

## **Abruzzo's Way**

**Agri-food production, artisanal products, art and culture of the territory reunited.**

**Brussels, 20/23 October 2011**

### **Page 2/8**

The exhibit is promoted by the Italian Belgian Chamber of commerce with the support of the Italian ministry of Economical Development.

### **Page 3/8**

The Abruzzo region participated to the event through the presence of numerous regional enterprises.

### **Page 4/8**

220 square meters have been dedicated to agri-food production, artisanal products and regional producers. This surface has been divided between the 21 enterprises participant to the exhibit.

### **Page 5/8**

The participation of the region has been organised by Office of production activities through the Directorate of economical development and in collaboration with the Foreign center and the Italian Chambers of commerce.

### **Page 6/8**

The inauguration ceremony has been presided by the Ambassador of Italy in Belgium, Roberto BETTARINI. Many major Belgian authorities were present as well as workers of the field and representants of the Belgium's major commercial and production categories.

### **Page 7/8**

The vice-president of the Abruzzo region Alfredo Castiglione has, during his mandate, put a lot of energy in trying to support internationalisation of enterprises through a series of measures. From efficiency services to simplify procedures to moments of formation with national and international experts ; from participation to exhibits activities to economical missions ; from the institution of a Master's degree for professionals linked to exportation to support enterprises to help them to reach new markets. Another measure is the creation of a

regional network (for enterprises which want to internationalise themselves) in order to optimise measures and therefore to spare money.

**Page 8/8**

The participation to Expo Italia enters in the framework of this strategy, to offer an economical opportunity to our enterprises in a prestigious window like Brussels, the capital of the European Union, which reunites a lot of cultures and opinions which are the basis of the economical and social future of Europe.

**Link to Expo Italia's website**

<http://www.expoitalia.be>

(Directorate presidency affairs – Cooperation activities UE – 2 November 2011)