



26 January 2022

10.00 am (CET)

Live Webinar

sace   
gruppo cdp

ITTA   
ITALIAN TRADE AGENCY

  
CONFINDUSTRIA



CAMERA DI COMMERCIO E  
INDUSTRIA ITALO-SUDAFRICANA



FEDERALIMENTARE  
Federazione Italiana dell'Industria Alimentare

# Selling & Buying Made in Italy: Food & Beverage in South Africa

**SACE**, together with **Confindustria**, **ICE – Italian Trade Agency in Johannesburg** and with the kind support of **Federalimentare** and the **Italian-South African Chamber of Trade & Industries**, is pleased to invite you to a presentation of new business opportunities in South Africa. Italian SMEs attending the event will be able to get in touch with major South African buyers interested in Italian wine, olive oil, dairy products, pasta, chips and snacks, bottled water and meats.

The meeting will also explain how **SACE can support Italian Exporters as well as local Buyers to do business – with competitive payment terms.**

Following the plenary session, the organizers will provide all necessary details in order to foster business relations between Italian Exporters and South African Buyers.

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## Agenda

### 10:00 Opening remarks

Luca Passariello, Head of Supply Chain & Business Promotion – SACE

Raffaele Langella, International Affairs Director – Confindustria

Antonella Marucci, Italian Trade Commissioner Johannesburg – ICE Italian Trade Agency

### 10:10 Emerging consumer trends in the F&B sector

Pamina Bohrer, Secretary General – Italian-South African Chamber of Trade and Industries

### 10:20 Overview of the Italian F&B sector

Massimiliano Boccardelli, Parliamentary Relations, Internationalization, Food Security - Federalimentare

### 10:30 How SACE can enable business opportunities

David Chalila, Head of South Africa – SACE

### 10:40 Wrap up and Q&A

*Moderator: Simona Vultaggio, Supply Chain & Business Promotion – SACE*

For further information:  
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