



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO



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

1

Introduction



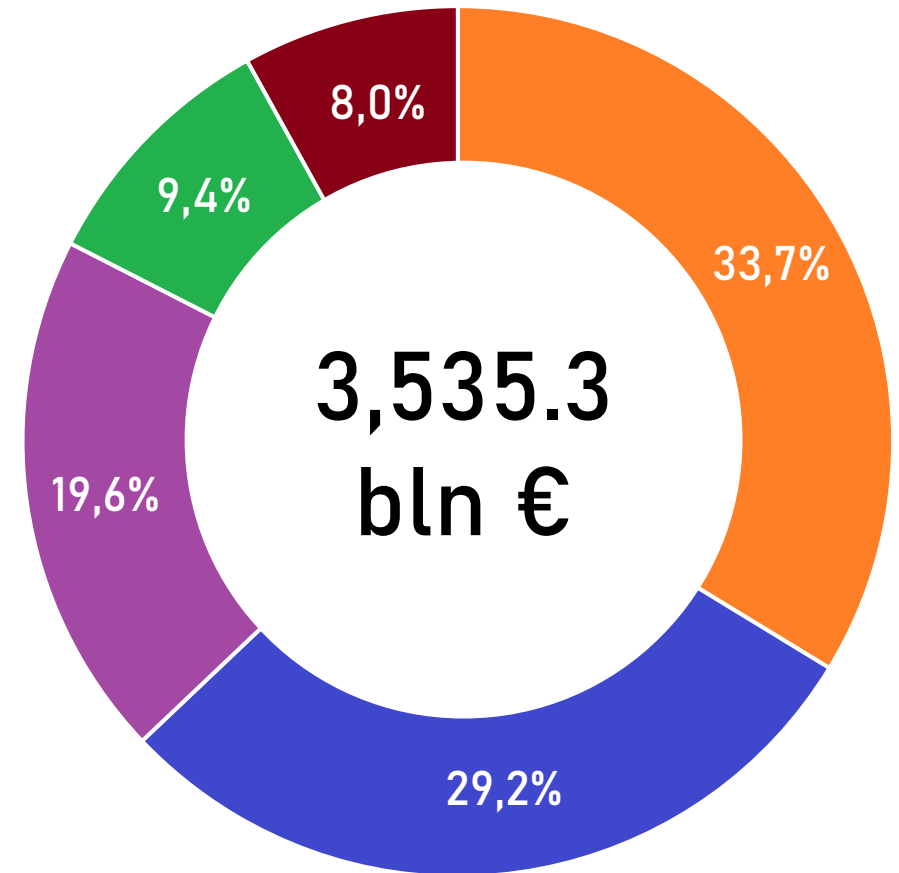
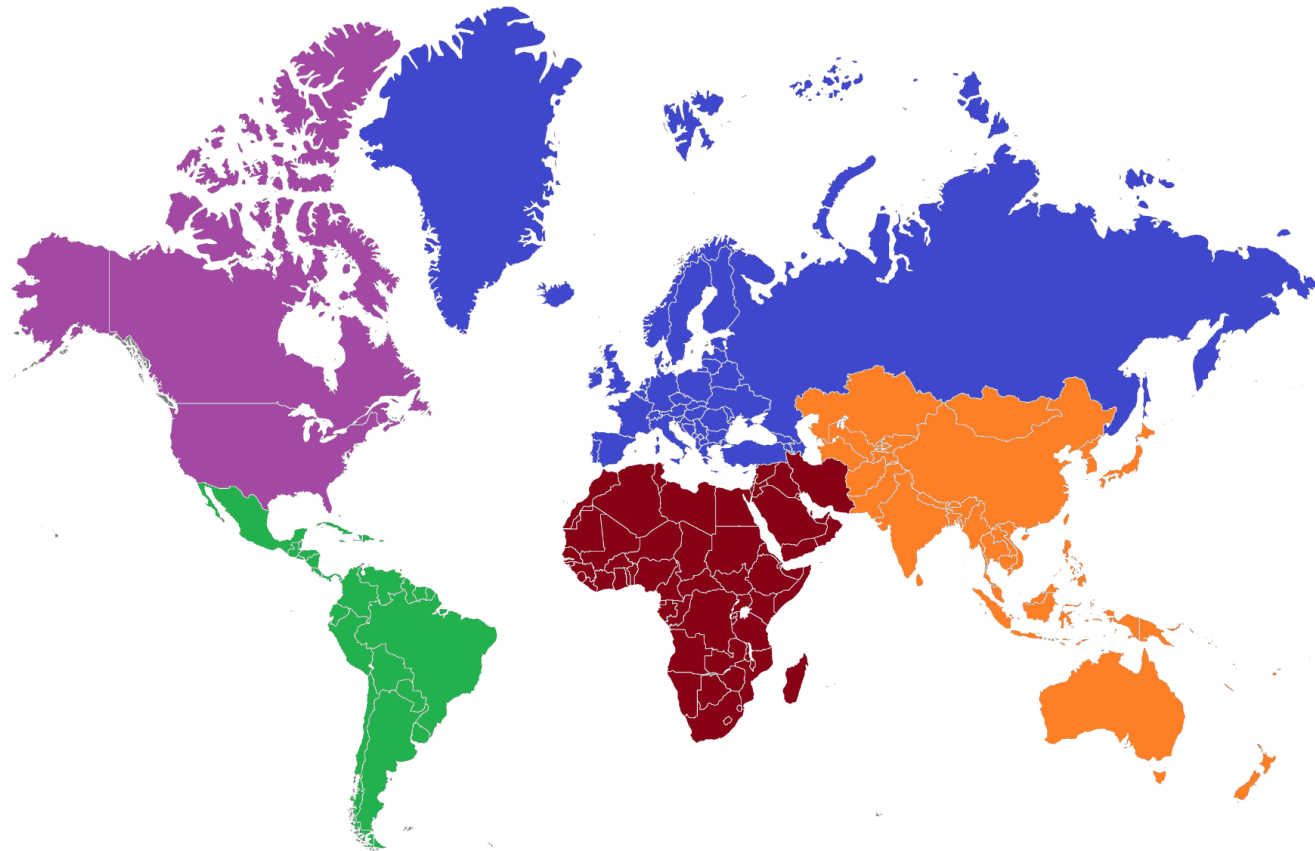
The Italian agrifood industry

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 1st 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)



Retail value (fresh products are not included)

2

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

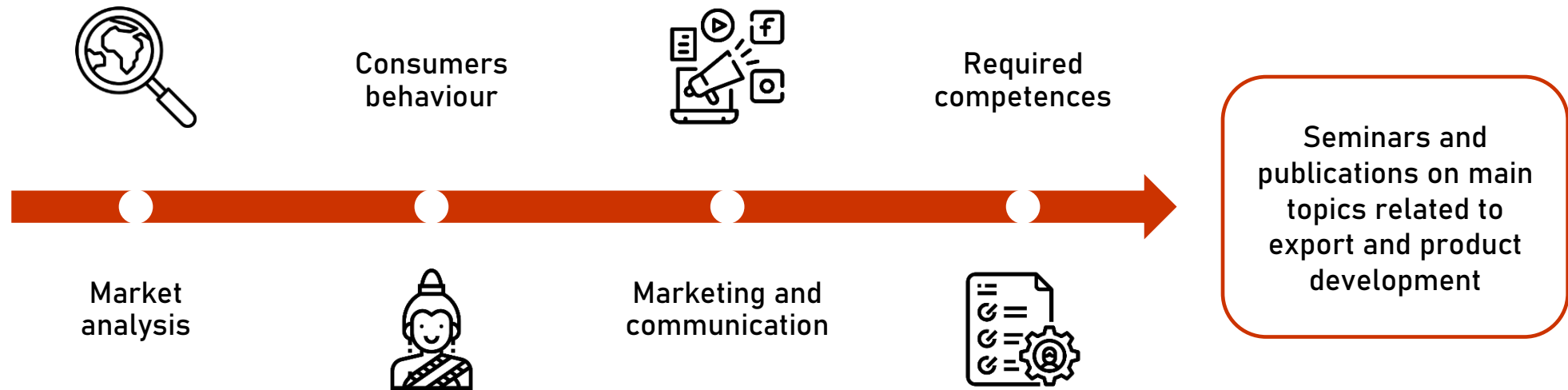
Producers virtual catalogue open to potential foreign importers and distributors

3) Advisory and mentoring

Technical support and mentoring to successfully operate on foreign markets

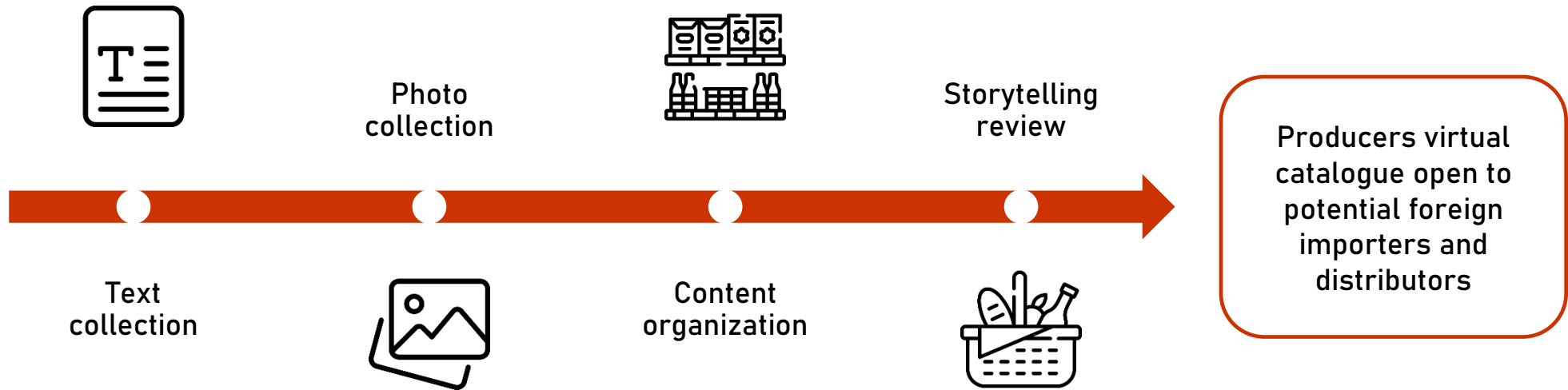
Training

Themes and topics



Marketing

Producers virtual catalogue



Advisory services

Themes and topics



Business
planning



Food
packaging

Food regulation,
product labelling and
export procedures



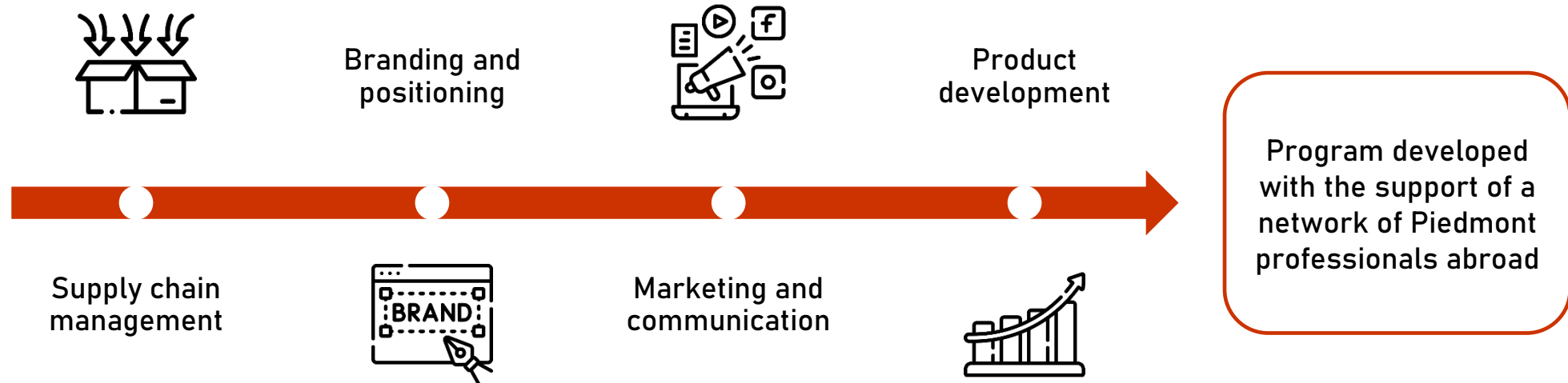
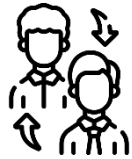
Marketing and
communication



Technical support
and coaching to
successfully operate
on foreign markets

Mentoring

Themes and topics



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

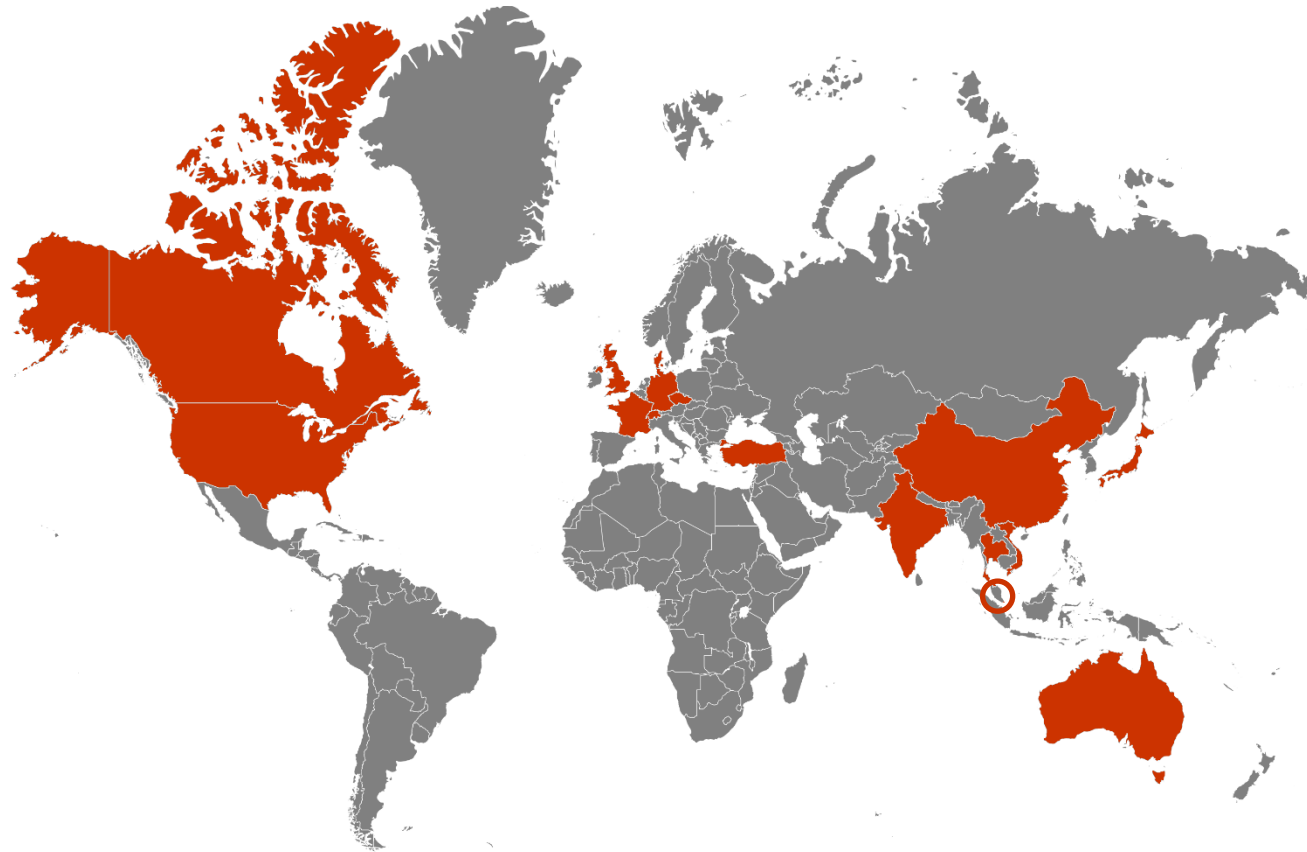
Products



- 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

Oceania

17. Australia (new)

3

Project partners

Technical partners

In Italy and abroad



- [Assocamerestero](#)
- [Camera di Commercio e dell'Industria Italo-Ceca](#)
- [Camera di Commercio Italia-Myanmar \(ASEAN\)](#)
- [Camera di Commercio Italiana dell'Ontario](#)
- [Camera di Commercio Italiana in Danimarca](#)
- [Camera di Commercio Italiana in Francia di Marsiglia](#)
- [Camera di Commercio 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

4

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

5

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

Via San Francesco da Paola, 24

10123 Torino (TO) - Italia

export.agrofood@to.camcom.it

www.to.camcom.it/savor-piemonte