



THE EXTRAORDINARY
ITALIAN TASTE

10th ITALIAN CUISINE WORLD SUMMIT

DUBAI 19-24 NOVEMBER

THE MOST INFLUENTIAL EVENT AND TRADE SHOW PROMOTING
ITALIAN QUALITY FOOD, LIFESTYLE AND BEVERAGES IN THE UAE

Under the Auspices



Embassy of Italy
to the United Arab Emirates



Consulate General of Italy
Dubai



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy

promoted by



in collaboration with



managed by



A UNIQUE OPPORTUNITY TO PROMOTE ITALIAN CUISINE, RESTAURANTS, WINE AND FOOD IN THE UAE



Master guest chefs and hosting chefs of the Summit in Dubai 2017 at Jumeirah Five Hotel



The Summit brings together the best **Italian restaurants, food and wine producers, Michelin-starred chefs** and culinary experts under one roof.

The Summit was originally born as an initiative of itchefs-GVCI (www.itchefs-gvci.com), a network with more than 2500 chefs and culinary professionals working in **70 countries** around the world, with the aim of celebrating, promoting and educating customers to the quality and authenticity of Italian cuisine and its ingredients.





TEN YEARS OF SUMMIT IN NUMBERS

4 editions in Hong Kong, 6 in Dubai/Abu Dhabi, 3 China Roadshows (Beijing, Shanghai, Changsha)

More than 200 Italian restaurants and 5 stars hotels involved in the past 9 years

250 Master Guest Chefs and Hosting Chefs from Italy and the World
(125 Michelin Starred Chefs)

Over 500.000 people in direct contact with the Summit brand and message

100 Cooking Master Classes open to the public in each edition

80 Partners and Sponsors involved each year

Direct collaborations with international fairs, exhibitions (including Hong Kong International Wine and Spirits Fair and Dubai Speciality Food), as well as independent tradeshow

International Media coverage





THE MASTER GUEST CHEFS OF THE SUMMIT

Silvia Baracchi, Il Falconiere *, Cortona
Nicola Cavallaro, Un Posto A Milano, Milano
Caterina Ceraudo, Dattilo *, Strongoli
Iside De Cesare, La Parolina *, Trevinano
Enrico Gerli, I Castagni *, Vigevano
Paolo Gramaglia, President *, Pompei
Vincenzo Guarino, Il Pievano *, Gaiole In Chianti





THE MASTER GUEST CHEFS OF THE SUMMIT

Tony Lo Coco, I Pupi *, Bagheria
Massimo Mantarro, Principe Cerami **, Taormina
Stefano Masanti, Il Cantinone *, Madesimo
Matteo Rizzo, Il Desco *, Verona
Alfredo Russo, Dolce Stil Novo *, Reggia Di Venaria
Giuseppe Stanzione, Le Trabe *, Capaccio





THE GREAT RESTAURANTS OF THE 10TH EDITION*

Armani Restaurant at Burj Khalifa

Bice Mare at Souk Al Bahar

Bice Restaurant at Hilton Hotel JBR

Capital club Difc

Cucina JW Marriott Hotel Deira

Eataly Dubai Mall

Gusto Roda Al Bustan Hotel

Matto Oberoi Hotel

Prego's Media Rotana Hotel Barsha Heights

Quattro Passi at Five Hotel The Palm

Ronda Locatelli Atlantis Hotel

Sicilia Movenpick IBN Battuta

Leonardo Stella di Mare

Social By Heinz Beck at Waldorf Astoria The Palm

Trattoria Toscana at Madinat Jumeirah

Vivaldi by Alfredo Russo at Sheraton Creek Hotel

*This is subject to changes. It includes confirmed and invited restaurants



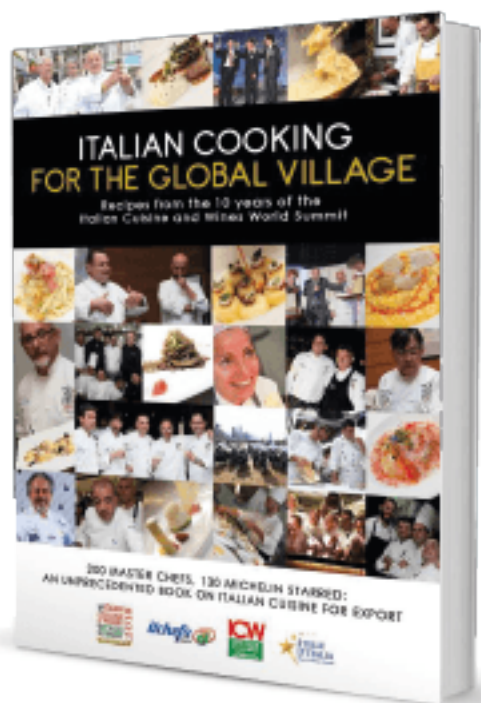
MELIUS
THE WORLD'S
100 BEST ITALIAN
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10TH EDITION SUMMIT, THE LAUNCH OF THE BOOK

Italian Cooking For The Global Village is the title of unique book, collecting recipes from the 200 Master Guest and Hosting chefs of the Summit. An unprecedented book on the Italian Cuisine Export Model that will be launched in the extraordinary context of the Dubai's Italian Cuisine Summit.

Date **20th November** only by invitation





THE OPENING GALA AT THE ARMANI HOTEL PAVILION

The 2018 edition will be open by an extraordinary Gala to be hosted in the exclusive and iconic Pavilion of the Armani Hotel Dubai. Up to 10 Michelin starred Master Guest chefs with up to 15 Dubai's based chefs will prepare an unforgettable Italian dining experience matched with one of the best selection of Italian wines available on the market. The Gala, a special gathering for hospitality professionals along with food lovers, will be at the same time the opportunity to showcase some of the best that the Made in Italy can offer in fashion, design, industry and lifestyle.

DATE: 20th November.



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THE ITALIAN TASTE OF DUBAI FESTIVAL AT HILTON HOTEL JBR GARDEN (B2C)

An unprecedented, exceptional event celebrating the best of Italian Food and Beverages in Dubai, a city especially fond of Italian flavours. The Festival goers can expect to live an exciting unforgettable food and wine experience: Culinary boots with the best Italian restaurants in Dubai , with their Michelin Starred Master Guest Chefs; a central Cooking Theatre running an intense Cooking Master classes program conducted by renowned Michelin starred Guest Chefs and Food artisans; 2 wine bars; an ongoing entertainment program on the central stage; stands from where to buy exquisite Italian products

DATE: 23rd November.



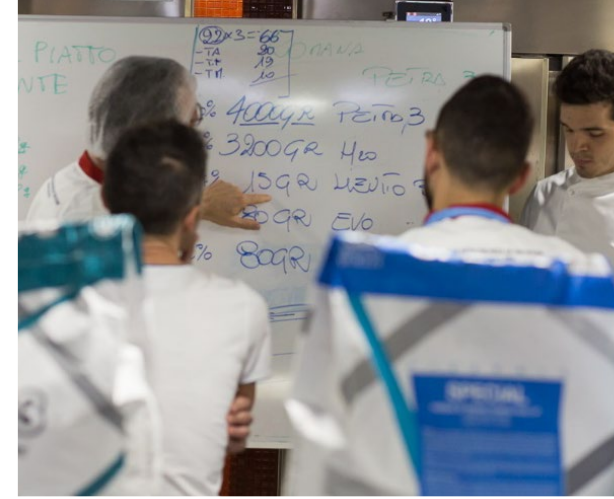


THE ITALIAN TASTE OF DUBAI FESTIVAL AT HILTON HOTEL JBR GARDEN(B2B)

All the traditional professional culinary competitions of the Summit will be run during the Festival, transforming the event in an impressive B2B gathering.

DATE: 23rd November.





UAE PIZZACADEMY LAUNCH

The official presentation of the Academy and its founding members. The first network of professionals who guarantee quality and high standards for the consumers. The first 50 UAE based professionals will receive their official recognition on that day.



OFFICIAL PROGRAM

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19th November
Monday

PierChic Restaurant, Madinat Jumeirah, Lunch time
- Italian Wine List Awards;
- "Hidden gems of Italian grapes"



20th November
Tuesday

Armani Hotel
- 10th Summit anniversary: book presentation
- Melius Ristoranti network presentation
- Opening gala dinner "10 years – 10 Michelin starred chefs"

21th November
Wednesday

Quattro Passi Restaurant, Five Hotel
- Italian Gelato Dinner, Dubai's Coolest Night of the Year

22th November
Thursday

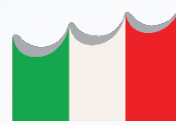
Vivaldi Restaurant, Sheraton Creek
- Alfredo Russo presents "the Night of the Stars"

23th November
Friday

Hilton Hotel JBR Garden
- Italian Taste of Dubai Festival

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For more info: raffaele.fratia@the-i-factor.com

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