



# Savor Piemonte

## Promoting local agrifood producers on international markets

2022

# Savor Piemonte

## Summary

- 1) Introduction
- 2) Project description
- 3) Project partners
- 4) Savor Piemonte 2022
- 5) Spin-off initiatives

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# Introduction

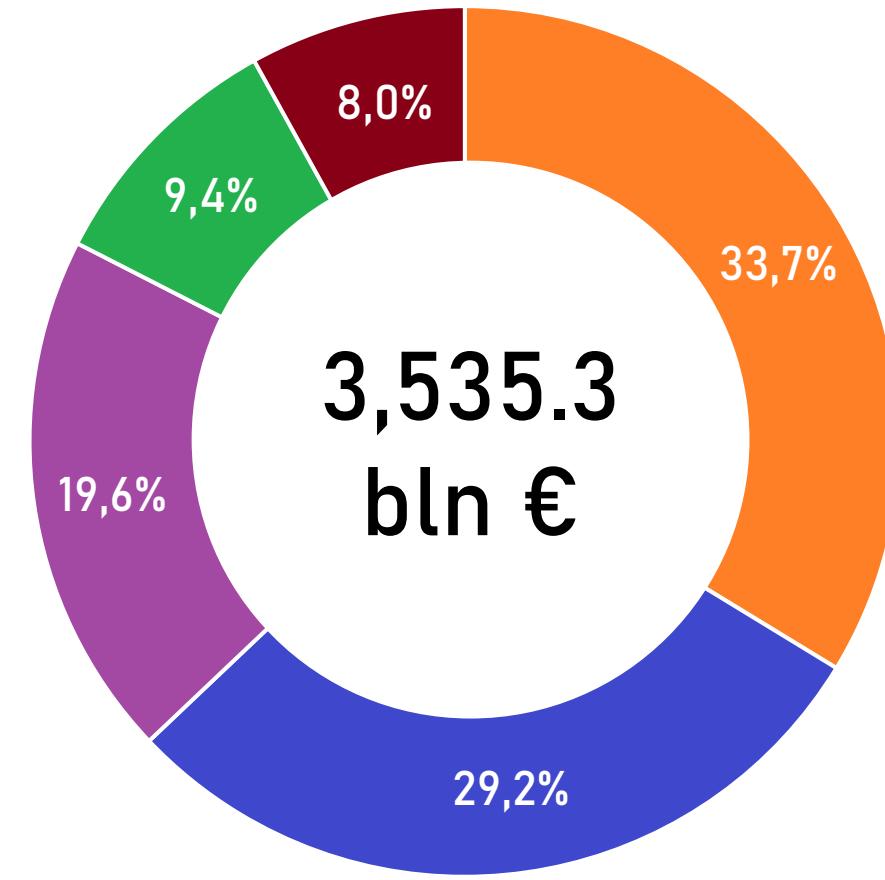
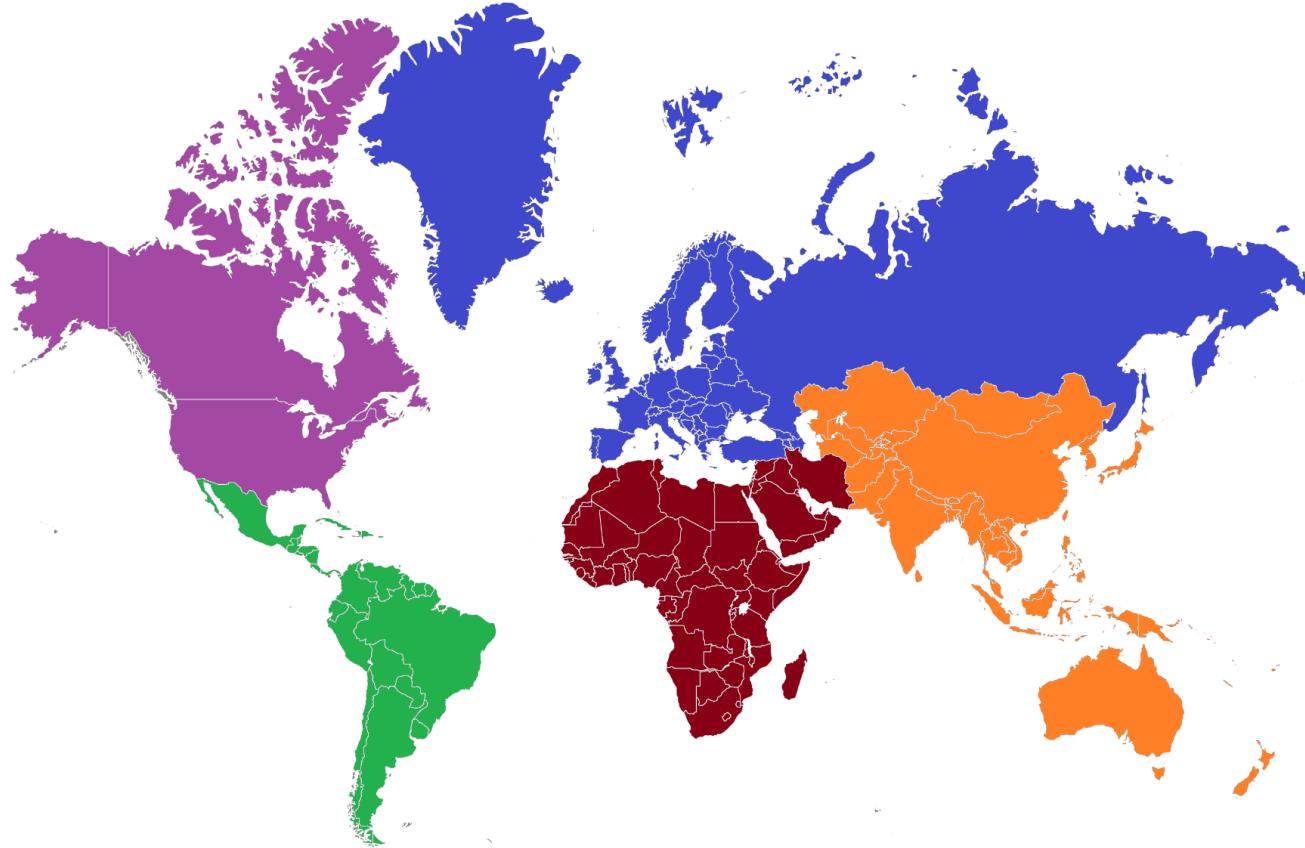
# The Italian agrifood industry

Source: CDP (2021)

- The Italian agrifood industry, with a total turnover of over **500 billion €** and almost **4 million employees** (equal to 17% of the national total), in 2020 was the country's leading economic sector
- The supply chain can be broken down into 3 fundamental sub-sectors that contribute to the creation of value:
  - agriculture, livestock and food industries (60% of profits, 1.3 million employees)
  - brokerage and distribution (32% of profits, 1 million employees)
  - ho.re.ca. (8% of profits, 1.5 million employees)
- In 2020 the pandemic crisis caused a slowdown in Italian exports which, however, recorded an increase both for the agriculture and for the food industries (respectively 0.7% and 2% compared to 2019), with an **export of 46.1 billion €**
- 55% of the agrifood export in 2020 was directed at the European market, with Germany as main partner (7.7 billion €), followed by France (5.1 billion €) and United Kingdom (3.6 billion €, despite Brexit). Outside Europe, Italy's 1<sup>st</sup> trading partner was USA with 4.9 billion €
- The top 5 regions that contribute the most to Italian exports are, by relevance: Emilia-Romagna, Veneto, Lombardy, **Piedmont** and Campania

# The global agrifood market

Source: Euromonitor International LTD (2021)



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# Project description

# Project

- In 2021 the Torino Chamber of Commerce, with the collaboration of a wide network of valuable partners and professionals, launched **Savor Piemonte**, a project aimed at promoting Piedmont SMEs operating in the F&B industry on international markets.
- The project is intended to support local producers in developing and strengthening business relationships abroad, by concentrating in **3 main areas**:



## 1) Training

Seminars and publications on main topics related to export and product development

## 2) Marketing

Producers virtual catalogue open to potential foreign importers and distributors

## 3) Advisory and mentoring

Technical support and mentoring to successfully operate on foreign markets

# Training

## Themes and topics



Consumers  
behaviour



Market  
analysis



Marketing and  
communication



Required  
competences



Seminars and  
publications on main  
topics related to  
export and product  
development

# Marketing

## Producers virtual catalogue



Text  
collection

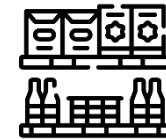


Photo  
collection

Storytelling  
review



Content  
organization



Producers virtual  
catalogue open to  
potential foreign  
importers and  
distributors

# Advisory services

## Themes and topics



Business  
planning



Food  
packaging

Food regulation,  
product labelling and  
export procedures



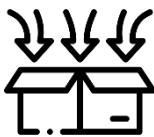
Marketing and  
communication



Technical support  
and coaching to  
successfully operate  
on foreign markets

# Mentoring

## Themes and topics



Branding and  
positioning

Supply chain  
management



Marketing and  
communication



Product  
development

Program developed  
with the support of a  
network of Piedmont  
professionals abroad

# Beneficiaries

## Profile



- SMEs
- Companies located in the Piemonte region
- Producers operating in the F&B industry
- Companies that consistently represent the authentic local gastronomic tradition

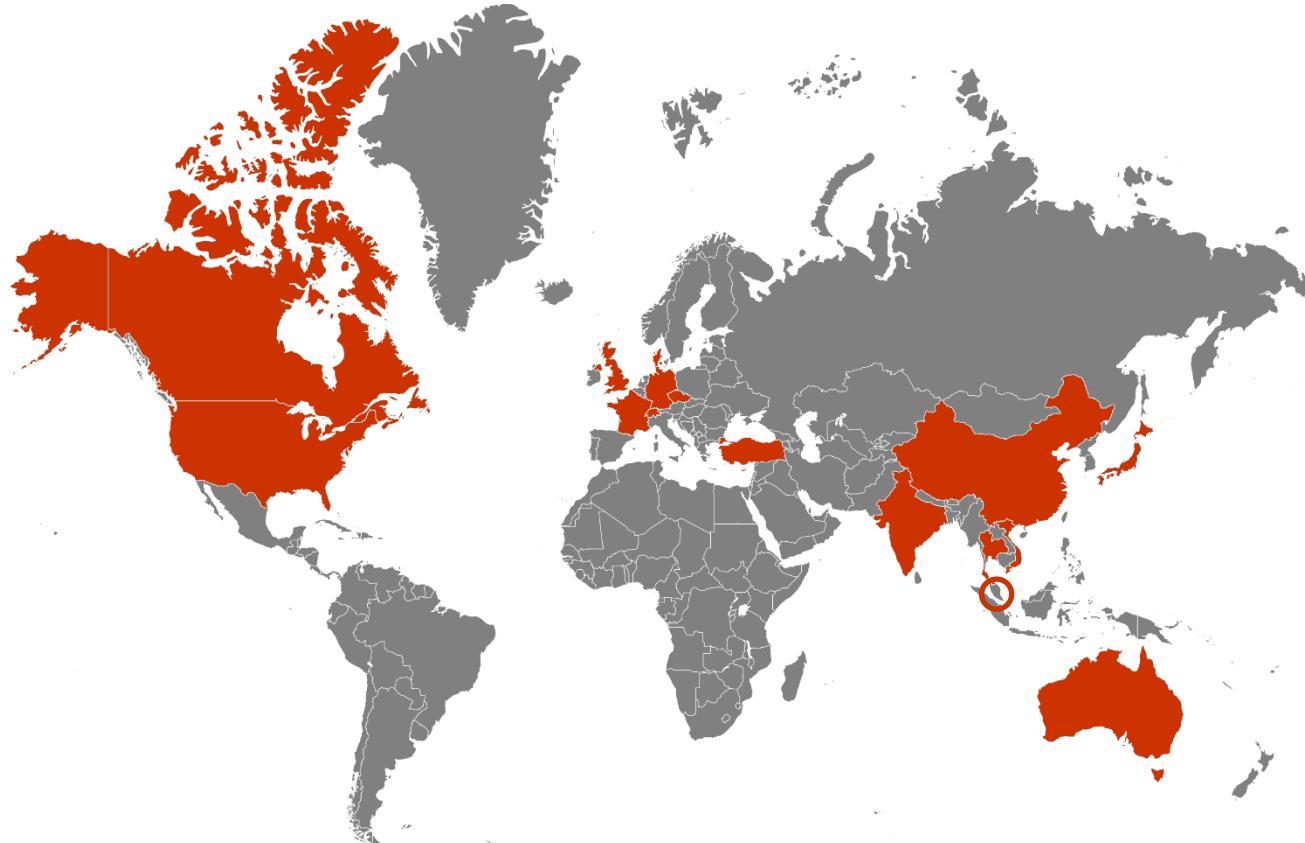
## Products



- Alcoholic drinks (beer, wine, liquors and spirits)
- Soft drinks
- Hot drinks (coffee, teas and herbs)
- Charcuterie, cheese and deli
- Fruits and vegetables
- Pasta, cereals, flours and baked products
- Sauces and condiments
- Honey, jams and spreads
- Sweets

# Target countries

2021-2022



## America

1. Canada
2. United States

## Asia

3. China (new)
4. India (new)
5. Japan (new)
6. Singapore
7. Thailand
8. Vietnam (new)

## Europa

9. Albania (new)
10. Czech Rep.
11. Denmark
12. France
13. Germany
14. Switzerland
15. Turkey (new)
16. United Kingdom
17. Australia (new)

## Oceania

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# Project partners

# Technical partners

## In Italy and abroad



- [Assocamerestero](#)
- [Camera di Comercio e dell'Industria Italo-Ceca](#)
- [Camera di Comercio Italia-Myanmar \(ASEAN\)](#)
- [Camera di Comercio Italiana dell'Ontario](#)
- [Camera di Comercio Italiana in Danimarca](#)
- [Camera di Comercio Italiana in Francia di Marsiglia](#)
- [Camera di Comercio Italiana per la Svizzera](#)
- [Italian Chamber of Commerce for the UK](#)
- [Ponte Collaborative](#)
- [ABOVE Capital Corporation](#)
- [Circolo del Design di Torino](#)
- [Laboratorio Chimico della CCIAA di Torino](#)
- [Politecnico di Torino \(Materioteca MATto\)](#)
- [Registrar Corp](#)
- [Slow Food](#)
- [Università degli Studi di Scienze Gastronomiche](#)
- [Università degli Studi di Torino \(CPS\)](#)
- [7 mentors abroad \(Switzerland, UK, UAE, USA, Thailand\)](#)

# Business partners (buyers)

## Profile



- **Knowledge**
  - Good knowledge of the Italian gastronomic tradition
- **Distribution**
  - High-end department stores
  - Gourmet and specialty stores
  - Hotels, resorts, restaurants and caterers
- **Volumes**
  - Looking for small volumes and niche products
- **Price positioning**
  - Looking for high quality products
- **Communication**
  - Active on-line and off-line
- **Commitment**
  - Long lasting partnerships with selected producers

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# Savor Piemonte 2022



# Participants

## Producers (126)



- By product category
  - Alcoholic drinks: 18%
  - Soft drinks: 2%
  - Hot drinks: 4%
  - Charcuterie, cheese and deli: 10%
  - Fruits and vegetables: 16%
  - Pasta, cereals, flours and baked products: 16%
  - Sauces and condiments: 9%
  - Honey, jams and spreads: 12%
  - Sweets: 12%

## Buyers (27)



- Europe & America
  - Albania: 1
  - Denmark: 1
  - France: 1
  - United Kingdom: 1
  - Czech Rep.: 1
  - Switzerland: 1
  - Turkey: 1
  - Canada: 1
  - United States: 4
- Asia & Oceania
  - China: 2
  - Japan: 2
  - India: 2
  - Singapore: 2
  - Thailand: 1
  - Vietnam: 2
  - Australia: 4

# Activities

## Training



- 14 webinars
- 1 digital library
  - 20 target market analysis
  - 3 business plan case studies
  - 4 food packaging case studies
  - 1 vademecum to set up hospitality services

## Marketing



- 1 website
- 110 B2B on-line
- 166 B2B off-line

## Advisory and mentoring



- 130 hrs of advisory support
  - Labelling and food regulation
  - USFDA
  - Patents and trademarks
  - Business planning
  - Communication and marketing
  - Partner search
  - Food packaging
  - Hospitality

# Success cases and positive externalities

37 success cases in 2021-2022



- Buyers by country
  - France: 7
  - Czech Rep.: 3
  - United Kingdom: 15
  - Singapore: 7
  - Switzerland: 3
  - United States: 2



- Producers by product category
  - Alcoholic beverages: 5
  - Charcuterie, cheese and deli: 5
  - Pasta, cereals, flours and baked products: 5
  - Fruits and vegetables: 7
  - Sauces and condiments: 3
  - Honey, jams and spreads: 3
  - Sweets: 9



By promoting the project companies as a cluster of excellencies and by supporting them with qualified services and initiatives, Savor Piemonte generated a number of **spontaneous collaborations between local producers**, triggering co-marketing phenomena

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# Spin-off initiatives

# Spin-off initiatives

## Packaging



- Partners: MATto - Politecnico di Torino
- Companies: cheese, coffee, fresh fruit, pasta
- Goal: to support companies in finding alternative and environmentally sustainable solutions to traditional packaging
- Output: 4 food packaging case studies
- Next step: to set up a service delivered by the Torino Chamber of Commerce and its partners to local companies willing to shift to more innovative and sustainable packaging materials

## Hospitality



- Partners: Circolo del Design, UNISG, local designers
- Companies: coffee, hazelnuts, honey, rice
- Goal: to support local companies in setting up company visit tracks and services addressed to an audience of professionals, consumers and students
- Output: 1 vademecum to set up hospitality services
- Next step: to set up a service delivered by the Torino Chamber of Commerce and its partners to local companies willing to grow in the hospitality segment



# Savor Piemonte

Torino Chamber of Commerce

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[www.to.camcom.it/savor-piemonte](http://www.to.camcom.it/savor-piemonte)