



Hong Kong 6-10 November 2018



Beijing 8-12 November 2018



Shanghai 12-16 November 2018

10th EDITION

ITALIAN CUISINE & WINES WORLD SUMMIT

GREATER CHINA ROADSHOW

THE MOST INFLUENTIAL EVENT AND TRADESHOW PROMOTING
ITALIAN QUALITY FOOD, LIFESTYLE AND BEVERAGES IN GREATER CHINA

promoted by



in collaboration with



managed by



A UNIQUE OPPORTUNITY TO PROMOTE ITALIAN CUISINE, RESTAURANTS, WINE AND FOOD IN GREATER CHINA



1st edition of the Summit, with the Chef Massimo Bottura



The Summit brings together the best **Italian restaurants, food and wine producers, Michelin-starred chefs** and culinary experts under one roof.

The Summit was originally born as an initiative of itchefs-GVCI (www.itchefs-gvci.com), a network with more than **2500 chefs** and culinary professionals working in **70 countries** around the world, with the aim of celebrating, promoting and educating customers to the quality and authenticity of Italian cuisine and its ingredients.





THE SUMMIT IN NUMBERS

10 editions

4 editions in Hong Kong, 5 in Dubai/Abu Dhabi, 2 China Roadshows (Beijing, Shanghai, Changsha)

More than 200 Italian restaurants and 5 stars hotels involved in the past 9 years

250 Master Guest Chefs and Hosting Chefs from Italy and the World
(125 Michelin Starred Chefs)

Over 500.000 people in direct contact with the Summit brand and message

100 Cooking Master Classes open to the public in each edition

80 Partners and Sponsors involved each year

Direct collaborations with international fairs, exhibitions (including Hong Kong International Wine and Spirits Fair and Dubai Speciality Food), as well as independent tradeshows

International Media coverage

10th ITALIAN CUISINE & WINES
WORLD SUMMIT
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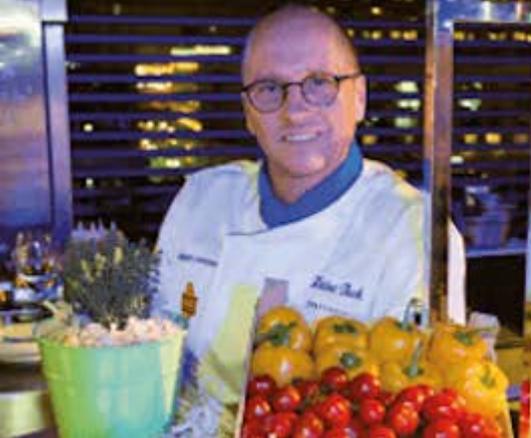
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ITALIAN CUISINE & WINES WORLD SUMMIT
ITALIAN WINE
LIST AWARDS
GREATER CHINA 2017

ICW
Italian Cuisine
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ITALY'S STAR CHEFS

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SOME OF THE MASTER GUEST CHEFS FROM THE PAST EDITIONS

Enrico Bartolini**, Mudec, Milano

Heinz Beck***, La Pergola, Roma

Umberto Bombana***, 8 e 1/2 Bombana, Hong Kong

Massimo Bottura***, Osteria Francescana, Modena

Francesco Bracali**, Bracali, Massa Marittima, Grosseto

Annie Feolde***, Enoteca Pinchiorri, Firenze

Paolo Gramaglia*, President, Pompei, Napoli

Alfonso Iaccarino**, Don Alfonso 1980, Sant'Agata dei Due Golfi, Napoli

Giorgio Locatelli*, Locanda Locatelli, Londra



SOME OF THE MASTER GUEST CHEFS FROM THE PAST EDITIONS

Igor Macchia*, La Credenza, San Maurizio Canavese, Torino

Antonio Mellino**, Quattro Passi, Nerano, Sorrento

Marco Sacco**, Piccolo Lago, Mergozzo, Verbania

Claudio Sadler**, Sadler Restaurant, Milano

Emanuele Scarello**, Agli Amici, Godia, Udine

Tano Simonato*, Tano passami l'olio, Milano

Niko Romito***, Casa Reale, Castel Di Sangro, L'Aquila

Alfredo Russo*, Dolce Stil Novo, Venaria, Torino

Gaetano Trovato**, Arnolfo Restaurant, Colle Val D'Elsa, Siena

A GREAT BUSINESS OPPORTUNITY

The Summit is a great opportunity for:

Made in Italy firms (from the agro-industrial sector, or hospitality services providers) interested in promoting their products and image in the Greater- China market

China and Hong Kong based companies representing Italian firms not from the agro-industrial sector, but design, fashion and other only services providers

China and Hong Kong -based companies providing quality services that want to be associated with a very prestigious event and provide to their prime customers the chance to enjoy a unique event

Chinese and HK companies interested in investing in Italy, specifically in the agro-industrial and tourism sectors



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THE BEST OF THE ITALIAN RESTAURANTS ABROAD

- Among its missions, the Summit is committed to bring **the best Italian contemporary Michelin starred chefs in the best Italian Restaurants of Greater China**, for a series of exclusive gala dinners and receptions in an effort to reward the establishments that privilege authenticity and quality of their offer.
- Among the new initiatives for the 10th Anniversary is “**Italian Dining Collection China**”, a publication on selected chefs and restaurants that are part of the Summit 2018 and represented among the best of Italian Cuisine in China.



The Summit promotes also a series of connected events, including the **Italian Wine List Awards**, an initiative that aims to raise the level of Italian wine, within the lists of Italian and international restaurants.



The awards promotes the restaurants whose wine list is either made exclusively of Italian wines or containing a significant selection of them.

The awards were born in **Hong Kong in 2010** and in **2017** have been celebrated also in **Dubai**.

During the **Greater China Summit Roadshow** the awards are scheduled in **Hong Kong, Beijing and Shanghai**.





3rd edition of the Summit. Collaboration with Vinitaly at Hong Kong international wine and Spirit Fair

TRADESHOWS AND B2B OPPORTUNITIES FROM THE PAST EDITIONS

Hong Kong

- Italian Pavillon at Hong Kong Wine and Spirit Fair in collaboration with Vinitaly International (2009-2012)
- Italian Pavillon at Hong Kong Wine and Dine Festival

UAE

- Italian Pavillon at Dubai Speciality Food festival (part of the Hospitality Week Festival)
- Dubai Gulf Food
- Taste of Dubai/Abu Dhabi





HONG KONG

6th November Tuesday	10th ANNIVERSARY GALA DINNER	Opening Gala dinner signed by up to 10 Michelin Star Chefs
7th November Wednesday		IWLA Hong Kong Awards Ceremony
8th / 10th November Thursday Saturday	THE SUMMIT IN THE BEST ITALIAN RESTAURANTS OF THE CITY	Michelin Starred Dinner at the participating restaurants
	THE SUMMIT AT THE HONG KONG INTERNATIONAL WINE AND SPIRIT FAIR (TBC)	Wine tradeshow and program of tasting about Italian wine and wineries partner of the Summit. B2B meetings and workshops

BEIJING

9th November Friday	F&B TRADESHOW	Food and Wine tradeshow and program of tasting about Italian wine and wineries partner of the Summit. B2B meetings and workshops
		IWLA Beijing Awards Ceremony (during the opening gala)
	OPENING GALA DINNER	Up to 5 Michelin Star Chefs cooking for the Beijing Opening gala Diner
10th November Saturday	CHINESE CUISINE MEETS ITALIAN WINE	The dishes of talented Master Guest Chefs from all China will be paired with Italian wines. A rich program of tasting conducted by professional sommeliers.
10th / 12th November Saturday / Monday	THE SUMMIT IN THE BEST ITALIAN RESTAURANTS OF THE CITY	Michelin Starred Dinner at the participating restaurants
	MASTERCLASSES	Great Master of Italian Cuisine: masterclasses held by Michelin Starred Chefs



SHANGHAI

12th November Monday	OPENING GALA DINNER	Up to 5 Michelin Star Chefs cooking for the Shanghai Opening gala dinner
13th / 15th November Tuesday Thursday	THE SUMMIT AT FHC FAIR (FOOD AND HOTEL CHINA)/ ITALIAN PAVILLON	<ul style="list-style-type: none">• Great Masters of Italian Cuisine. Michelin starred Italian Guest Chefs will perform in a cooking/demo area of the pavilion.• Food competitions• B2B meetings/ exhibitions of the products
13th / 16th November Tuesday Friday	THE SUMMIT IN THE BEST ITALIAN RESTAURANTS OF THE CITY	Michelin Starred Dinner at the participating restaurants
14th / 16th November Tuesday Friday	SUMMIT AT PRO WEIN CHINA CHINESE CUISINE MEETS ITALIAN WINE	<ul style="list-style-type: none">• Some of best Italian wineries will showcase their products• The dishes of talented Master Guest Chefs from all China will be paired with Italian wines. A rich program of tasting conducted by professional sommeliers.
		<ul style="list-style-type: none">• Italian Wines Summit masterclasses.• IWLA- Shanghai Awards Ceremony.
15th November Thursday	Closing Gala Dinner	United Nations by Italian Wine. Chinese Cuisine meets Italian Wine, dinner and presentation of the guide.

SOME OF THE PARTNERS AND SPONSORS FROM THE PAST EDITIONS





SOME OF THE PARTICIPATING RESTAURANTS AND HOTELS FROM THE PAST EDITIONS

OPERA
BOMBANA

8½
Otto e Mezzo
BOMBANA



ST REGIS

Gaia
Ristorante



FOUR SEASONS
HOTEL
ABU DHABI AT AL MARYAH ISLAND

VABENE

BISTRO

Capo 壹號軒



THE RITZ-CARLTON®

Jumeirah
HOTELS & RESORTS
STAY DIFFERENT



九龍香格里拉大酒店
Kowloon Shangri-La
HONG KONG

香港君悅酒店

GRAND | HYATT
HONG KONG

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present

ITALIAN CUISINE & WINES WORLD SUMMIT

2nd CHINA ROADSHOW

Beijing • Changsha • Shanghai
11-17 July 2017

Under the auspices of



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www.itchefts-gvci.org

www.italiancuisinesummit.org

For more info: chinasummit@the-i-factor.com

