



ITALIAN TRADE AGENCY

5 July 2022
Prot. 0080160/22

**Expression of Interest on the promotion opportunity in
Restaurant & Bar Hong Kong 2022**

To Whom It May Concern

ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA is headquartered in Rome and operates with a net of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

In collaboration with Informa Markets and Hong Kong Bartenders Association (HKBA), ITA is organizing the participation at the Restaurant & Bar Hong Kong Exhibition, that will take place 6 – 8 September at Hong Kong Convention and Exhibition Centre.

The Italian area will be all deserved to provide the professional visitors with an Italian Bar Experience.

On September 6 ITA will organize with HKBA and Informa Markets the ***Italian Cocktail Challenge*** featuring a series of premium Italian Spirits, Aperitifs and Cocktails.

On the following two days (7-8 September) the ITA area will display an ***Italian Bar Experience***, showcasing the products frequently offered in Italian Bars. Bartenders will demonstrate Italian Cocktails and Chefs will present Italian Cheese and Salumi to be paired in order to have the best "Italian Aperitif".

In both activities, bartenders would make use of sponsored Italian liqueurs, spirits, and aperitifs, to create a signature cocktail or show the versatility of Italian spirits in cocktail under the Italian theme.

In order to support the professional bartenders from hotels, bars, clubs and restaurants in demonstrating their talents with the excellence of Italian products, ITA is now inviting expression of interest from interested companies to sponsor Italian products (please see below) to be displayed and used for the Italian Cocktail Challenge and Cocktail demonstration during the said exhibition.

ITA will display the sponsored products in order to give adequate visibility during the event.

The Italian Bar will be close to the Designated Tasting Area for visitors to taste.



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The category of products as below:

1. Mixers:

Soda, Tonic, Ginger ale, Ginger Beer, Fruit Juices, and other Soft Drinks
(Quantity requested: 10 bottles per brand)

2. Coffee:

Coffee Capsules with coffee machine
(in case of multiple sponsors ITA may arrange each brand to be used on a different day)

3. Italian Sparkling Wine:

(in case of multiple sponsors ITA may arrange each brand to be used on a different session)
(Quantity requested: 8 bottles per brand)

4. Mineral Water:

Sparkling and Still water
(Quantity requested: 15 bottles of 750ml per type)

5. Other food products:

Bakery, Chocolate and Olives
(to be displayed and served in small bites)

6. Others:

Tableware, Furniture for bar-setting (e.g. Bar chairs, Table)
(Quantity to be confirmed)

After consolidating all the interests from the local suppliers, ITA may select the sponsored products in a first come first served basis due to the limited quota. ITA would contact you once the selection process is completed. The confirmed sponsored products will then be shared with the HKBA and Informa Markets for their further coordination.

Remarks:

- (1) All sponsors shall be responsible for the logistics and insurance cost.**
- (2) The sponsored products will be selected in a first come first served basis due to the limited quota**
- (3) Unopened products would be available for re-collection by the importers or to be kept by ITA for any possible event promotion in the future.**

Interested companies should notify their interest by email to: hongkong@ice.it.

The deadline for the expression of interest is Wednesday 20 July 2022.

Gioia Morena Gatti
Trade Commissioner