



12TH ITALIAN
(SUSTAINABLE)
CUISINE
WORLD
SUMMIT



DUBAI 6-11 NOVEMBER 2021

The most successful event promoting
Italian food business, restaurants and lifestyle in the world.

MELIUS
WORLD'S LEADING
ITALIAN
RESTAURANTS



Produced by

THE I FACTOR
Event Management LLC



THE EVENT

The Summit is one of the **longest-running events promoting Italian cuisine, restaurants and made in Italy food and wine in the world.**

The event brings **talented Michelin starred chefs from Italy** to the cities where it is hosted and **promotes great B2B opportunities for the food, beverage and hospitality industries.** Continuity, consistency and professional relevance have made the Summit also a unique event promoting the **Made in Italy agri-food companies.**



THE SUMMIT IN NUMBERS

- 5 editions in **Hong Kong**
- 6 editions in **Dubai and Abu Dhabi**
- 3 **China Roadshows (Beijing, Shanghai, Changsha)**
- 1 edition in **Bangkok (Thailand)**
- More than **250 Italian restaurants and 5 stars hotels** involved in the past **12 years**
- **300 Master Guest and Hosting Chefs** from Italy and the World (**130 Michelin Starred Chefs**)



THE SUMMIT IN NUMBERS / 2

- Over **500.000 people** in direct contact with the Summit brand and message
- **100 Cooking Master Classes** open to the public in each edition
- **120 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**





A SUMMIT FOR THE SUSTAINABILITY

The theme of this year Summit is “**sustainability**”, that is how to **reduce the impact on the environment in the kitchens and in the production of food and wine** (and other beverages). The history and the essence of Italian cuisine is strictly linked to the sustainability, including the respect for the nature and its timing and to avoid wastage and recycling.

In the picture (@adrianotruscello): Heinz Beck, (La Pergola*** Roma (Waldorf Astoria) and Social Dubai), a forerunner of sustainability in the kitchen and regenerative agriculture.





THE SUMMIT, EXPO 2020 AND SPECIALITY FOOD

The Summit will be celebrated during **Expo 2020** and in concomitance with the **Speciality Food Festival**, as many other times in the past. It will therefore be a great opportunity for its partner and sponsors to be exposed not only to a vibrant local business scene but also to qualified international visitors coming from all around the world.





OPENING GRAN GALA

(6 November)

As per Summit's tradition by now, the **opening Gran Gala of the Summit is a very special occasion**, a top gathering of the restaurant and hospitality industry, reserved to importers, made in Italy food distributors, opinion leaders, media and distinguished representatives of the UAE community. This year will be a special edition because of the participation of special guests from all around the world, in town for Expo 2020.

At least 5 Michelin starred chefs (with more than one star) will sign the food that will be served on the night. They will use ingredients coming from sustainable producers both in Italy and in the UAE. At the Gran Gala Opening there will be also the preview of the Sustainable Italian Food conference and immersive experience.



THE SUMMIT AND DUBAI'S BEST ITALIAN RESTAURANTS

(7-11 November)

The core formula of the Summit does not change, it's above all a **celebration of Italy's gastronomic culture**, its cuisine and a promotion of **the fine Italian restaurant industry in Dubai and around the world**. As in the past editions, **Dubai's chefs will host in their restaurants renowned talented and Michelin starred chefs** from Italy and the rest of the world.

The difference with the past is that this year the Summit will give **priority to Guest chefs that have chosen to be committed to sustainability**, starting with those who were granted the Green Michelin star in Italy.



SUSTAINABLE ITALIAN FOOD SUMMIT: LEADING BY EXAMPLE

The Summit will host a special event on the 7th of November, which will have two major moments:

The conference

Prominent producers, chefs, restaurateurs and researchers will be among the figures who will participate into this world level conference. They will discuss on some of the most successful examples of sustainable Italian food and wine productions, to fulfill the main theme of the conference: **Leading by Example**. This gathering however will be a unique opportunity to debate on how to move from the precious commitment **to sustainability to an even greater level, the Regeneration**. Location to be confirmed. The conference will be streamed live in a webinar as well open to the audience feedbacks.



SUSTAINABLE ITALIAN FOOD

SUMMIT DUBAI
7 November 2021

Leading by example



SUSTAINABLE ITALIAN FOOD SUMMIT: LEADING BY EXAMPLE / 2

The immersive exhibition

Strictly connected to the conference there will be an **immersive exhibition of some exemplary sustainable food** and wine productions and related services from Italy.

The exhibition will be realized by utilizing **very up to date technology that will allow the exhibited products to tell their story, in a very entertaining way**, to local and international visitors, including those in Dubai for Expo 2020





UNITED NATIONS BY ITALIAN CUISINE: THE SUSTAINABLE CUISINE OF THE MOTHERS

A magic night in which great Italian Master Guest Chefs share the kitchen with prestigious Dubai based chefs from all around the world, in the name not only of Italian ingredients, but in that of specific universal values that are part of the Italian gastronomic culture. This year the theme will be the sustainable cuisine of the mothers.



SUSTAINABLE ITALIAN FINE WINES: A WORLDWIDE TASTING

The traditional meeting reserved to some of the most talented Dubai sommeliers, with exceptional wines to be tasted paired with the cuisine of exceptional chefs (Heinz Beck, Gennaro Esposito, Luigi Taglienti in the past editions).

This year the event will be streamed worldwide and sommelier around the world will join the tasting. Sustainable fine wines will be the protagonist of this edition, in line with the theme of the Summit.





DUBAI'S GREAT ITALIAN RESTAURANTS FOR THE SUSTAINABILITY

(11 NOVEMBER 2021 - 11 JANUARY 2022)

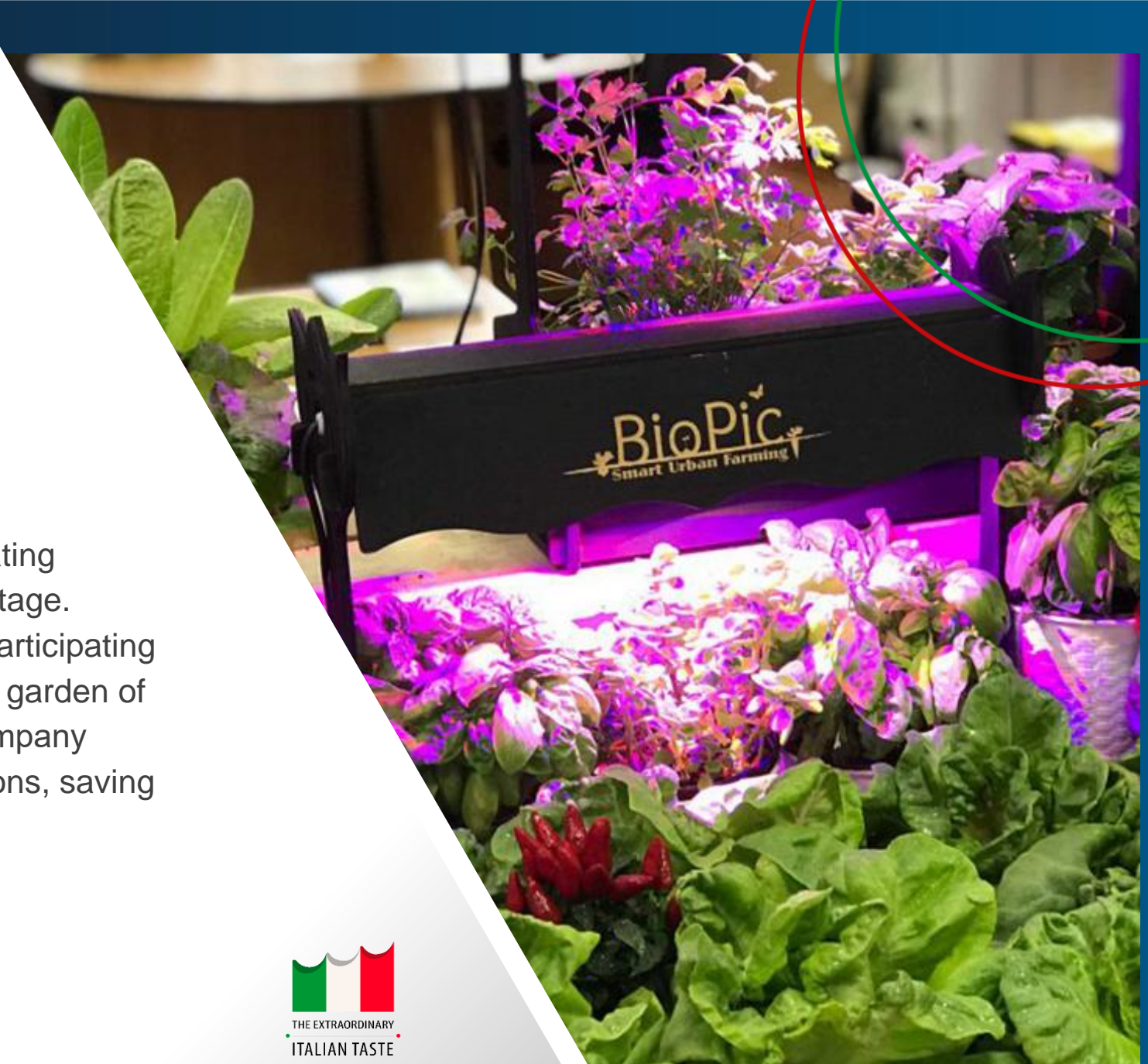
This is a Summit collective promotion for its participating Restaurants, also targeting tourists in town to visit Expo 2020. The initiative will start from 11 November 2021 with a major event involving all the chefs participating and all the Master Guest Chefs of the Summit.

Participating restaurants will list at least two Summit Sustainable dishes in their menus, which will be promoted by a marketing campaign organized by the Summit.



SUSTAINABLE MINI GARDENS IN RESTAURANTS

There will be various initiatives in the participating restaurants that will be announced at a later stage. For now, it has been confirmed that Summit participating restaurants will have a symbolic gourmet mini garden of “special” derivation. Provided by an Italian company specialised both in indoor and desert cultivations, saving up to the 90% of water





“WORK IN PROGRESS” THE SUSTAINABLE EATING EXPERIENCE (POP UP RESTAURANT)

This Summit pop-up restaurant will be open (in a 5-star hotel) from the 8th of November until the end Expo 2020. The kitchen of **this restaurant will be a culinary workshop**, in which Master guest chefs from Italy will work to experiment dishes that combine **tasteful Italian cuisine, sustainability and very moderate prices** (the essence of traditional Italian cuisine).



GVCI 20 YEARS - SUMMIT FAREWELL PARTY

(11 November)

The Final reception of the Summit will be dedicated to the **20th birthday of the GVCI (Virtual Group of Italian Chefs)**, from which **itchefs-GVCI** was born, a network that has had more than **2000 chefs, restaurateurs and culinary professionals as member**, all working in the Italian restaurant industry around the world. Many of them will be physically present there.





ENTERTAINMENT AND ARTISTIC DIRECTION

As per all the past editions the Summit will have an intense artistic / entertainment section under the Direction of **Mark Zitti**. It will involve his famous band **Fratelli Coltelli**, as well as many other important artists.





**12TH ITALIAN
(SUSTAINABLE)
CUISINE
WORLD
SUMMIT**



www.facebook.com/italiancuisineandwinesworldsummit
For further information please contact summit@italiancuisine.world