

BuyFood Toscana

September 29-30 2020

Siena

Returning once again in 2020 is the event series dedicated to the region's DOP, IGP and Agriquality products by BuyFood Toscana, the Tuscan Regional Council and the Florence Chamber of Commerce, organized by Fondazione Sistema Toscana and PromoFirenze.

From September 28 to October 2, confidential business meetings between Tuscan companies and international buyers take place *online* on a dedicated platform.

On September 29, Siena welcomes the **launch of the second edition of BuyFood Toscana 2020** in the spaces of the Santa Maria della Scala exhibition complex, thanks to the collaboration of the Municipality of Siena.

On September 30, in the magnificent Loggia dei Nove of the Palazzo Pubblico in Siena, some of the best Tuscan products will be in the expert hands of chefs Silvia Baracchi and Stefano Pinciaroli who, in collaboration with Vetrina Toscana, will use them for **cooking shows** created for the national and international press, thanks to the support of *Extraordinary True Italian Taste*, MAECI, Assocamere Estero and the Arezzo-Siena Chamber of Commerce,

on October 1 and 2, a **press tour** will go on a journey to discover Tuscan DOP and IGP products.

The highest quality Tuscan products will be the protagonists of events reserved for the national and international press, but will be accessible to the public thanks to direct streaming on the event's social channels.

Programme

September 29, 2020 - Santa Maria della Scala – Siena

11:00 – 11:30 Launch of the series – hosted by Simona Bellocchi.

Roberto Scalacci, Tuscan Regional Council

Massimo Manetti, PromoFirenze

Luigi de Mossi, Mayor of Siena

Massimo Guasconi, CCIAA of Arezzo and Siena

Giuseppe Salvini, CCIAA of Firenze

Paolo Chiappini, Fondazione Sistema Toscana

11:30 - 11:50 - **Mauro Rosati**, Director of the Qualivita Foundation *"The Tuscan GIs in face of the post-Covid challenges - Changes and opportunities for producers and protection Consortia in the Green Deal strategy"*

11:50 - 12:00 **Gaetano Fausto Esposito**, General Secretary of Assocamere Estero *"The True Italian Taste project to support the spread of Italian agri-food throughout the world"*

12:00-12:10 **Giulia Scaglioni**, AREPO policy officer *"AREPO: a tool for enhancing quality in European regions"*

12:10 - 12:20 **Manfredi Minutelli**, Main customer manager and government relations in Southern Europe, Alibaba *"E-commerce and protection of GIs - The Alibaba case "*

12:20 - 12:30 **Fabrizio Filippi**, Origin Italia *"The evolutions on the protection of geographical indications"*

September 30 2020 - Loggia dei Nove - Palazzo Pubblico in Siena

Live streamed cooking show

10:30 - 12:00 – **Silvia Baracchi**, the chef of the “Il Faconiere” restaurant in Cortona presents a recipe for *Pici with pancetta from Cinta Senese DOP and crumbs from Sienese Panforte IGP*

A remote cooking lesson for the international press that will be appreciated by all Tuscan food lovers, hosted by **Helen Farrell**, editor-in-chief of The Florentine magazine

16:00 - 17:30 **Stafano Pinciaroli**, the chef of the “PS” restaurant in Certaldo presents a recipe for *“bruschetta”*

A contemporary reinterpretation created for the national press with Tuscan bread DOP, Terre di Siena oil DOP, Seggiano oil DOP, Balze Volterrane pecorino DOP and Colonnata lard IGP, hosted by **Simona Bellocchi** coordinator of intoscana

L'evento si potrà seguire sui seguenti siti e canali social:



Regione Toscana

www.regione.toscana.it



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