



Made in Italy ● ● ● *Food and Wine*

GENERAL INTRODUCTION

V2.7 (01 2018)

100ITA is a project
with the scope
to identify the origin of
food & beverage products
and to popularize it





100ITA is a 3P project, because we want:

- **Protect** the consumer from products imitations.
- **Promote** the culture of “Made in Italy” food and wine products all over the world.
- **Preserve** the Italian F&B heritage of the Countries with well known “Made in”.

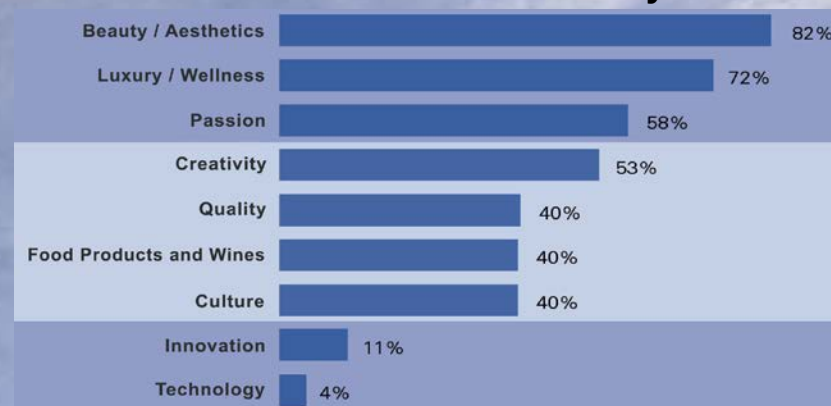


“Made in Italy” is the third most famous brand in the world

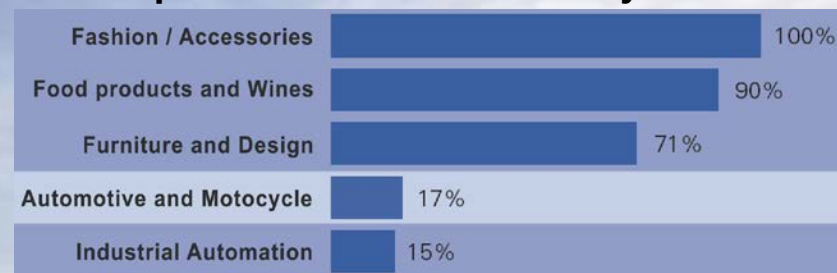


Source: KPMG Advisory - Market Research

Values associated to “Made in Italy”



Most representative “Made in Italy” sectors



“Made in Italy” is excellent in terms of F&B sector and people Experience

Ranking across industry sectors

RANK	Country	Food & Beverage	Personal Care & Beauty	Automotive	Electronic Goods	Fashion	Luxury
1	USA	FRANCE	USA	GERMANY	JAPAN	USA	SWITZERLAND
2	FRANCE	ITALY	FRANCE	JAPAN	USA	ITALY	FRANCE
3	GERMANY	SPAIN	SWITZERLAND	USA	GERMANY	FRANCE	ITALY
4	JAPAN	USA	UK	ITALY	S. KOREA	UK	UK
5	ITALY	JAPAN	GERMANY	UK	CHINA	JAPAN	USA
6	UK	GERMANY	JAPAN	FRANCE	SWEDEN	SWEDEN	JAPAN
7	SWITZERLAND	UK	ITALY	SWEDEN		SPAIN	GERMANY
8	SWEDEN	SWITZERLAND		S. KOREA		GERMANY	
9	CHINA		SWEDEN	CHINA			SWEDEN
10	S. KOREA				ITALY	CHINA	SPAIN

Ranking by Dimension

RANK	Country	STATUS			EXPERIENCE		
		Value System	Quality of Life	Good for Business	Tourism	Heritage & Culture	Made in
1	JAPAN	SWEDEN	SWITZERLAND	JAPAN	ITALY	ITALY	JAPAN
2	SWITZERLAND	CANADA	SWEDEN	UNITED STATES	GERMANY	GREECE	GERMANY
3	GERMANY	SWITZERLAND	NORWAY	GERMANY	UNITED STATES	JAPAN	SWITZERLAND
4	SWEDEN	NORWAY	DENMARK	SINGAPORE	CANADA	FRANCE	UNITED STATES
5	CANADA	NEW ZEALAND	GERMANY	SWITZERLAND	AUSTRALIA	PERU	SWEDEN
6	NORWAY	DENMARK	CANADA	UNITED ARAB EMIRATES	FRANCE	EGYPT	FRANCE
7	UNITED STATES	ICELAND	JAPAN	CANADA	NEW ZEALAND	AUSTRIA	DENMARK
8	AUSTRALIA	FINLAND	AUSTRALIA	SWEDEN	SWITZERLAND	GERMANY	SOUTH KOREA
9	DENMARK	AUSTRALIA	AUSTRIA	NORWAY	GERMANY	INDIA	CANADA
10	AUSTRIA	NETHERLANDS	FINLAND	UNITED KINGDOM	AUSTRIA	SPAIN	NORWAY

Source: Future Brand - Country Brand Index

100ITA Platform at a Glance

- **100ITA is the only logo/sign that gives evidence to people about the Italian origin of Food & Beverage products** (like the leaf logo for organic products) dividing 2 main categories:

- ❑ Products “Made in Italy” (in which the last, substantial, economically justified transformation or an important stage of manufacture is made in Italy).
- ❑ Products 100% Made in Italy (in which all the ingredients and processing are made in Italy).

- **100ITA is the only trademark registered at worldwide level for “Made in Italy” Food and Wines products:** Europe, US, Japan, Australia, China, Russia, Mexico, India,
- **100ITA is also registered as collective trademark** with a regulation approved by Italian Government based on a Control Disciplinary validated by a world’s leading inspection, verification, testing and certification company with 2’000 offices worldwide and 90’000 employees, accredited by ACCREDIA (Italian National Accreditation Body).
- 100ITA is the only project based on an online **portal free, multilanguage and visual oriented** that allows producers, people and commercial companies to have its own profile inside.
- 100ITA has the only F&B online **portal that overcomes censorship problems** (like the great firewall in China).
- 100ITA’s social media channels reach more than **1 million impressions per week**.
- 100ITA participate and organizes all over the world events to promote “Made in Italy”.





vision



Give people a bit of Italy ... out of Italy

values



Trust, Transparency, Humanity and Good-living

Mission



Help to make known the true “Made in Italy” in the world, offering people original products, Italian culture and a better quality of life



100ITA wants to help people to:

1. Recognize real “Made in Italy” products
2. Find the Italian dishes they like to eat
3. Know and feel about Italian culture of Food & Wine



How to recognize real products “Made in Italy” ?



For people living out of Italy, it is very difficult to recognize and buy real Italian products because 2 out of 3 products sold as Italian are not Italian !
(In US market only 1 product out of 8 is real Italian !)



100ITA places a trademark:

- Integrated in the original main label of the product
(very hard to copy for third parties)
- Used only by producers who follow a strictly regulation approved by Italian Government and verified by third party leading company in control and verification fields
(in order to assure to the customers the healthy, safety and origin of the product)
- Registered worldwide (both as individual and collective trademark)
(in case of product copy 100ITA helps to protect the original)
- Unique for all products
(easy to recognize for customer)



Why F&B producers want to use 100ITA logo ?



1. free use of 100ITA online portal; it includes a specific multilanguage and visual oriented profile for each producers;
2. free multilanguage technical sheets for the products;
3. free promotion in social media channels;
4. get the possibility to participate to 100ITA promotional events;
5. get IPR (Intellectual Property Right) protection thanks to the use of 100ITA trademark, that is registered at worldwide level;
6. Get a third party control that certificate their products are real and original Italian product.



How to find the Italian dishes you want to eat ?



Nowadays there is not a tool that allows people to eat what they want !

Suppose I want to eat a carbonara I like in New York ! There is no way to find the one I

like if I use common tools like Google, Tripadvisor, ... ;

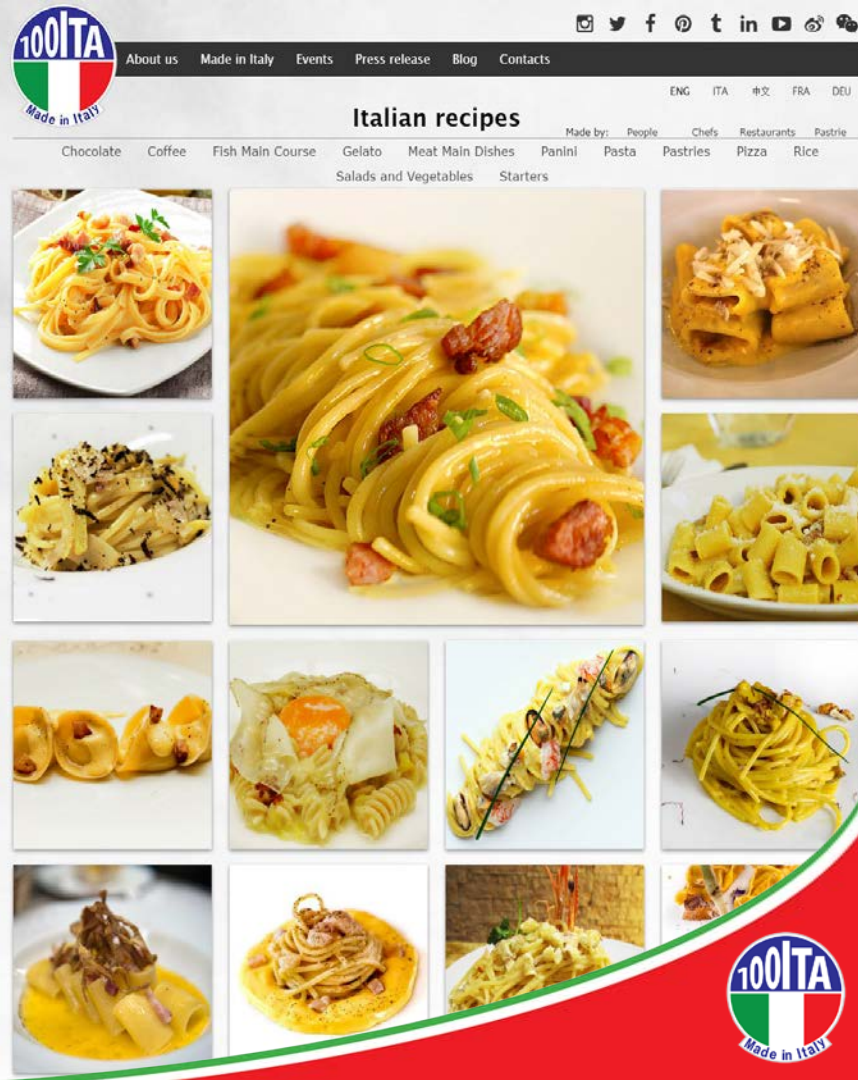
in the best case people has to spend a lot of time in the search activity.

The Google logo, featuring its characteristic multi-colored letters.



**100ITA gives people a simple tool
to choose what people really like to eat !!!**

Just write in 100ITA Search Engine what you
want to eat (Carbonara), the place (restaurant
in New York) and you will have a selection of
pictures in which you can find what you like



How to find Italian Food & Wine info, news, events ?



Nowadays there is not a single, visual, multilanguage, updated platform that allows people to know about the culture of “Made in Italy” Food and Wine. Information is fragmented and hard to find because comes from too many different platforms.



100ITA gives people only one platform to find quick, relevant, multilanguage updated and visual information about food and wine “Made in Italy”



100ITA participates and organizes
many events with Institutions
and famous brands



100ITA participates and organizes events with ...



BVLGARI

Salvatore Ferragamo



ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

FERRERO



MICHELIN STAR



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

北京国际设计周
BEIJING DESIGN WEEK



MILANO 2015



100ITA is based on
an Innovative Process
composed by
4 main factors





UNIQUE BRAND FOR ITALIAN F&B PRODUCTS

**SOCIAL MEDIA INTEGRATION &
MANAGEMENT OPTIMIZATION**

SVIU

INTEGRATED ONLINE PLATFORM

OFFLINE WORLDWIDE PROMOTION PLANS



UNIQUE BRAND FOR ITALIAN F&B PRODUCTS

- 100ITA trademark is **registered worldwide**
- 100ITA trademark is present in **several millions products**
- 100ITA trademark is **integrated in the original label** (hard to remove)
- 100ITA trademark is registered as collective trademark with a Regulation based on a Control Disciplinary validated by a world's leading inspection, verification, testing and certification company with 2'000 offices and 90'000 employees, accredited by ACCREDIA
- There is a **third party control** in order to allow the F&B producer to use 100ITA trademark.



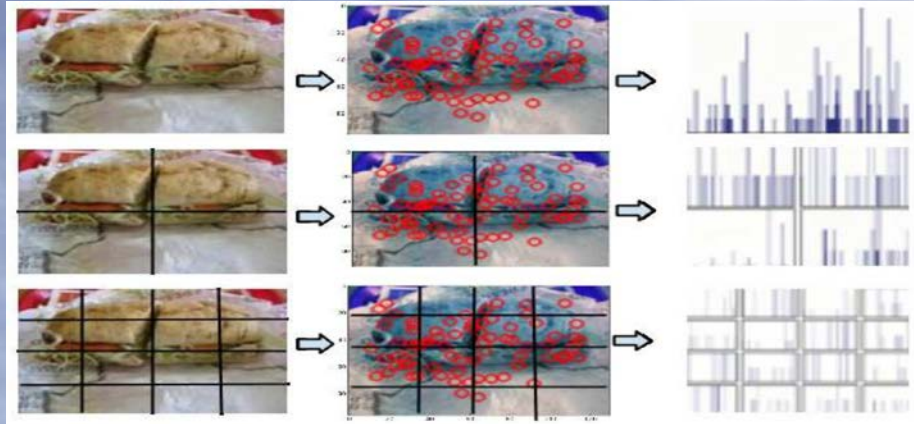
SOCIAL MEDIA INTEGRATION & MANAGEMENT OPTIMIZATION

- Western and Eastern social media **integration**
- **1 million** impressions per week in social media channels
- **SVIU** (Social View): application that allows people to view and filter the interactions with single post in order to simplify the social networks management and integrate social media channels

SVIU (Social View)



@ # Text



The application is characterized by a classification algorithm of the images realized with Convolutional Neural Networks finalized to validate the filtering applied by the user, in particular if the post has no textual content of any nature (@, #, descriptions).

INTEGRATED ONLINE PLATFORM

- **Visual oriented platform** with a specific database of “Made in Italy” Food & Beverage high quality pictures.
- Integrated information and contents: possibility to find recipes, international rankings, information **“all in one” platform**.
- **Multilanguage** (Italian, English, German, Chinese, French, ...)
- Solve problems of **censured countries** (like Chinese firewall).

OFFLINE WORLDWIDE PROMOTION PLANS

- **More than 100 international events already organized** with Institutions and some of the more Italian important brands at worldwide level (Ferrari, Ferrero, FIAT, ...)
- **In 2018 100ITA Road Show China**
- **In 2019 100ITA Road Show Worldwide**

OUR TEAM



STRUCTURE & PRESENCE



100ITA has a very wide structure in Italy and in China in order to maximize the impact in Western and Eastern countries



➤ Keep relations with producers

➤ Get government funding

➤ Optimize supply chain / payments



Offices & warehouse in Beijing



➤ Products / Producers Promotion & Commercialization ➤ Control supply chain ➤ Keep relation with customers

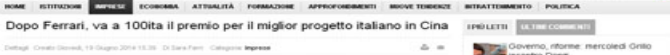


**Bounded Warehouse
in Free Trade
Zone**



100ITA won the award "Italian Best Project in China" on 2014

(Ferrari, Maserati, FIAT, Ferrero won that Award)



sconti a nessuno, si sa, e lo sanno bene soprattutto quelle aziende italiane che, da anni, cercano di prendere le misure a una realtà economica sfidante e in perenne mutamento, un terreno disseminato di competitor, anche stranieri, sul quale non bisogna sbagliare nulla.

Ma la voglia d'impresa è più forte e anche quest'anno la Camera di Commercio italiana in Cina l'ha premiata, selezionando un campione di aziende che ce l'hanno fatta, per i più diversi motivi, in occasione di un evento a Shanghai del quale **Il Sole 24 Ore** il giornale delle imprese italiane, è media partner, testimoniando così i percorsi virtuosi di internazionalizzazione del made in Italy. Il Premio, sponsorizzato dal Ministero degli Affari Esteri d'Italia, dal Ministero dello Sviluppo Economico d'Italia e dall'Ambasciata d'Italia in Cina, punta a premiare le aziende italiane che hanno maggiormente contribuito allo sviluppo e al consolidamento delle relazioni economiche bilaterali tra i due Paesi.

Vista la difficoltà con la quale realtà grandi e piccole cercano di ritagliarsi una fetta di mercato qui, in Cina, il Panda d'Oro Cina Award, che premia l'azienda italiana che ha dimostrato la maggior capacità di crescita sul mercato cinese nel 2013 e che ha in programma ulteriori investimenti per il periodo 2014/2015, ha laureato due pesi massimi come Ferrero e Gac Fiat.

Nemmeno per loro è stato facile affrontare la Cina, e i motivi sono noti. In Cina Ferrero dopo anni di battaglie legali - ricordate i cioccolatini Ferrero Rocher insidiati dai Tesori Doré della cinese Montezoro? - vince alla grande davanti alla Suprema Corte di

risorse. Anche per Gac Fiat è il momento della ripresa perché è recentissimo il via libera dalle autorità cinesi per la costituzione di due joint venture per poter produrre qui in Cina Jeep, eredità di Chrysler, marchio di cui Fiat è ormai proprietaria. Il Best Project Panda Award per l'azienda italiana che ha attuato il miglior progetto per la promozione del Made in Italy è andato a pari merito a 100ITA di West East Corporation e Italian Aerospace Network, un consorzio di aziende di medio calibro che sta aprendosi nuovi spazi tra i colossi del settore.

Il Time-honoured Panda Award, ovvero l'azienda italiana da lungo tempo radicata nel mercato cinese che gode di chiara fama, è andato a Itesa San Paolo e a Testoni. Interessante per me risulta ad aver sondato la Cina mettendosi dalla parte delle Pmi. In occasione del Business Forum a Pechino ha siglato con Sae una linea di credito da 1 miliardo di euro e stabilito intense importazioni con un istituto cinese di credito agricolo anche in vista dell'Expo 2015 dedicato proprio a questi temi.

Il Sustainable Panda Award, ovvero l'azienda italiana che si è distinta per il miglior approccio e la miglior realizzazione dei valori di Corporate Social Responsibility, è andato pari merito a CNH e Magneti Marelli. Infine, il Best Italian Sme, ovvero la Pmi che ha investito con maggior successo, è andato a Toscotec Paper Machine di Shanghai. Last but not least, l'Innovative Italian Sme in China Panda Award, ovvero la Pmi che ha sviluppato la strategia più innovativa per il mercato cinese nel 2013, si è aggiudicato AZ Investment Management (Azimut Group).



Prodotti e Speciali

PLANETA



La Grande Vitis della Campania

Categoria: News

Shanghai - 25 Giugno 2014, ore 14:49
LE-COMMERCE, IN CHINA, SI STA AFFERMANDO SEMPRE PIÙ COME UNO DEI PRINCIPALI CANALI COMMERCIALI, ANCHE NEL MONDO DEL WINE & FOOD. E LA PIATTAFORMA DEDICATA LA MADE IN ITALY, "100ITA", SI AGGIUGA IL "THE BEST PROJECT PANDA AWARD 2014".
L'e-commerce, in Cina, si sta affermando sempre più come uno dei principali canali commerciali, anche nel mondo del vino. Un caso che sta andando ad unirsi ad una serie di altri importanti premi d'importazione, "100ITA".

DOPO FERRARI VA A 100ITA IL PREMIO PANDA

Roma, 18 giu. - 100ITA è stato premiato con "The Best Project Panda Award 2014" durante il Gran Galà Italiano Premio Panda d'Oro 2014 che si è tenuto a Shanghai al Jing An Shangri-La sabato 14 Giugno, promosso da Camera di Commercio Italiana in Cina e Fondazione Italia Cina con il supporto dell'Ambasciata d'Italia in Cina e il patrocinio dei Ministeri degli Affari Esteri e dello Sviluppo Economico. Giunto alla quinta edizione, il Premio Panda d'Oro, che prevede cinque diverse categorie, viene assegnato alle aziende italiane che si sono distinte per aver attuato strategie vincenti volte alla promozione del Made in Italy in Cina e al consolidamento delle relazioni economiche tra i due paesi.

Il Dott. Cristiano Fagiol, partner di West East Corporation, società promotrice di 100ITA, ha ritirato personalmente il prestigioso riconoscimento che viene attribuito all'azienda italiana che ha realizzato il miglior progetto per la promozione del Made in Italy in Cina, assegnato l'anno scorso alla Ferrari Maserati Cars International Trading (Shanghai) Co., Ltd.



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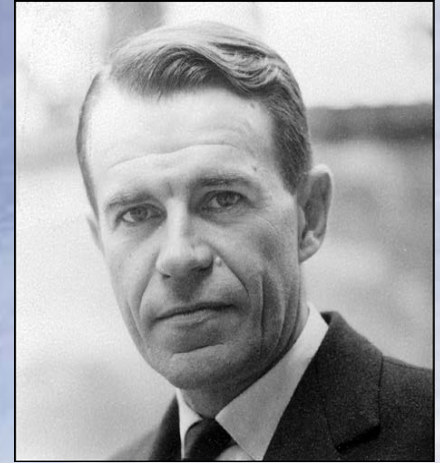
BEIJING
DESIGN
WEEK



MILANO 2015



The historian Carlo Maria Cipolla referring to the Renaissance observed that:
“**Italians** were able to produce things that were appreciated in the world using their entrepreneurial attitude, hard-working attitude and their workshops. In brief they **were able to add value to raw materials, even if they lacked in raw materials ...**”
... this is what people call nowadays Made in Italy !



Nowadays Italians have to
Promote, Protect and Preserve it !



Thanks



Contact & Info

Mail: info@100ITA.com

Ph: +39 - 075 - 9072629



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