, serving as an official consultant and trainer within the organization to advocate for sustainable gastronomy and regional heritage preservation.
- Event Operations: She operates a specialized catering and event team, widely visible on platforms like Chef Bedoor Badr's Snapchat, where she chronicles premium event executions, culinary competitions, and behind-the-scenes milestones.



Chef Simone Marchi

Simone is an Italian Chef graduated from the “Tor Carbone” Hospitality Institute in Rome, with extensive international experience in high-profile institutional and diplomatic events.

He has led the culinary management of major official celebrations for the Italian Embassies in Tripoli and Baghdad, including multiple Italian National Day events and the “Week of Italian Cuisine in the World,” serving up to 500 guests. Currently serving as Operational Manager and Executive Chef in Tripoli, he oversees three hotel kitchens – Al Waddan Hotel, Hotel Sultan, and Hotel Lailac –, combining expertise in large-scale catering, traditional Italian and international cuisine, food cost control, and multicultural team leadership. HACCP certified, Simone is recognized for operational excellence, precision, and the ability to perform under high-pressure environments. At the beginning of his career, he collaborated with Executive Chef Ignazio Rosa at “La Scala” restaurant in Minsk and gained further experience in restaurants in Rome. He specializes in large-scale catering (100–200+ guests), menu planning, kitchen staff management, food cost control, and HACCP-certified food safety standards.

He has strong expertise in traditional Italian and international cuisine, excellent problem-solving skills, and proven ability to lead multicultural teams under pressure.



Traditional inspiration
Contemporary
presentation Italian
culinary heritage



A CURATED COLLECTION OF ITALIAN REGIONAL RECIPES HALAL-FRIENDLY EDITION



Halal Adaptation Note

All recipes have been standardised for presentation in Saudi Arabia. Pork and alcohol have been removed or replaced with suitable alternatives. Meat, cheese, dairy products, decorations and other processed ingredients should be sourced with recognised halal certification whenever required.



Sicilian Arancini

Ingredients

FOR THE RICE

500 g Arborio or Carnaroli rice
1 L vegetable stock
¼ onion, finely chopped
½ g butter, divided
1 tbsp tomato paste
80 g halal-certified Pecorino Romano
or Parmigiano Reggiano, finely grated
2 tbsp extra-virgin olive oil
Salt, to taste

FOR THE FILLING

500 g halal-certified ground beef
100 g peas
120 g tomato paste
1 carrot, finely chopped
1 celery stalk, finely chopped
½ onion, finely chopped
Fresh basil leaves
3 tbsp extra-virgin olive oil
150 g fresh mozzarella, diced
80 g firm halal-certified mozzarella or
provolone, diced
Salt and freshly ground black pepper

FOR COATING AND FRYING

2 eggs, beaten
Fine breadcrumbs, as needed
Sunflower or other neutral frying oil,
as needed

Preparation

Prepare the rice. Heat the olive oil in a large saucepan over medium heat. Add the chopped onion and cook gently until soft and lightly golden. Add the vegetable stock, half the butter and the tomato paste, then bring to a boil. Stir in the rice, reduce the heat and cook until the liquid has been absorbed and the rice is tender. Stir in the remaining butter, then spread the rice in a thin layer on a tray. Sprinkle with the grated cheese and leave to cool completely.

Prepare the filling. Heat the olive oil in a large pan. Add the celery, carrot and onion and cook for about 8–10 minutes, until softened. Add the ground beef and cook until evenly browned. Stir in the peas, tomato paste, a small splash of water and torn basil leaves. Season with salt and pepper and simmer gently for about 20 minutes, adding a little water if necessary. Cool completely.

Shape the arancini. Place a portion of cold rice in the palm of your hand and flatten it to form a cup. Add a spoonful of beef filling and a few cubes of cheese. Cover with a little more rice and press firmly into a ball or traditional conical shape. Arrange on a lined tray and chill for at least 1 hour.

Coat and fry. Dip each arancino in beaten egg and then coat thoroughly with breadcrumbs. Heat the frying oil to 180°C. Fry a few arancini at a time for about 5–7 minutes, or until deep golden and crisp. Drain on absorbent paper and serve hot.

ORIGIN & HISTORY

Arancini are one of Sicily's most iconic street foods. Their earliest roots are commonly linked to the Arab rule of Sicily (9th–11th centuries), when rice, saffron and new culinary traditions became firmly established on the island. Over time, the seasoned rice was enriched with fillings, shaped into compact portions, breaded and fried.

Their name recalls the small oranges they resemble when golden and crisp.

Halal adaptation: prepared with halal-certified beef and cheeses; contains no alcohol or pork products.



Zucchini Cannelloni with Shrimp and Ricotta

Ingredients

2 large zucchini
 350 g shrimp, peeled, deveined
 and roughly chopped
 250 g ricotta cheese
 1 egg
 50 g halal-certified Parmigiano
 Reggiano or similar hard Italian
 cheese, finely grated, divided
 2 garlic cloves, minced
 2 tbsp fresh basil, chopped
 250 ml tomato passata or smooth
 tomato sauce
 2 tbsp extra-virgin olive oil
 A small pinch of ground nutmeg
 Salt and freshly ground black
 pepper

Preparation

Prepare the zucchini. Slice the zucchini lengthwise into very thin ribbons using a mandoline or vegetable peeler. Lightly salt them and leave for 5 minutes, then pat dry with kitchen paper.

Cook the shrimp. Heat a little olive oil in a skillet over medium-high heat. Add the garlic and shrimp and sauté for 3–4 minutes, just until the shrimp turn pink and are cooked through. Leave to cool slightly.

Make the filling. Combine the ricotta, egg, half of the grated cheese, basil, nutmeg and cooked shrimp. Season lightly with salt and black pepper.

Assemble. Overlap two zucchini ribbons slightly. Place a spoonful of filling at one end and roll tightly into a small cylinder. Repeat with the remaining ingredients.

Bake. Spread the tomato passata over the base of a baking dish. Arrange the zucchini cannelloni in the sauce and sprinkle with the remaining grated cheese. Bake in a preheated oven at 190°C for 12–15 minutes, until heated through and lightly golden on top.

ORIGIN & HISTORY

Cannelloni belong to Italy's long tradition of filled and baked pasta. Rolled, stuffed pasta dishes became especially popular in the early 20th century and are strongly associated with the cooking of central and southern Italy. This contemporary seafood version replaces pasta tubes with thin zucchini ribbons, creating a lighter interpretation while preserving the classic idea of a filled cylindrical roll baked with sauce.

Naturally pork-free and alcohol-free. Use halal-certified cheeses where required.



Neapolitan Struffoli

Ingredients

FOR THE DOUGH

500 g type 00 flour
20 g sugar
1 pinch fine salt
100 g butter, softened
3 eggs
2 egg yolks
4 g baking soda
Finely grated zest of 1 orange
Finely grated zest of 1 lemon
15 ml orange blossom water
Neutral frying oil, as needed

FOR THE HONEY COATING

600 g wildflower or acacia honey
100 g sugar
Finely grated zest of 1 lemon
Finely grated zest of 1 orange
150 g candied orange peel, diced
Candied cherries, to taste
Halal-certified, gelatin-free
coloured sprinkles, to decorate

Preparation

Make the dough. Sift the flour onto a work surface and form a well. Add the sugar, salt, baking soda and softened butter. Begin mixing, then add the eggs and egg yolks one at a time. Add the orange blossom water and the citrus zest. Knead until smooth and homogeneous. Wrap and rest at room temperature for 30 minutes.

Shape. Take small portions of dough and roll them into ropes about 1 cm thick. Cut into pieces about 1–1.5 cm long and place them on a lightly floured tray.
Fry. Heat the oil to 150–160°C. Fry the dough pieces in small batches for 3–4 minutes, moving them gently so they colour evenly. Drain when golden and transfer to absorbent paper.

Coat and decorate. Warm the honey and sugar over low heat, stirring until the sugar dissolves. As the mixture reaches a gentle boil, remove from the heat and add the lemon and orange zest. Stir in the candied orange, then add the fried struffoli and mix carefully until evenly coated. Arrange on a serving dish and decorate with candied cherries and halal-certified sprinkles.

Storage. Store the finished struffoli in a covered container at room temperature for up to 4–5 days. Uncoated fried struffoli can be stored for several days in an airtight container.

ORIGIN & HISTORY

Struffoli are a festive symbol of Naples and are traditionally served at Christmas. The tiny pieces of dough are fried, coated in honey and decorated with candied fruit and colourful sprinkles. Their ancestry is often connected to ancient Greek pastries introduced around the Gulf of Naples, although the precise origin of the name remains debated. Similar honey-coated sweets can still be found throughout southern Italy.

Saudi-friendly version: the traditional anise liqueur has been replaced with orange blossom water. Decorations should be alcohol-free and gelatin-free.



Polenta crostini and Halal Blue Cheese Cream and Walnuts

Ingredients

90 g instant polenta
 375 ml water
 Fine salt, to taste
 Extra-virgin olive oil, as needed for browning
 60 g halal-certified blue cheese (Gorgonzola-style)
 60 g halal-certified cream cheese
 10 g extra-virgin olive oil, for the cheese cream
 Freshly ground black pepper, to taste
 30 g walnut kernels, roughly chopped

Preparation

Cook the polenta. Bring the water to a boil and season lightly with salt. Gradually whisk in the instant polenta and cook, stirring continuously, for about 8–10 minutes or until thick and smooth.

Chill and cut. Spread the cooked polenta on a baking-paper-lined tray to a thickness of about 5 mm. Leave to cool completely. Cut into small rounds, approximately 2–3 cm in diameter.

Brown the crostini. Heat a thin layer of olive oil in a wide pan. Brown the polenta rounds for 2–3 minutes on each side, until lightly crisp. Drain on absorbent paper.

Make the cheese cream. Blend the halal-certified blue cheese, cream cheese, olive oil and a little black pepper until smooth. Transfer to a piping bag fitted with a star nozzle, or use a teaspoon.

Finish. Pipe or spoon a small amount of cheese cream onto each warm or room-temperature polenta crostino. Garnish with a piece of walnut and serve.

ORIGIN & HISTORY

Polenta is one of the great staples of northern Italian cooking. After maize reached Europe in the 16th century, cornmeal polenta became deeply rooted in the rural cuisines of Lombardy, Veneto and neighbouring regions. Pairing crisp or creamy polenta with blue cheese reflects the dairy traditions of northern Italy and creates a classic contrast between the mild sweetness of corn and the savoury intensity of aged cheese.

For service in Saudi Arabia, use halal-certified blue cheese and cream cheese produced without non-halal animal rennet.



Milanese Mondegghili

Ingredients

FOR THE MIXTURE

300 g halal-certified beef brisket
or boiling beef
80 g halal-certified beef
or turkey mortadella
130 g stale white bread crumb
1 carrot
1 white onion
1 celery stalk
2 cloves
20 g halal-certified Grana Padano
or Parmigiano Reggiano,
finely grated
1 egg
80 ml whole milk
Finely grated zest
of 1 unwaxed lemon
5 g flat-leaf parsley, finely chopped
A pinch of ground nutmeg
Salt and freshly ground black
pepper

FOR COATING AND COOKING

80 g fine breadcrumbs,
approximately
Butter, as needed for shallow frying

Preparation

Cook the beef. Place the beef in a pot with the carrot, celery and the onion studded with the cloves. Cover with lightly salted water, bring to a gentle boil and simmer until the meat is very tender, about 1 hour. Leave to cool, then shred or finely chop the beef.

Prepare the mixture. Soak the bread crumb in the milk until soft. Finely chop the halal mortadella. Combine the beef, softened bread and mortadella, then mince or process briefly to obtain an even mixture.

Season. Add the lemon zest, egg, grated cheese, nutmeg and parsley. Season with salt and pepper and mix thoroughly until well combined. Shape and coat. Take about 35 g of mixture for each mondegghilo. Shape into small oval patties and flatten slightly. Coat evenly with breadcrumbs.

Cook. Melt enough butter to shallow-fry in a non-stick pan. Cook a few mondegghili at a time for 1–2 minutes per side, turning carefully, until gol

ORIGIN & HISTORY

Mondegghili are a traditional Milanese dish born from the practical custom of transforming leftover cooked meat into something new and flavourful. Their history reflects Milan's long period under Spanish rule: the name is commonly traced through the Spanish word *albóndiga*, itself derived from Arabic *al-bunduqa*. The result is a particularly evocative example of the cultural exchanges that have shaped Mediterranean cuisine.

Halal adaptation: pork-based mortadella is replaced with halal-certified beef or turkey mortadella; all meat and cheese should be halal-certified.



Mantuan Sbrisolona

Ingredients

200 g type 00 flour
 100 g fine cornmeal (fioretto)
 200 g almond flour
 200 g butter, soft but still cool
 200 g sugar
 100 g beaten egg (about 2 medium eggs)
 40 g whole almonds, roughly chopped
 10 g baking powder
 Seeds of 1 vanilla bean
 2 g fine salt

Preparation

Make the dough. Combine the type 00 flour, cornmeal, almond flour and baking powder on the work surface. Make a well and add the butter, sugar, egg and salt. Mix with your fingertips, then add the chopped almonds and vanilla seeds. Work only until the mixture comes together; avoid over-kneading.

Chill. Flatten the dough on a lined tray, cover and chill until firm. For the most defined crumbs, freeze for at least 4 hours.

Create the crumbs. Break the cold dough into coarse, irregular crumbs by hand or by pressing it through a wide-holed cooling rack. Do not compact the mixture.

Bake. Line a 28–32 cm round baking tin with baking paper. Scatter the crumbs evenly into the tin without pressing them down. Bake in a preheated static oven at 170°C for about 45 minutes, or until deeply golden.

Serve. Leave to cool completely before removing from the tin. Serve by breaking the cake into rustic pieces by hand, in the traditional Mantuan style.

ORIGIN & HISTORY

Sbrisolona is the signature crumbly cake of Mantua in Lombardy. Its name is linked to the local dialect word *brisa*, meaning “crumb”. The cake began as a rustic preparation made from readily available ingredients such as cornmeal, fat and sweeteners, and was later refined in the kitchens of the Gonzaga court with butter, sugar and almonds. Traditionally, it is broken into irregular pieces by hand rather than neatly sliced.

This recipe is naturally alcohol-free and pork-free. Use halal-certified butter and baking ingredients where required.

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ICE Riyadh
Tel. +966 114827419-4889762
c/o Ambasciata d'Italia a
MJPH+3G8, Al Safarat,
P.O.BOX 94324 11693, RIYADH
www.ice.it