



**MEDITERRANEO**

WINE & FOOD AND TRAVEL

INTERNATIONAL EXHIBITION

LA PRIMERA FERIA INTERNACIONAL DEL MEDITERRÁNEO

Naples  
25 - 27 June 2022

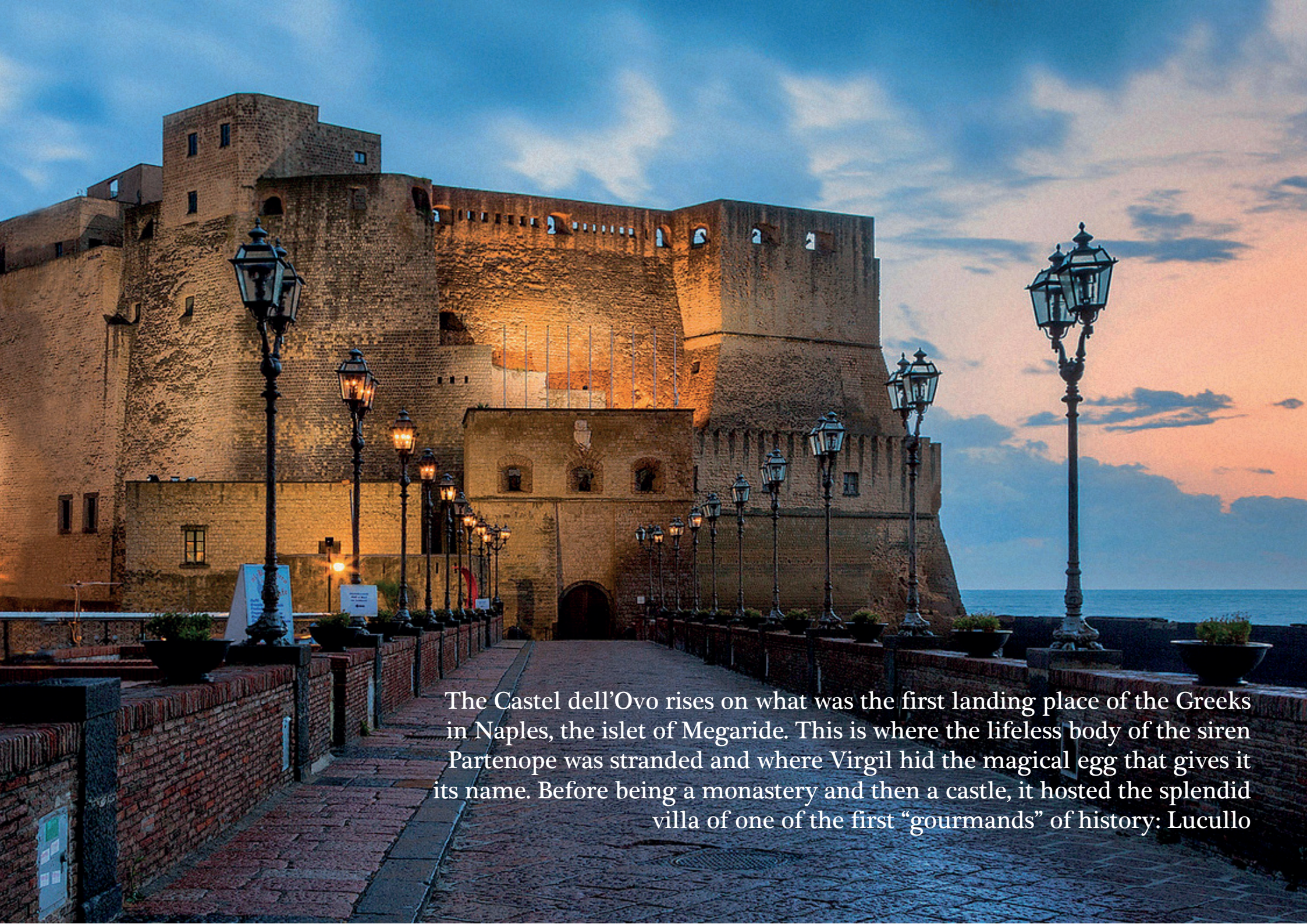
# the Beauty the Goodness the Value

The Italian companies of the agrifood and tourism meet foreign companies and operators of the sector (buyers, importers, distributors, commercial agents, travel agencies, representatives, wholesalers, restaurateurs, hoteliers) in a breathtaking location: the Castel dell'Ovo Naples.



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The Castel dell'Ovo rises on what was the first landing place of the Greeks in Naples, the islet of Megaride. This is where the lifeless body of the siren Partenope was stranded and where Virgil hid the magical egg that gives it its name. Before being a monastery and then a castle, it hosted the splendid villa of one of the first "gourmands" of history: Lucullo

# a big Opportunity

The participation at the international fair **MEDITERRANEO WINE & FOOD AND TRAVEL** represents for the Italian companies of the agri-food and tourism, and for the foreign companies, the most important global fair event ever realized in the Mediterranean area. The exhibition proposes, as a first initiative, the gathering of Italian companies from various regions and foreign companies from various countries. The event has an exhibition area for the Italian companies - which will promote and relaunch the brand **MADE IN ITALY** ( beginning from the South) - and an area for foreign companies.



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Traveling is a wonderful experience, like enjoying a delicious lunch or a good wine. Naples is one of the Italian cities with the highest rate of art tourism and has a great cruise tradition. For this reason, in an event like ours - which combines the excellence of food and of tourism - we could not miss a partner like MSC Cruises.

# the Advantages

1. The possibility for companies to work “as a team”, that is being arranged in the stands in such a way as to offer potential customers an overview of the Italian regional excellences.
2. The Fair will also offer each region the opportunity to self-promote through its own information stand that, together with the stands of the companies of the same region will offer the opportunity to taste typical specialties.
3. Foreign countries will be promoted together with their companies and typical products.
4. Organize sponsoring activities with companies and credit institutions, in order to amplify the advertising return.
5. L4. The outward communication, thanks to the fair, of a large production area of high quality and competitiveness, compact and efficient. The exhibit area will be open and not closed.
6. The tourism sector will have a specially reserved area inside the Castel dell’Ovo, the most ancient of Naples and one of the most representative elements of the city, which stands out in the famous panorama of the Gulf, in front of Via Partenope, the street of the famous hotels preferred by international tourism.

# special Awards



**Chef... in Borgo**

International Award of Gourmet Haute Cuisine for Italian and foreign Chefs, divided by category with evaluation of merit by a special International Jury (composed of starred Chefs, gastronomes and journalists) and awarding of the recognitions foreseen by the regulations.



**Big Wine Awards 2022**

International competition of wines of excellence addressed to Italian and foreign wineries, divided by category with evaluation of merit by a special International Jury (composed of sommeliers, oenologists, journalists and experts in the field) and assignment of awards provided by the regulation.



**Agri-Couture**

International Competition of High Fashion reserved for Italian and foreign designers who will exhibit clothes inspired by nature through various catwalks, divided by category with evaluation of merit by a special International Jury (composed of journalists and experts in the field) and assignment of awards provided by the regulation.

# the Village

Houseitaly organizes within its village the didactic farm, with formative and educational courses aimed to healthy living and healthy eating, to entertain children and young people of various ages and the island Houseitaly with the best Mediterranean excellence.

## **Houseitaly Didactic Farm**

Area dedicated to children and youths who will be able to have a direct contact with plants and animals and rediscover the values and agricultural traditions of the past.

They will be able to participate in the work of seeding, harvesting and transformation of products, to catch the scent of herbs and freshly baked pizza, made with their hands. Children become active protagonists of their own knowledge, increasing their attention to agriculture and to the valorization of the city-countryside relationship, to the knowledge of typical Mediterranean products and biodiversity.

## **Houseitaly meets School.**

### **Houseitaly Island**

Area dedicated to children and young people to know the Mediterranean gastronomic excellence.







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PROMOTER



F. AGR. I.  
FILIERA AGRICOLA ITALIANA

ORGANIZER



FAGRI FOOD

INSTITUTIONAL PARTNERS



Camere di Commercio  
Industria Artigianato e Agricoltura



COMMERCIAL PARTNERS



PROJECT PARTNER



MEDIA PARTNER

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