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イタリア  
2007・春  
PRIMAVERA  
ITALIANA  
ITALIA IN GIAPPONE

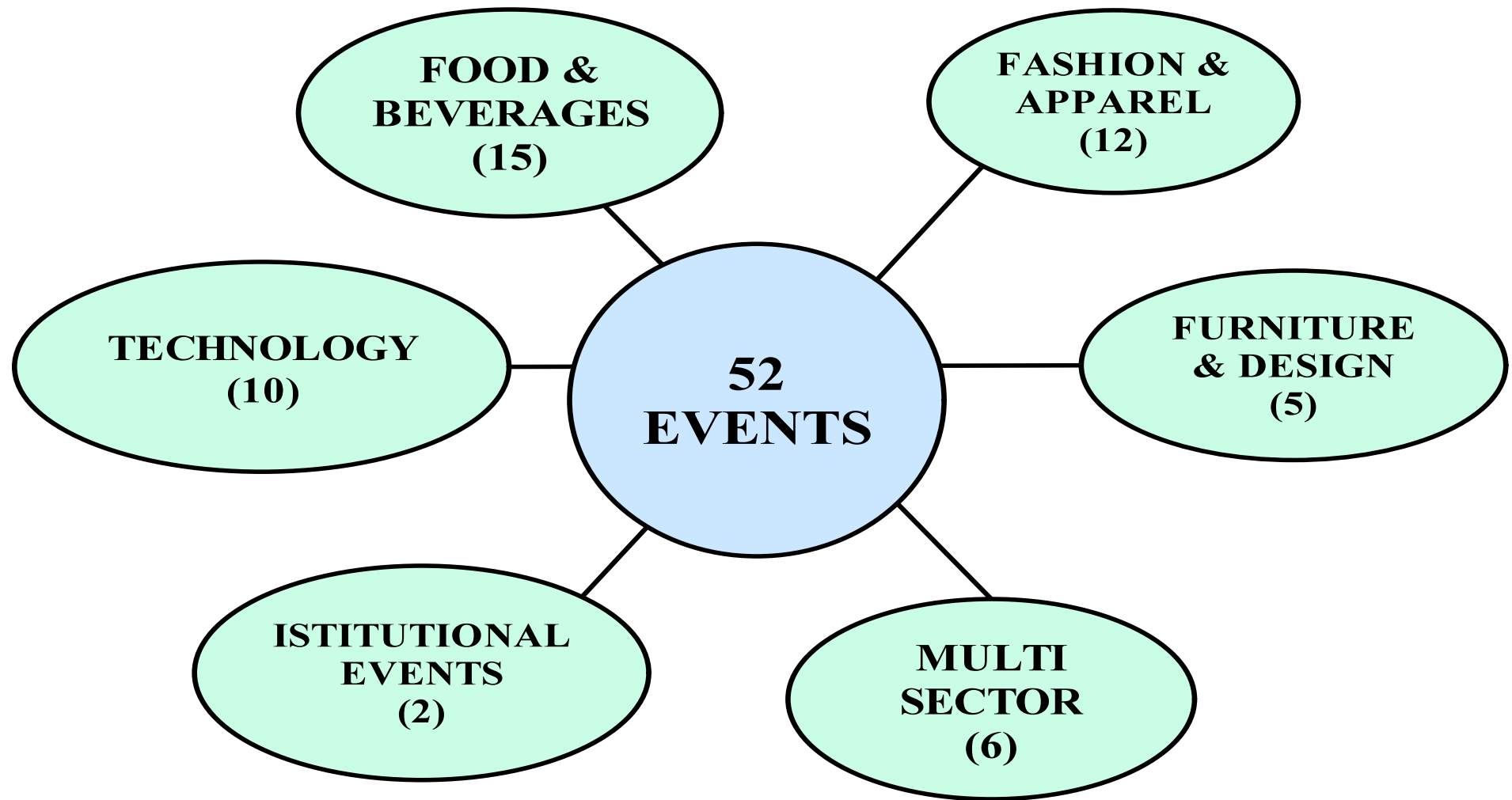


# ICE - ITALIAN TRADE COMMISSION - IN JAPAN

MAIN EVENTS FOR  
THE "PRIMAVERA ITALIANA"  
MARCH - JUNE 2007



# MULTISECTOR EVENTS ORGANISED BY ICE BETWEEN MARCH AND JUNE 2007



# MAIN EVENTS

**FOOD &  
BEVERAGES**

<b>MAY - JUNE</b>	<b>220 SUPERMARKETS - IN DIFFERENT CITIES</b>	<b>PROMOTIONAL CAMPAIGN "TAROCCO" ORANGES</b>
<b>26-31 MARCH</b>	<b>5 RESTAURANTS - TOKYO</b>	<b>PROMOTION OF THE VALLE D'AOSTA REGION</b>
<b>28 APRIL-2 JUNE</b>	<b>AEON GROUP/JUSCO - IN DIFFERENT CITIES</b>	<b>ITALIAN FOOD FAIR</b>
<b>11 MAY</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>PROMOTION OF ITALIAN TRUFFLE</b>
<b>APRIL - JUNE</b>	<b>DEPARTMENT STORES AND RESTAURANTS - IN DIFFERENT CITIES</b>	<b>PROMOTIONAL CAMPAIGN OF ITALIAN FOOD AND WINE IN COLLABORATION WITH BUONITALIA</b>
<b>MAY - JUNE</b>	<b>DEPARTMENT STORES AND RESTAURANTS - IN DIFFERENT CITIES</b>	<b>PROMOTIONAL CAMPAIGN PROSCIUTTO SAN DANIELE / GRANA PADANO</b>
<b>9-11 MAY</b>	<b>HATTORI NUTRITION COLLEGE - TOKYO</b>	<b>ALMA INTERNATIONAL COOKING SCHOOL - PARMA CUISINE</b>
<b>JUNE</b>	<b>ITALIAN RESTAURANTS - IN DIFFERENT CITIES</b>	<b>"PRIMAVERA ITALIANA" RECIPES</b>
<b>16 APRIL-23 APRIL</b>	<b>ITO YOKADO - IN DIFFERENT CITIES</b>	<b>ITALIAN FOOD FAIR</b>
<b>MARCH - APRIL</b>	<b>KAGOME - TOKYO</b>	<b>PROMOTION OF AGRICULTURAL PRODUCTS</b>
<b>13-16 MARCH</b>	<b>MAKUHARI MESSE - CHIBA</b>	<b>ITALIAN PAVILION AT FOOD EX JAPAN</b>
<b>24-25 APRIL</b>	<b>NEW OTANI - TOKYO</b>	<b>WORKSHOP AND SEMINAR ON ITALIAN DOP/IGP PRODUCTS</b>
<b>26 APRIL</b>	<b>NEW OTANI - TOKYO</b>	<b>WORKSHOP AND SEMINAR ON TOSCANA WINE</b>
<b>2 JUNE</b>	<b>ROPPONGI HILLS - TOKYO</b>	<b>ITALIAN FESTIVAL</b>



# MAIN EVENTS



<b>3-5 APRIL</b>	<b>HOTEL OKURA - TOKYO</b>	<b>"SHOES FROM ITALY"</b>
<b>3 APRIL-23 MAY</b>	<b>MITSUKOSHI DEPARTMENT STORE - IN DIFFERENT CITIES</b>	<b>ITALIAN TRADE FAIRS</b>
<b>5-6 APRIL</b>	<b>MID TOWN - TOKYO</b>	<b>FASHION SHOW '8 NUOVI STILISTI DALL'ITALIA"</b>
<b>18 APRIL-14 MAY</b>	<b>TAKASHIMAYA DEPARTMENT STORE - TOKYO AND OSAKA</b>	<b>ITALIAN TRADE FAIRS</b>
<b>26 APRIL - 9 MAY</b>	<b>TOKYU HONTEN DEPARTMENT STORE - IN DIFFERENT CITIES</b>	<b>ITALIAN TRADE FAIRS</b>
<b>21JUNE -27 JUNE</b>	<b>HAMAYA DEPARTMENT STORE - IN DIFFERENT CITIES</b>	<b>ITALIAN TRADE FAIRS</b>
<b>9-11 JULY</b>	<b>HOTEL OKURA - TOKYO</b>	<b>"MODA ITALIA" 2008 SPRING SUMMER COLLECTION</b>
<b>12-13 JULY</b>	<b>HILTON HOTEL - OSAKA</b>	<b>"MODA ITALIA" 2008 SPRING SUMMER COLLECTION</b>
<b>26 JULY</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>PRESENTATION OF "MODA IN"</b>



# MAIN EVENTS

## TECHNOLOGY

<b>11 APRIL</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>SEMINAR ON "QUALITY MADE IN ITALY"</b>
<b>26 APRIL</b>	<b>NEW OTANI - TOKYO</b>	<b>WORKSHOP AND B2B "INVEST IN TUSCANY"</b>
<b>18-20 APRIL</b>	<b>TOKYO BIG SIGHT - TOKYO</b>	<b>CPhI JAPAN</b>
<b>15-16 MAY</b>	<b>UNIVERSITY OF OSAKA</b>	<b>SEMINAR ON BIOTECHNOLOGIES</b>
<b>15-19 MAY</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>SEMINAR AND EXHIBITION ON ITALIAN PRODUCTION CHAINS (DESIGN/MACHINERY/PRODUCT)</b>
<b>7-9 MAY</b>	<b>TOKYO BIG SIGHT - TOKYO</b>	<b>BEAUTYWORLD JAPAN</b>
<b>31 MAY</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>SEMINAR ON MECANICS AND MECATRONICS INDUSTRIAL CLUSTER LOCATED IN EMILIA ROMAGNA REGION AND "UNVEILING" OF DUCATI "DESMOSEDICI PR"</b>
<b>4-5 JUNE</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>SEMINAR ON "TECHNOLOGICAL CLUSTERS"</b>
<b>6 JUNE</b>	<b>HYATT REGENCY - FUKUOKA</b>	<b>SEMINAR ON "REGIONAL CLUSTERS AND INDUSTRIAL CLUSTERS"</b>
<b>7 JUNE</b>	<b>HYATT REGENCY - FUKUOKA</b>	<b>BUSINESS MEETINGS</b>
<b>12 JUNE</b>	<b>MEDIATEQUE - SENDAI</b>	<b>SEMINAR AND WORKSHOP ON NANOTECHNOLOGIES "THE FRONTIERS OF THE TECHNOLOGICAL COLLABORATION"</b>



# MAIN EVENTS

FURNITURE  
& DESIGN

<b>20-24 APRIL</b>	<b>ACROS - FUKUOKA</b>	<b>SEMINAR AND EXHIBITION "HIGHT TOUCH. ITALIA DESIGN FOR ALL"</b>
<b>MAY - JUNE</b>	<b>ARFLEX SHOW ROOM - TOKYO AND KAWAGUCHIKO</b>	<b>ITALIAN FURNITURE PRIVATE SHOWROOM "TRE MARCHI A MILANO"</b>
<b>17-19 APRIL</b>	<b>MEDIATEQUE - SENDAI</b>	<b>SEMINAR AND EXHIBITION "HIGHT TOUCH. ITALIA DESIGN FOR ALL"</b>
<b>6-8 JUNE</b>	<b>TOKYO BIG SIGHT - TOKYO</b>	<b>ITALIAN PAVILION AT "INTERIOR LIFESTYLE"</b>



# MAIN EVENTS

MULTI  
SECTOR

<b>16-18 APRIL</b>	<b>NEW OTANI - TOKYO</b>	<b>"BELLA ITALIA" ITALIAN CONSUMERS PRODUCTS</b>
<b>29 MAY</b>	<b>NEW OTANI - TOKYO</b>	<b>SEMINAR ON THE CITY OF PARMA</b>
<b>11-12-13 JUNE</b>	<b>ITALIAN TRADE COMMISSION - TOKYO AND OSAKA</b>	<b>PROVINCE OF TRENTO BUSINESS MEETING</b>

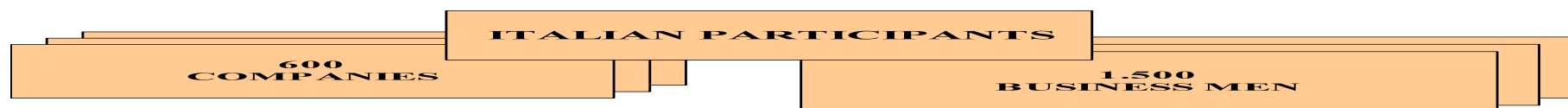
STITUTIONAL  
EVENTS

<b>19 MARCH</b>	<b>ITALIAN EMBASSY - TOKYO</b>	<b>PRESS CONFERENCE ON "PRIMAVERA ITALIANA"</b>
<b>13-14 JUNE</b>	<b>AUDITORIUM "UMBERTO AGNELLI" - TOKYO</b>	<b>ITALY-JAPAN BUSINESS GROUP - XIX PLENARY SESSION</b>

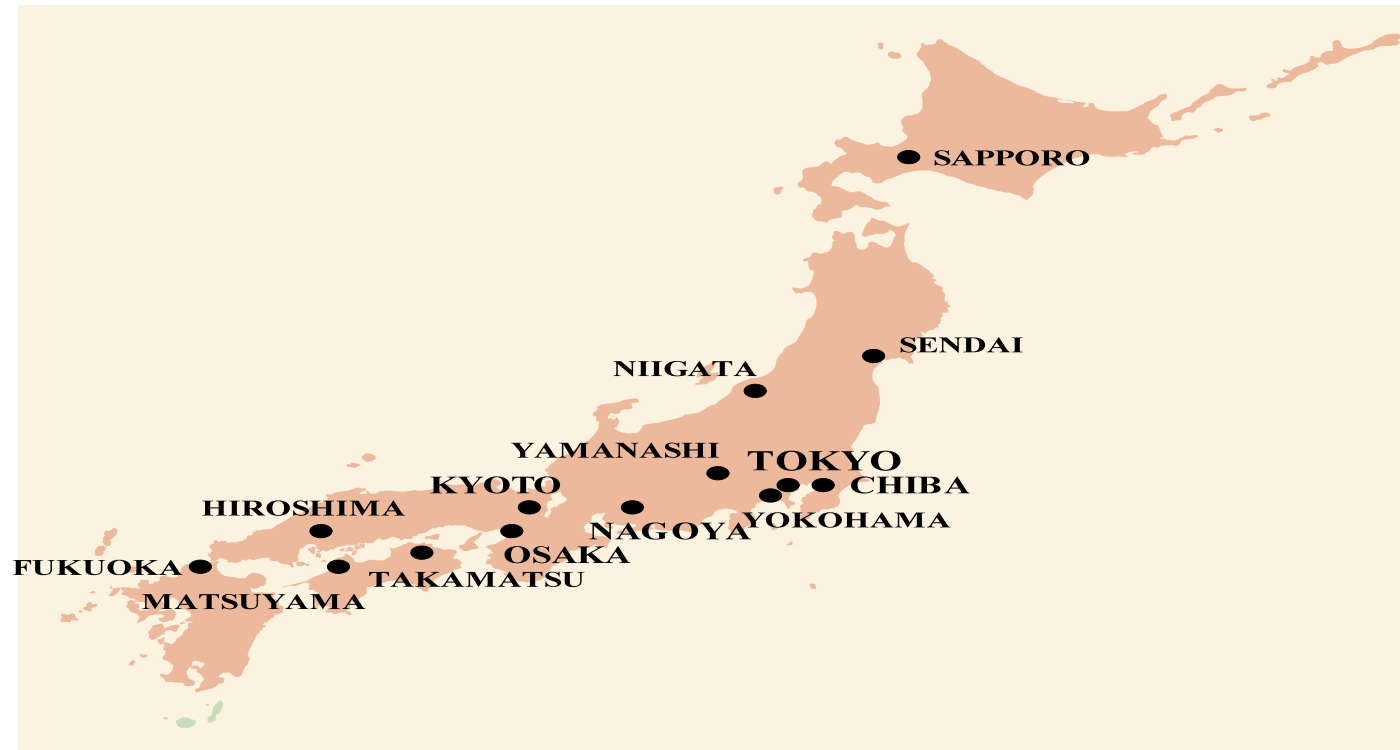




# ICE EVENTS MARCH - JUNE 2007



# THE 14 CITIES WHERE ICE EVENTS HAVE TAKEN PLACE



# ICE-ITALIAN TRADE COMMISSION FUNDAMENTAL MISSIONS

1. CLIENT-ORIENTED INFORMATION ON MARKETS
3. CUSTOM-MADE ASSISTANCE TO COMPANIES AND OPERATORS
5. COLLECTIVE PROMOTION: SPECIAL EVENTS, EXPORT CLUSTERING, TRADE FAIRS AND B 2 B MEETINGS
7. TRAINING AND MANAGERIAL TUTORING AT THE ICE-TRADE COMMISSION OFFICES ABROAD
5. TWO-WAYS INVESTMENT PROMOTION
6. PROTECTION OF INTELLECTUAL PROPERTY RIGHTS: ICE-DESKS FOR LEGAL ASSISTANCE



# ICE-ITALIAN TRADE COMMISSION IN JAPAN PARTNERSHIP WITH JETRO

***NEW PROTOCOL SIGNED IN 2007***

DURING PRIME MINISTER'S PRODI VISIT TO JAPAN  
FOLLOWING THE 1989 AND 2004 AGREEMENTS

***TO ENHANCE BILATERAL ECONOMIC PARTNERSHIP THROUGH :***

INVESTMENT PROMOTION SEMINARS

INVESTINITALY DESKS ICE

OFFICES NETWORK IN ITALY

JETRO'S TRADE TIE-UP PROMOTION PROGRAM (TTPP)

JETRO'S INVEST JAPAN BUSINESS SUPPORT CENTERS (IBSCs)

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