

Seizing opportunities in the Food and Beverage sector

Meeting with major buyers of Kuwait and GCC Countries

15 June 2021 at 11.00 am (Rome time)

SACE, with the kind cooperation of the **Italian Embassy in Kuwait** and **Confindustria**, is pleased to invite you to a **presentation of new business opportunities in the Gulf Area**. Italian SMEs attending will be able to **get in touch with major buyers** of Italian goods such as the Azzad Group, Mezzan Holding and retailer LuLu Hypermarket. The **products of interest for Kuwait's market** include pasta, olive oil, dairy products, chips and snacks, meats, bottled water and canned foods.

The meeting will also help you understand how SACE can support Italian Exporters as well as local Buyers to do business - with competitive payment terms.

Following the plenary session, SACE will support Italian Exporters in connecting with Kuwaiti Buyers.

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Agenda

11:00 Opening remarks

H.E. Carlo Baldocchi – Ambassador of Italy in Kuwait

Pierfrancesco Latini – CEO, SACE

Barbara Beltrame Giacomello – Internazionalization Vice President, Confindustria

11:15 Emerging local consumer trends in Kuwait

Mohamed Najia – Secretary General of the Kuwait Hotel Association

Sebastiano Spriveri – Executive Chef, Kuwait City FourSeasons Hotel

11:40 Overview of the Italian food sector

Luigi Pelliccia, Head of Analysis and Statistics Office, Federalimentare

11:50 How SACE can support new business between Italian Exporters and Kuwaiti Buyers

Antonio Bartolo, Sales Network Head of Campania and Sicily, SACE

12:00 Wrap up and Q&A

Moderator: Luca Passariello, Head of Business Promotion – SACE

To register or for more information:
businesspromotion@sace.it