



Ambasciata d'Italia  
Berlino



Regione Emilia Romagna



THE EXTRAORDINARY  
ITALIAN TASTE



ISTITUTO  
*italiano*  
DI CULTURA  
BERLINO

# A TASTE OF ITALY

## EMILIA-ROMAGNA'S FOOD VALLEY MEETS BERLIN

**MONDAY, 11 NOVEMBER - 13:30 -23:00**

**ITALIAN EMBASSY TO GERMANY**

**TIERGARTENSTR. 22, 10785 BERLIN**

**TUESDAY, 12 NOVEMBER - 12:00 -17:00**

**MARKTHALLE NEUN - EISENBAHNSTR. 42/43 10997 BERLIN**



ITALIAN TRADE AGENCY

ICE - Italienische Agentur für Außenhandel  
Büro für Handelsförderung der Italienischen Botschaft



ITALIENISCHE  
ZENTRALE  
FÜR TOURISMUS

*Monday, 11. November 2019 - Italian Embassy (Tiergartenstr. 29)*

With the goal of promoting Italian culinary traditions and food-and-wine heritage as a distinctive trait of Italian identity and culture, the Week of Italian Cuisine in the World reaches its fourth edition, reaching out to 300 cities with over 1.000 promotional initiatives. As Italian Embassy to Germany, we are proud to have **Emilia-Romagna** as our partner for this year, with initiatives in **Berlin, Munich** and **Frankfurt** on November 11<sup>th</sup> -19<sup>th</sup>, 2019.

The concept of the initiative is based on a few key points: bring forth high-quality cuisine, safeguard and promote Italian products, create narratives on the Italian territories, but also to enhance the sustainability of the food & wine system, through culture, education and tourism.

Food has a heavy ecological footprint - from carbon emissions to freshwater consumption - that needs to be addressed to achieve a sustainable global food system.

Agricultural activities account today for 30% of global greenhouse emissions: the **Mediterranean Diet** can be pivotal towards a more sustainable food system.

Traditional methods of farming, as practiced in the Mediterranean for many generations, provide lessons on how to ensure that food security does not come at the expense of preserving the environment and maintaining biodiversity. We now need to combine millenary traditions with technological innovations, where Italy is leader in the Mediterranean Region, providing new solutions to the threats of drought, soil degradation and biodiversity loss.

I wish you a great Week of Italian Cuisine in Germany! Relish on the delicacies and delights of many of Emilia Romagna's leading Italian restaurants this week!

*Luigi Mattiolo, Italian Ambassador to Germany*

*13:45 - 15:30 - Workshop*

*The Extraordinary Italian Taste: Buy Authentic Italian, Get More*

Worldwide, Italian Sounding products generate sales estimated at about € 54 billion per year (€ 147 million per day), which is more than twice the current value of Italian exports of agri-food products (23 billion euros, of which around 15% is originated in Emilia-Romagna). So at least two thirds of all products marketed abroad with implied Italian origins are only apparently related to Italy, and the phenomenon is on the rise due to the exponential increase of e-marketplaces and social media platforms also in the food and beverage industry. We will discuss how to help food lovers to choose and use authentic Italian ingredients, supporting both businesses and consumers; and how to gather data in the digital space to support targeted physical investigations, including enforcement raids.

**Introduction and moderation: Rodolfo Dolce**, Vice President, Italian Chamber of Commerce for Germany, Dolce Lauda, Frankfurt am Main

**13:45 - 14:00: Welcome**

- **Simona Caselli**, Regional Minister for Agriculture, Regione Emilia-Romagna
- **Francesco Alfonsi**, Director, Berlin Office, Italian Trade Agency

**14:00 - 14:30: Keynotes**

- **Dr. Helmut Tschiersky**, President, BVL - Federal Office of Consumer Protection and Food Safety
- **Gabriele Graziano**, Managing Director, V.I.P. Vertrieb Italienischer Food Produkte GmbH
- **Antonio Iaderosa**, Director, Unit for Food Quality protection and Fraud Prevention, Italian Ministry of Agriculture

**14:30 - 15:15: Panel Discussion**

- **Stefano Francia**, President, AGIA CIA-Agricoltori Italiani
- **Alberto Pecorari**, Head of Institutional Affairs, Consorzio del Parmigiano Reggiano
- **Alberto Ventura**, Head of Unit, GI Regulation, Regional Ministry for Agriculture, Regione Emilia-Romagna

*15:30 Coffee break*



*Monday, 11 November 2019: - Italian Embassy (Tiergartenstr. 22)*

### *20:15-20:45 Opening ceremony*

*From food to film: The incredible edible world of Federico Fellini*

Food and Film industries share one character: they both thrive on creativity and on the instinct to constantly experiment, play, interpret and - above all - to discover. In 2020, we will celebrate the centenary of the birth of Federico Fellini, the creator of "La Dolce Vita". His movies showed generations of film-makers the way forward, on how to experiment and take risks by marrying confessional storytelling with bizarre flights of imagery. His famous quote "Life is a combination of magic and pasta" underscored once again the bond between creativity, food, and improvisation.

Introduction and moderation: **Pietro Polidori**

- **Stefano Bonaccini**, President, Regione Emilia-Romagna
- **Ursula Von Keitz**, Director, Filmmuseum Potsdam
- **Mauro Morucci**, Director, Italian Film Festival, Berlin
- **Ottavia Ricci**, Director, Italian Tourism Board, Berlin
- **Sara Trovatelli**, Director, True Italian
- **Laila Tentoni**, President, Casa Artusi



*Monday, 11 November 2019: - Italian Embassy (Tiergartenstr. 22)*

### *20:45-23:00 Dinner*

*Food tasting by the Italian Chef, Alberto Bettini (ChefioChef)  
Owner of the Michelin-awarded Design Restaurant "Da. Amerigo 1934"*



### *20:45-23:00 Photo Exhibition by "Casa Artusi"*

*Towards the bicentennial anniversary of Pellegrino Artusi,  
acknowledged father of Italian modern cookery*



*Tuesday, 12. November 2019: - Markthalle Neun (Eisenbahnstrasse, 42-43)*

*Emilia-Romagna: an extraordinary gastronomic journey into the home region of Pellegrino Artusi and Federico Fellini! (Markthalle Neun, 12:00 - 17:00)*

**Masterclass and Showcooking by Casa Artusi**

Get ready to taste the special menus at Markthalle Neun vetted by [Casa Artusi](#), the main centre of gastronomic culture dedicated to Italian domestic cuisine. A series of six masterclasses and show cooking will lead us into the magic gastronomic world of Emilia Romagna, the home Region of Pellegrino Artusi (the uncontested narrator of Italian Gastronomy, whose 200<sup>th</sup> birthday will be celebrated in 2020) and of Federico Fellini (whose 100<sup>th</sup> birthday will also be celebrated in 2020). In particular the worldwide-renowned Italian filmmaker draw inspiration from the gastronomic tradition of its home region, in blending fantasy and baroque images with earthiness, in movies such as "Amarcord" and "I Vitelloni".

Some of the best Italian traditional foods come from Emilia-Romagna, a region proud of its unique and inimitable food and wine traditions, forged by the coming together of quality, know-how and the territory itself, with 44 unrivalled PDO and PGI products: exquisite flavours, rich seams of delicious delights and unrepeatable sensory experiences. Such veritable treasures testify to an age-old bond – based on harmony with man – and successfully paint the picture of the true essence of Emilia-Romagna: the quality of food. Emilia-Romagna was the first Italian region to adopt specific rules regarding the production of quality-controlled products, as well as being the first to adopt a law on food traceability.

Some delicacies you'll experiment at MarktHalleNeun will include Geographic Indications from Emilia-Romagna, such as [Parmigiano Reggiano](#), [Grana Padano](#), [Mortadella Bologna](#), [Aceto Balsamico di Modena](#), [Aceto Balsamico Tradizionale di Modena](#), [Prosciutto di Parma](#) and [Pancetta Piacentina](#), all blended into unique specialties by Carla Brigliadori, head chef of the renowned cookery school of [Casa Artusi](#), and narrated by Sandro Ciani, owner of the "[Eccolo](#)" Kochladen in Frankfurt.

**Schedule:**

- 12:00-12:30: Welcome and presentation: the "Via Emilia" narrated across its culinary specialties and the philosophy of Pellegrino Artusi. Opening of a wheel of Parmigiano Reggiano and tasting of raw products
- 12:30-13:00: Beacon Garganelli with fresh tomatoes and Pancetta Piacentina
- 13:00-14:00: Garganelli with Squacquerone di Romagna and Mortadella Bologna
- 14:00-15:00: Risotto with Grana Padano and Topinambour blend
- 15:00-16:00: Pumpkin Risotto, crispy Prosciutto di Parma and Aceto Balsamico di Modena
- 16:00-17:00: Emilia-Romagna's Charcuterie, Parmigiano Reggiano and Aceto Balsamico Tradizionale di Modena



**Attendance and registration**

The event will be held on both days (Monday, 11<sup>th</sup> November, 1:30pm - 11pm: Italian Embassy; Tuesday, 12<sup>th</sup> November, 12 am - 5pm, Markthalle Neun) in Italian-German, with simultaneous translation being provided.

You will need to register online to both events, on Eventbrite, by Saturday, 9<sup>th</sup> November, using the following hyperlinks:

**[Registration for Day One: Monday, 11<sup>th</sup> November, 1:30pm - 11pm: Italian Embassy](#)**

**[Registration for Day Two: Tuesday, 12<sup>th</sup> November, 12 am - 5pm, Markthalle Neun](#)**

Be aware that inscription is free of charge but capacities, both at the Embassy and at Markthalle Neun, are limited. For the day at the Embassy, we are obliged to see proof of identification to attend the event, so please plan to have an ID and your Eventbrite ticket with you. For security reasons, please come early. Backpacks and large bags have to be handed in at the cloakroom.





*We thank our partners for their support*



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