

Initiative with a dual aim: to attract investments from abroad and to give a push to the internationalisation of 'Made in Italy' merchandise.

San Vittore and Singapore united in the food business

Nine large companies from the food industry in Asia on a visit to Amadori.

Cesena: From Singapore to San Vittore to meet Amadori, business leader in the poultry-manufacturing sector. Two days ago, nine companies from South East Asia made a visit to Cesena. The visit was organised as part of a business trip arranged by the Italian Chamber of Commerce in Singapore with the collaboration of the Singapore Chinese Chamber of Commerce & Industry, with the aim of supporting the expansion plans of food companies in South East Asia. The purpose of the trip, which concluded today, was to make direct contact with key partners in Italy to extend business opportunities and identify areas for collaboration.

The companies represent different niches of the industry: from Aries Fresh Pte Ltd, producer and importer of fruit and vegetables, Focus Network Agencies Pte Ltd, chocolate and confectionery supplier, and Sin Hin Frozen Food Pte Ltd, specialist in the supply and sale of frozen fish, to JCS-Echigo Pte Ltd, maker of industrial dishwashers, Kenzone Singapore Pte Ltd, supplier of logistical services, and Teckwal Industrial corporation Ltd, packaging specialists. Meanwhile, companies from the catering sector include Jumbo Group Restaurants Pte Ltd. Founded in 1987 as a fish restaurant and famous for its 'chilli crabs', it now produces over 6,000 meals a day. Others include Hero Holdings Pte Ltd, specialising in tiramisù, and Royal T Group Pte Ltd, a restaurant chain with over 60 outlets in Singapore.

"The goal of an initiative like this is twofold," continued Donato. "On the one hand, we want to support investment in our country by putting the businessmen from each country in direct contact with each other. On the other hand, we want to support the development of internationalisation by establishing a strategic hub in South East Asia. The food industry is well placed to take advantage of the opportunities for collaboration and growth that this will provide, thanks to the excellence of merchandise that is 'Made in Italy'.

There is, however, also room for development internally, in particular in relation to the farming industry. A few statistics make this clear: in Italy, poultry consumption represents approximately 25% of total meat consumption and is much lower than the European average. Chicken consumption alone – hence excluding other poultry – is equal to 13.6 kilos per capita annually in contrast with the European average of 17.8 kilos. Moreover, according to the research institute Foundation of Italy, a diet mainly based on poultry meat would also have health benefits.