

## The Food Marketplace for Southern Europe

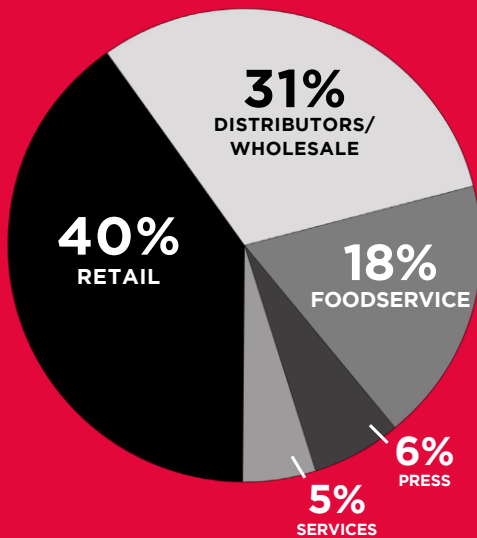
### VISITORS

**40,000** from 111 countries

### EXHIBITORS

**1,472** from 31 countries

### VISITOR BREAKDOWN



### U.S. PRODUCTS WITH POTENTIAL

- Nuts
- Snack Foods
- Pork & Beef
- Condiments
- Specialty Foods
- Organic
- Beer

### ITALIAN MARKET FACTS

Italy is the **third-largest economy** in the euro-zone, with a GDP estimated at \$1.9 trillion and a per capita GDP of \$31,630

Strong trade relationship, where Italian imports of consumer-oriented products from the United States reached **\$640 million in 2020**

Italian tastes are evolving, and **international and ethnic food products** are now more sought after

### FEATURED VISITORS



### TOP REASONS TO EXHIBIT:

- High consumer interest in U.S. imports, as U.S. products are viewed as “trendy, new and innovative”, especially those with added benefits of health and lifestyle
- Exclusive access to MyMatching - the innovative matchmaking system where **5,000 meetings were generated** between exhibitors and top buyers
- The digital platform Expo Plaza allows users to **effectively promote products** and develop long-lasting relationships with customers all year round - before, during, and after the event



I think TUTTOFOOD is a fantastic exhibition. It's a brilliant opportunity to bring some brilliant quality food, meeting great new buyers - not just from Italy, but from the Balkins and from the Far East as well. So from that perspective, it's brilliant for us.

**Kevin Verbruggen**  
California Prune Board

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

**Allison Brittain**  
+1 704.248.2797

AllisonB@imexmanagement.com

# Maximize Your ROI with the USA Pavilion at TUTTOFOOD 2023



## You Focus on Business, We Handle the Rest



### PRIME LOCATION

Central location ensuring maximum traffic & visibility



### TURNKEY SOLUTIONS

All-inclusive premium booth packages & customization options



### EXPERT ASSISTANCE

Dedicated IMEX staff from registration, through show days on-site



### USDA ENDORSED

OAA Rome staff on-site for market assistance & promotion



### ENHANCED VISIBILITY

Company listings in official printed, online & Pavilion directories



### FULL ACCESS

Complimentary exhibitor badges & visitor invitations



### EXCLUSIVE SERVICES

Preferred hotel, freight forwarding, interpreter, catering, etc.



### MATCHMAKING

Exclusive matchmaking services introduce you to key buyers

## Reserve Your Space and More Information

[REGISTER NOW!](#)

[2021 POST SHOW REPORT](#)

[USDA EXPORTER GUIDE](#)

[UPCOMING SHOWS](#)



USA PAVILION ORGANIZED BY



**IMEX Management, Inc.**  
1422 E Main St #267  
Lincolnton, NC 28092 USA  
+1 704.365.0041  
[www.imexmanagement.com](http://www.imexmanagement.com)

**Allison Brittain**  
+1 704.248.2797  
[AllisonB@imexmanagement.com](mailto:AllisonB@imexmanagement.com)