

Kuala Lumpur Office

**THE ITALIAN TRADE COMMISSION  
LIST OF EVENTS AND USEFUL INFORMATION  
NEWSLETTER OCTOBER 2021**



**(E-commerce initiative)  
Italian Trade Agency X Happyfresh Malaysia  
Kuala Lumpur, Malaysia  
April 2021 – May 2022**

It's official! Italian Trade Agency of Kuala Lumpur will be collaborating with HappyFresh Malaysia in a year-long campaign to promote authentic Italian products on their platform. Under the concept of "Eat Healthy, Taste Italy", online consumers can expect special promotions and features of Italian products on the e-commerce platform.

The agreement signing ceremony took place today between Trade Commissioner - Dr. Filippo Fusaro representing ITA Kuala Lumpur and Country Managing Director - Mr. Hu Hun Hui representing HappyFresh Malaysia. The ceremony is also graced by the presence of H.E. Cristiano Maggipinto.

Stay tuned for the updates!

[#italianfood](#) [#EatHealthyTasteItaly](#) [#madeinitaly](#)



**EIMA International 2021**  
**Bologna, Italy**  
**19<sup>th</sup>- 23<sup>rd</sup> October 2021**

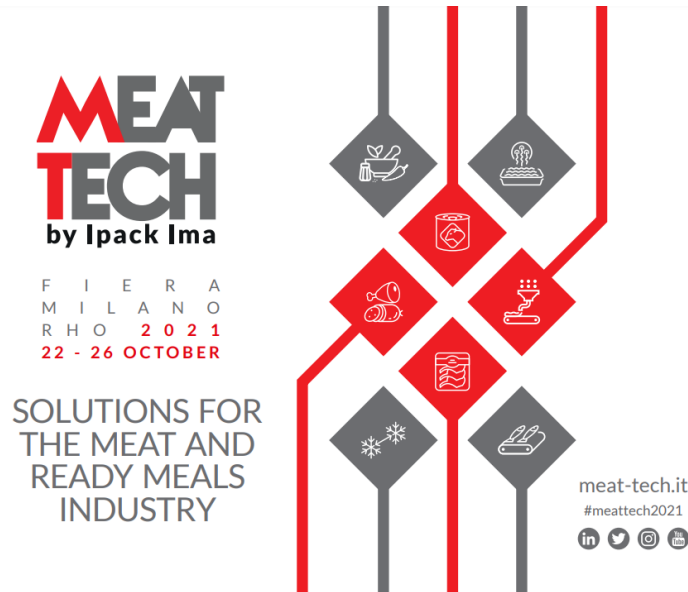
**EIMA International 2021** is the International Exposition of Machinery for Agriculture and Gardening, a biennial event created in 1969 by FederUnacoma, the Italian Agricultural Machinery Manufacturers Federation, and organized by the federation's service division, FederUnacoma Surl, in collaboration with BolognaFiere.

The format of the review provides for fourteen merchandise sectors joined by specialized salons, EIMA Components, EIMA Green, EIMA Energy, EIMA Idrotech and EIMA Digital, for the direct participation of manufacturing industries from around the world presenting avant-garde technologies in the sector at the global level.

The organization rational of the merchandise exhibits provides an enormous stage – reserved for professional business visitors on the first two days of the review – for the general public of enthusiasts able to immediately focus on their sectors of interest for better organizing their visits. EIMA is indeed the venue for the arrival of business people from sixty countries.

For any enquiries and clarification, please contact our Trade Analyst Ms Yogeswary Athimulam at (03) 2164 9931 or email at [kualalumpur@ice.it](mailto:kualalumpur@ice.it).

Learn more on this exhibition: <https://www.eima.it/en/index.php>



**(Digital Event)**

**MEAT-TECH 2021**  
**Milan, Italy**  
**22<sup>nd</sup>- 26<sup>th</sup> October 2021**

ICE in collaboration with [Ipack-IMA Srl](#), [Italian Packaging Manufacturers Association \(UCIMA\)](#) and [Fiera Milano](#), will organize a virtual incoming of foreign buyers for the [MEAT-TECH 2021](#) fair from 22 to 26 October 2021.

**MEAT-TECH** is the trade fair specialized in ingredients, complete lines, technologies, materials and intelligent solutions for the processing, transformation and packaging of meats, cured meats and ready meals. The physical event will take place in Milan simultaneously with [TUTTOFOOD](#) and [HOST Italia](#).

We are pleased to invite the local owned companies that are involved in the following production and processing operations to participate in this event **FREE OF CHARGE**.

- Meat, cured meats & derivatives
- Seafood products
- Convenience & ready meals
- New proteins
- Dairy product
- Retail & GDO
- Private label

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**Sharjah International Book Fair 2021**  
**Sharjah, United Arab Emirates (UAE)**  
**3<sup>rd</sup>- 13<sup>th</sup> November 2021**

We are pleased to inform that among the various events scheduled for Expo Dubai 202, **Sharjah International Book Fair (UAE)** is also included, where Italy will be the guest of honor.

The ICE Agency will organize an Italian collective participation with an estimated participation of about 20 publishing houses in attendance of various categories (fiction, non-fiction, books for children and young people, art, etc.).

Several INNOVATION TALKS will also be held inside the Italian Pavilion in Dubai; the "Literary day on Expo themes", with the theme "Connecting mind, creating the future", is scheduled for November 2, 2021.

As a support action to the fair, an incoming of 30 publishing houses from the Menasa Area is also expected to carry out B2B meetings with Italian companies.

More information on the fair can be found on the website <https://www.sibf.com/en/home>

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**MADE Expo 2021**  
**Milan, Italy**  
**22<sup>nd</sup>- 25<sup>th</sup> November 2021**

**MADE Expo 2021** celebrates its tenth edition and broadens its gaze toward the future of the constructed environment. In a growing awareness of the necessity to reduce the environmental impact, the paradigm of the sustainability guides design choices in both new constructions and redevelopment projects where residential and service areas are reshaped to suit the demands of a society whose living and mobility habits are changing.

This is a place where innovative products and solutions for comfort, sustainability, safety, quality and speed of construction show off their technical value to designers, businesses and the national and international world distribution. Design, development, restructuring, requalification and maintenance are interpreted by MADE Expo 2021 in an unprecedented layout that facilitates professional visit, fostering an encounter of technical challenges and innovative solutions and of supply and demand.

More information on the fair can be found on the website <https://www.madeexpo.it/en/>

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The banner features a pink background with white icons for an ice cream cone, a cupcake, a leaf, a chocolate bar, and coffee beans. The text includes the event dates, location, and the Italian Exhibition Group logo.

**22 / 26 Gennaio  
2022**

**Quartiere Fieristico di Rimini**

**Sigep**

43° Salone Internazionale  
Gelateria, Pasticceria,  
Panificazione Artigianali e Caffè

ITALIAN EXHIBITION GROUP  
Providing the future

**SIGEP 2022**  
**Rimini, Italy**  
**22<sup>nd</sup>- 26<sup>th</sup> January 2022**

**SIGEP** is the world's leading B2B show dedicated to dessert-and-coffee Foodservice Industry.

For more than 40 years, it has been the point of reference for innovations in the whole sector and provides a complete overview of all new market developments; raw materials and ingredients, machinery and equipment, as well as furnishings, packaging and services.

SIGEP is also a meeting place to exchange ideas, trends and visions, presented every year by the sector's top experts and opinion leaders. Finally, the spotlight in the themed arenas is turned on international competition, demonstrations, talk shows, workshops and training sessions.

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Learn more on this exhibition: <https://en.sigep.it/>