



MER ~  
CA ~ TO  
MED IT  
ER RA  
~ NEO

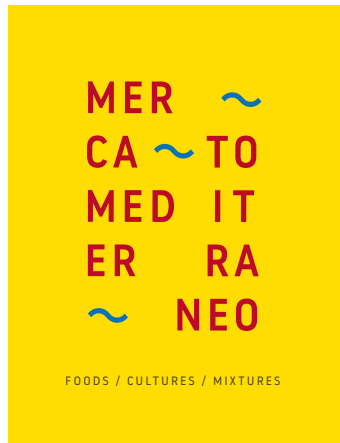
FOODS / CULTURES / MIXTURES

CREATED AND ORGANIZED BY:



Fiera di Roma,  
23 / 26 November 2017





We have the pleasure of introducing the first edition of **MERCATO MEDITERRANEO – Foods, Cultures, Mixtures** to be held in Fiera Roma from November 23 through 26, 2017. The exhibition covers the entire supply chain of food, being also dedicated to the development of rural economy, to the safeguard of the environment and of the territories of the Mediterranean: an event to contribute to the experience of food in a valorizing perspective on the products, producers and consumers of the Mediterranean Countries.

**MERCATO MEDITERRANEO**, created and organized by Fiera Roma, though perfectly rooted within the panorama of the international food events, comes into it with an original format and an innovative proposal. It will be the ultimate and unprecedented meeting place, the melting pot for business and culture, trades and tales, tastes and crafts. Here new relationships will be generated, ideas will be shared, synergies will be developed among producers and buyers from the world, between professionals and simple food lovers.

Being the product number in the food sector practically limitless, for the first edition of **MERCATO MEDITERRANEO** four major focuses have been selected: **the civilization of grain, the civilization of the sea, the extra virgin** (olive oil... and not only olive) and a fourth axis on the **mixtures, the contaminations** that marked so deeply the food experiences of the Area.

An extra section, dedicated to discussions called **EXPOSE YOURSELF** is finally the place within the show where politicians and experts, bloggers and the interested visitors will find their own communication space. And also meetings, TEDtalks, workshops, seminars on the hottest issues from the food world and industry will take place, all in a totally Mediterranean view.

**MERCATO MEDITERRANEO** will host **showcooking** sessions, tastings, exhibitions and theme entertainment that will animate the four days of the event, to inform, entertain and educate while discovering new tastes and trends. **Traditions and modernity within a market more and more interconnected.**

Special dedicated presentation formulas (including stand fitting) are available for our exhibitors, functional to a quality exposure that will enhance typicality and specificity, to use to the best the opportunities offered by the original expo format.

Participate in **MERCATO MEDITERRANEO** is then to be active part of an event rich in initiatives and openings, that will make Rome the Capital of the Mare Nostrum next November.





An exhibition path traced to touch the main cities of the Mediterranean, with their variegated offer, an introduction that introduces the different territories through the diverse productions, local traditions and crafts: static and dynamic installations during the show will remind us that the grain civilization is the one that shaped us genetically.

The exhibition will exert a powerful attraction force on the national audience and on the international visitors from the whole Mediterranean Basin: for this reason general public and professionals are expected to visit MERCATO MEDITERRANEO from all over Italy, from the Mediterranean Basin and worldwide.

International Buyers will be invited to participate and will offer exhibitors additional opportunities to establish new business relations.

The target of the event is of triple nature.

**PROFESSIONAL VISITORS:** Great attention will be given to the business moments, to the trait d'union between demand and offer. The objective is to offer the business audience four days rich in contacts, meetings, educational.

**GOOD CUISINE AND GOURMET FOOD LOVERS:**  
exciting sensorial and taste paths will be available for these.

**GENERAL PUBLIC:** the visitors will be involved at all levels in the entertainment, culture and food education moments within the exhibition, all these centered on the specific territories, so that the values of "eating well", of making the right choices when buying food products, with an eye to taste and one to health, are widely comprehended



# KEYWORDS

**MARKET**

**EXCHANGE**

**COMPARISON**

**EXPERIENCE**

**CULTURE**

**STORY**

**DEVELOPMENT**

**SYNERGY**



## **MARKET, EXCHANGE AND COMPARISON**

Exchange, this is essence of trade.  
Market is the ideal framework where exchange,  
business and real comparison take place. All the above  
must revolve around an international market:

**Mercato Mediterraneo**

## **EXPERIENCE**

Each market can be the place for an experience:  
tastes, scents and sounds, you learn by the touch.  
There is today a limitless space  
where all you need to experience can be found:

**Mercato Mediterraneo**

## **CULTURE AND HISTORY**

The Mediterranean: a sea of crossings  
and exchanges among different civilizations.  
A process made of common experiences,  
the root of a millenary evolution.  
A mirable tangle of historical and cultural paths:

**Mercato Mediterraneo**

## **DEVELOPMENT AND SYNERGY**

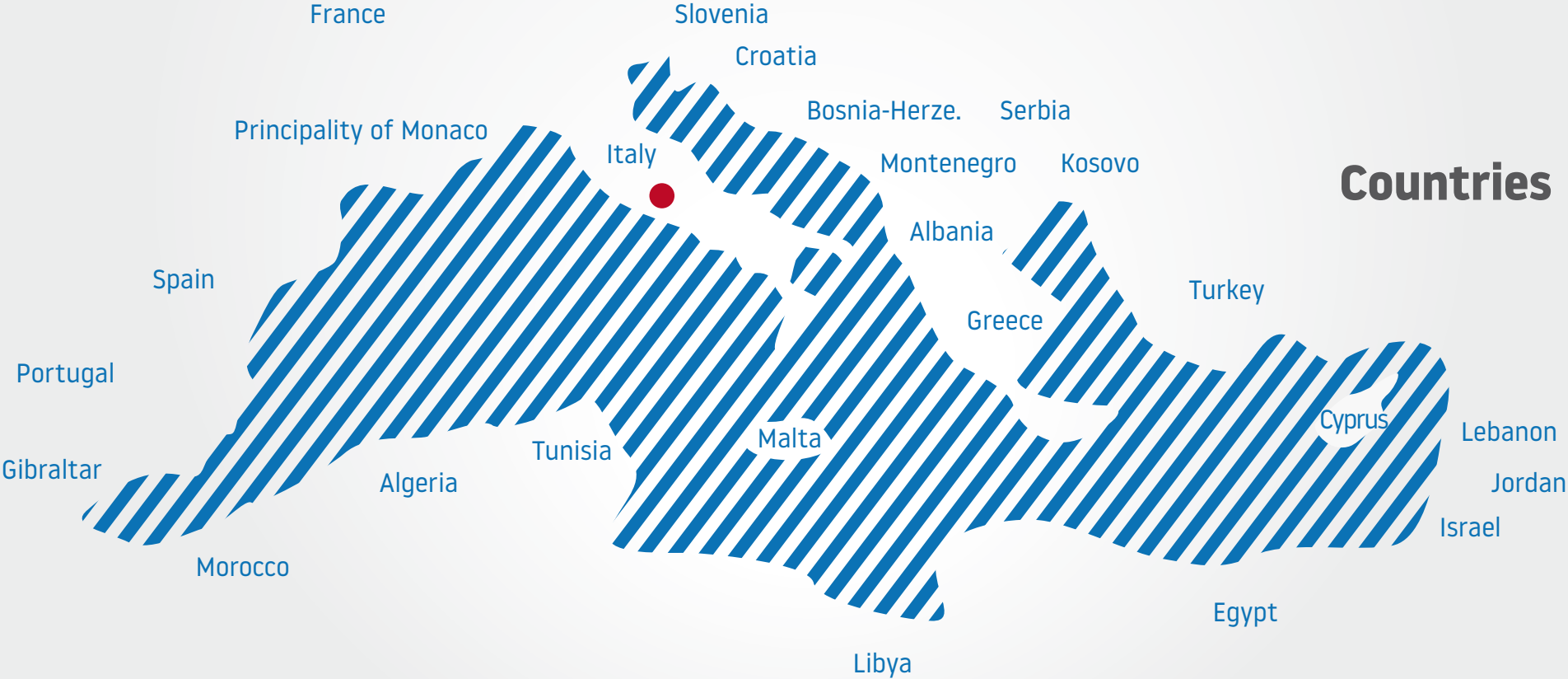
Co-operation and valorisation  
of the different territories within the Mediterranean basin.  
Differences intensified development  
and development produced differences.  
A place where diversity comes together, a unique place to give  
visitors the feeling of travelling every corner of the region:

**Mercato Mediterraneo**





# Countries



EXHIBITION  
HALLS



# The Civilizations Of Grain

It is the more extended area of Mercato Mediterraneo. It is dedicated to wheat and to the different and ancient cereals. Wheat itself has been for millenniums the main nourishment of western civilizations, influencing in times the society and the agro-food landscape of the area dramatically.

And since it is a fact that that what we eat changes us genetically, we may surely affirm our civilization is the grain civilization, as this cereal, among others, deeply characterizes the Mediterranean societies.



# The Sea Civilizations

The Mediterranean Sea: a sea of trades, a medium for the promotion of interaction among the diverse populations, creator of richness. Three continents around a unique sea, the Mediterranean koine: Euro-Mediterranean, Afro-Mediterranean and Asian-Mediterranean.

In this view, fishing represents a primary activity, known to men since the dawning of civilizations, long before farming developed.

The shaping of boats, the knowledge of winds, stars, orientation, the fishing techniques and the derived culinary traditions marked in fact during centuries a distinctive character in the culture and history of the Mediterranean Basin.

A close-up photograph of a green olive. A single, clear drop of oil is suspended from the bottom of the olive, catching the light. The background is dark, making the olive and the oil drop stand out. The lighting is soft, highlighting the texture of the olive's skin and the clarity of the oil.

# Extravirgin

This area will be reserved to the immense universe of oils, to live not only the experience of the Extra Virgin Olive Oil, but also that of the semi oily seed extracts.

The EVO, undisputed king of the Mediterranean diet, that provides a quantity of nutrients essential for the well-being of our body, will be on show in all the possible presentation: nutrition, health and beauty.



# Contamination

The Contamination Space will therefore host paths and recounts that tell us how such contaminations brought about positive effects as well-being, taste and beauty; and also they originated circular market itineraries, with Rome as central territory to spread through concentric circles, far and out to reach the more distant territories, corresponding today to the event hosted countries.

Theme roads (i.e. the road of couscous) where to find all the products related, with the presence of experts with the function of purchase influencers (a sort of personal shoppers) ready to accompany the visitors and to supply them with complete theme information.



# Expose Yourself

It is the conference and workshop area of MERCATO MEDITERRANEO. We may say that today dialogue and political messages on the themes of food are contradictory: our event presents instead its TED talks, short and active compelling meetings, animated by “hot” players that will see the presence of prepared and proposing counterparts who will not hesitate to expose themselves and their views.

# Communication







The communication Plan has the scope of isolating in a clear and functional way the key features of the Project, enhancing the pluses, also by means of original actions distributed on the city territory, in addition to those happening within Fiera Roma. Objective of the communication strategy is to create diffuse attention on the event, during an extended lapse of time, with actions covering wide and diverse spaces, (using classic and dynamic tools).

All these mixed together will enable the campaign to reach the different targets.

The media included in the Plan will be:

- Outdoor advertising classic static formats : (posters 3x2, special size posters, pedestrian parapets, parking, metro station) plus dynamic posters (buses)
- Advertising on printed newspapers (local and national)
- Social media marketing and web promotion activities
- Radio commercials (local and national)
- Tools and platforms to reach specific users, professionals and sectorial audience (Ads on specialized and theme magazines)

**Special events / dedicated Spin-off events / installations / presentations will be organized in the city center** and around the suburban areas to attract the public attention in the most diverse places in Rome. Diversified moments in times and places to create “from the distance” calls to visit, preparing the audience and educating the visitors about the events’ potential and character, creating in fact the need for the event itself.

Gadgets and merchandising pieces will also be available.





## ART DIRECTION

---

**Francesca Rocchi**

## SCIENTIFIC COMMITTEE

---

President: **Alfonso Pecoraro Scanio**

Member: **Giovanni Zucchi** - V.President Oleificio Zucchi

Member: **Ernesto Di Renzo** - Anthropologist - Tor Vergata University - Rome, Italy

Member: **Gianluca Bagnara** - Agro Business Economist

Member: **Marco Sarandrea** - Herbal Arts Academy

Member: **Francesco Sottile** - Forestry Professor - University of Palermo, Italy

Member: **Maurizio Pescari** - Communication Manager - Movimento Turismo del Vino and Professor at Università dei Sapori

Member: **Simonetta Pattuglia** - Professor - Tor Vergata University - Rome, Italy

# INVESTMENTS

DESCRIPTION	COSTS
raw space one open side*	€ 180,00/m <sup>2</sup> + VAT
raw space 2/3 open sides*	€ 200,00/m <sup>2</sup> + VAT
raw space island stand (4 open sides)*	€ 220,00/m <sup>2</sup> + VAT
Registration Fee for main exhibiting company on the stand	€ 400,00/m <sup>2</sup> + VAT
Basic Stand Fitting	€ 70,00/m <sup>2</sup> + VAT
Superior Stand Fitting stands 32 sqm and up	€ 85,00/m <sup>2</sup> + VAT

**The Exhibitor costs and Registration Fees also include:**

- Technical Assistance during stand set up and dismantling and during the Exhibition;
- Listing in the Official Catalogue of the event, and one copy of the Official Catalogue;
- Exhibitor Passes (to be used during the Exhibition, 2 passes each 8 sqm contracted) up to a maximum of 20;
- No. 1 Parking Permit with access inside the Exhibition Centre
- Basic RCT and RCO (Civil Liability vs. Third Parties and/or Organizers), Fire insurance
- Power Supply 2KW/220V including fuse box, installation, connection and testing;
- Fire extinguisher;
- General surveillance of the pavilions, security and general fire protection

*\*raw space: raw exhibiting surface without moquette, walls, furniture and lighting*

# EVENTS











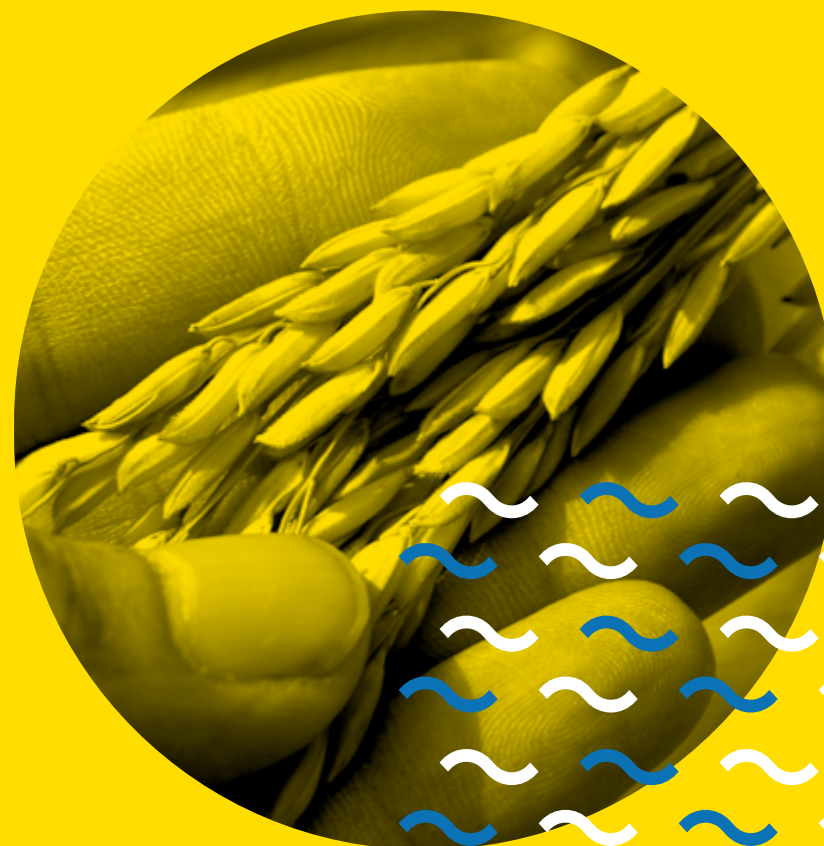


# MER CA ~ TO MED IT ER RA ~ NEO

FOODS / CULTURES / MIXTURES

FIERA DI ROMA  
23/26 NOVEMBER 2017

MON-SAT > 10.00 am | 10.00 pm  
SUN > 10.00 am | 08.00 pm



CREATED AND ORGANIZED BY:



**Fiera Roma Srl** con socio unico

Società unipersonale soggetta a direzione e coordinamento di Investimenti S.p.A.

Via Portuense, 1645-1647 • 00148 Rome (Italy)

VAT REG. NO. 07540411001

[www.fieraroma.it](http://www.fieraroma.it)

Organizing Secretariat:

Ph. +39 06 65074 524/523/522/521/520 | Fax +39 06 65074 474

[www.mercatomediterraneo.it](http://www.mercatomediterraneo.it) | [info@mercatomediterraneo.it](mailto:info@mercatomediterraneo.it)