

# ITALIANA

B2B NEWS BY THE ITALIAN TRADE AGENCY  
AMMAN OFFICE

JULY – AUGUST 2020

## ITALIAN AGRICULTURE: THE SEEDS OF QUALITY

Italy's agri-food sector is rooted in a steep agricultural heritage and a unique Italian philosophy based on respect for nature, sustainability, biodiversity, and centuries-old food traditions. It is no surprise Italy scores the highest number of agri-food quality certifications in the entire European Union!

### Italian Ambassador to Jordan

Italy's expertise covers the full agricultural spectrum: From cultivation to farming machinery, and from food processing and packaging to agri-food export strategies.





ITALIANA is a digital and print newsletter that delivers updates about upcoming Italian trade shows and events organized by the Italian Trade Agency (ITA) – Amman Office. This interactive newsletter is also your place to finding opportunities for B2B collaboration between Italian businesses and their counterparts in Jordan, Iraq and the Palestinian Territories.

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# TO HEAL, GROW, AND BEAUTIFY!

From a new “Made in Italy” movie to beauty, here is a quick round-up of the latest in Italian arts, food packaging, and agri-cosmetics.

## LIAM NEESON STARS IN NEW ‘MADE IN ITALY’ MOVIE ABOUT HEALING BOND WITH SON

“Made in Italy” is a British-Italian movie that was released early August 2020 with good reviews. It stars Liam Neeson in the role of a bohemian London-based artist named Robert, opposite his real-life son Micheál Richardson (Jack). The pair show up in lead roles as father and son who return to the beautiful Italian region of Tuscany with the intention of making a quick sale of the house they inherited from their late wife/mother. As it turns out, the house is in need of serious repair work ahead of placing it on the market, and it is during this process that they start repairing their own relationship. The film has a local “trattoria” (a small Italian restaurant serving homemade food) at the heart of the plot. In there, a lively young Italian chef called Natalia (Valeria Bilello) helps restore body and soul as father and son go on a journey of relationship-mending, grief, love, and, ultimately, healing.

## ITALIAN PACKAGING MACHINERY SALES EXCEED 8 BILLION EUROS, F&B ACCOUNT FOR 56%

The Italian packaging machinery manufacturers have recorded their fourth consecutive growth year with a 2.2% increase in turnover in 2019, exceeding for the first time in their history the 8-billion-euro revenue barrier, according to a May 2020 [press release](#) by the Italian Packaging Machinery Manufacturers’ Association (UCIMA). In the breakdown of turnover amongst the various client sectors, “food and beverage” packaging machinery maintained the previous year’s dominant position in 2019, accounting for 56% of the total turnover. Over the last 8 years (2012-



In Italy, demand for agri-cosmetics and sustainable beauty products has gone up by 20% compared to 2018.

2019), packaging machinery manufacturers have seen an almost 50% increase in turnover (from 5.5 to 8.04 billion euros), 40% growth in exports (from 4.56 to 6.35 billion euros) and the creation of 7,000 new jobs. Moreover, 79% of the sector’s turnover was generated in export markets amounting to 6.35 billion euros, an increase of 2.3% compared to 2018. This export growth is half a percentage point higher than that of domestic Italian sales. The European Union remains the main destination area for Italian packaging machinery and accounts for 37.5% of the total turnover (2,383 million euros) including sales in Italy, followed in second place by Asia with a value of 1,402 million euros and a 22.1% share, then North America in third place with 814 million euros (12.8%).

## ‘SUSTAINABLE’ BEAUTY IS GAINING MORE POPULARITY IN ITALY

Italian demand for agri-cosmetics and environmentally-friendly beauty treatments has grown by 20% compared to 2018, according to Il Sole 24 Ore, a daily Italian business newspaper. Demand for natural, organic, and plant-based beauty, hair, and skincare treatments has seen a significant increase especially in the regions of Northern Italy, making agri-cosmetics the “new organic supply chain,” according to the newspaper. Agri-cosmetics are made with natural ingredients, cultivated using renewable energy, and without fertilizers at “kilometer zero.” The number of salons embracing the organic philosophy has also grown by more than 19% compared to 2018.

# ITALIAN AGRICULTURAL HERITAGE: THE DEEP ROOTS OF QUALITY

In this interview with the Italian Ambassador to Jordan, H.E Mr. Fabio Cassese, we learn all about Italy's rich agri-food heritage, the country's unique approach to agriculture, and how it is rooted in respect for nature, sustainability, biodiversity, history, and local food traditions.

## What can Italy offer Jordan, and the region, in terms of agricultural expertise and agri-food solutions?

Sharing Italy's agricultural experience with Jordan is of particular importance to our country. This has been highlighted during the last visit by Italian President of the Republic, Sergio Mattarella, to Jordan in April 2019. We are ready to meet with Jordan's needs, especially that the country has been looking to boost its food security by making agriculture and the agri-food sector a strategic priority. With Italy's extensive experience in sound and sustainable agricultural practices that respect biodiversity and natural resources, we can see multiple levels of partnerships and collaboration happening in this regard. Italy's expertise covers the full agricultural spectrum – from cultivation and irrigation to harvesting, from manufacturing state-of-the-art agricultural and irrigation machinery to food processing, filling and packaging, and from successful export strategies to the marketing of finished agri-food products.

With regards to sustainability, Italy happens to have the "greenest" agriculture in Europe with a record cut of 20% in pesticide use from 2011 to 2018, making it a leader in food safety.

In terms of agri-food diversification, Italy consists of many regions, each with their own staple agricultural crops and produce, including heirloom seed varieties that are traced to thousands of years ago.

Concerning excellence and quality, Italy is the European country with the largest number of DOP, IGP and STG<sup>1</sup> agri-food products recognized by the European Union, with more than 300 EU-certified items. This is a definitive demonstration of the excellent quality of our products



Italian Ambassador to Jordan H.E Mr. Fabio Cassese speaking to guests at an event discussing agricultural export in 2019 (Photo by Mohammad Osama Ababneh).

and of the strong bond connecting Italian food with its territory of origin. It also signifies the importance of quality certification in the agricultural sector and its role in boosting the quality of end products.

The Italian agricultural model is also very unique in the fact that it is built on small and medium-sized farms and food establishments that are often family-owned, in addition to known and respected large brand names in the pasta, dairy, and packaged food sectors. Those are supported by multiple networks of specialized agri-food cooperatives and consortiums<sup>2</sup> created to uplift the distribution and export of niche agri-food sub-sectors.

In terms of volume and competitiveness, Italy is the second agricultural power in the European Union with an agricultural production worth nearly 56 billion euros in 2018, with much of the produce destined to supply





local supermarkets, restaurants, as well as export to international markets. Italy is also home to 740,000 farms and 70,000 processing companies<sup>3</sup>, in addition to the aforementioned widespread distribution network that ensures an effective and robust supply chain. These complexities of the agri-food sector, coupled with Italy's commitment to excellence in terms of quality, food safety, technological innovation, sustainability, biodiversity, and respect for tradition, are worth exploring as Jordan looks into boosting its own value-added agricultural matrix.

**Italy has a shared cultural and geographical history with countries east of the Mediterranean, like Jordan. Do you think this gives Italy an advantage in its understanding of ways to develop agricultural and food-chain partnerships that respect the Mediterranean food culture?**

Absolutely, Italy and Jordan are indeed two countries belonging to the same Mediterranean region that has its own particular climate, culture, shared food history, similar agricultural traditions, and, of course, a shared archeological map.

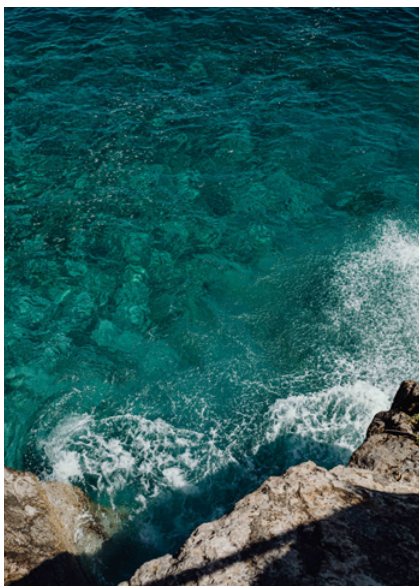
Italian agriculture is unique in its diversity, sustainability, adoption of renewable energy, respect for local food traditions, and overall excellence. From farm to table, Italy has a complex agri-food sector that is rooted in quality.

Worth mentioning in this context is a recent EU-funded "Organic Ecosystem" project that Italy has entered into as a partner with 5 other countries – namely, Jordan, Lebanon, Tunisia, Greece and Spain. The project aims to boost a cross-border network in the Mediterranean Sea Basin for stakeholders interested in converting to organic farming and those looking to enhance their organic agri-food businesses across the region.

This is one of many ways Italy is sharing its leadership in organic farming with countries in the Mediterranean neighborhood, especially that it now boasts over 72,000 organic operators<sup>3</sup> across Italy, making it a top leader in the organic market in Europe.

We believe together we can share agricultural experiences and food supply-chain ideas that can bring us even closer as a region, known for its unique food and agriculture viewpoints.

**Water resources pose a serious challenge to Jordan as it moves toward boosting its agri-food sector. What solutions can Italy offer Jordan to tackle issues related to**



### sustainable water management and treatment?

As a country with a robust agricultural community that is active in each of Italy's regions, Italy's portfolio includes a long list of experience with water for agriculture, management of water resources, water treatment and sanitation, renewable energy in agriculture, and so on. That being said, Italy is already extending support to Jordan through several agricultural and water-related initiatives that have water-resource management at heart. In June 2020, the Italian Government signed a grant agreement with the International Union for the Conservation of Nature (IUCN) in Jordan to fund a two-year sustainable agriculture project. The main objective is to contribute to improving the livelihoods of vulnerable Jordanians and Syrian refugees in host communities through the development of sustainable agricultural practices, including the diversification of water supply and the use of renewable energy to enhance farm productivity. Other recent initiatives include the Italian Green Solutions B2B meet-up [organized in 2019 by the Italian Trade Agency (ITA) – Amman Office in collaboration with EDAMA]. This was to create a network between Italian experts in fields such as water storage and management, as well as connect suppliers of renewable energy and environment-friendly solutions with their Jordanian, Palestinian, Iraqi, Lebanese and Egyptian counterparts.

**The Italian diet won the gold medal in the 2019 ranking of the US News and World Report magazine. However, many seem to lack the understanding that sound agricultural practices, in addition to the Italian food philosophy and way**

**of life, are the backbone of this diet. Do you think the Italian agri-food sector can offer Jordan, the region, and the world, a road map to sustainable agriculture, as well as nourishing food supply chains?**

Italy's holistic approach towards food and agriculture is certainly an example to be followed, especially that Italy is a key contributor to one of the healthiest nutritional systems in the world, known to many as the "Mediterranean diet."

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*The 'secret ingredient' of the Italian diet is in its commitment to excellence from the minute the seed is sown, all the way to serving cooked food at the table*

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The "secret ingredient" of the Italian diet is in its commitment to excellence from the minute the seed is sown, all the way to serving cooked food at the table. Every step of the way, farmers are supported by an economy and an Italian way of life that factors the principles of well-being, balance, sustainability, biodiversity, and respect for tradition into the country's agro-economic system. Our food philosophy is also evident in one of the biggest agri-food campaigns that Italy has spearheaded during the past 20 years, which is the rejection of genetically modified organisms (GMOs). Our crops and agricultural systems are successful using heirloom seeds and other agricultural





methods that are free from genetic manipulation. In fact, the majority of Italians believe that the “Made in Italy” symbol is a reflection of Italy’s attention to quality ingredients that have the consumer’s well-being as a priority, and the principles of wholesomeness as the driving force behind the agri-food sector.

In the same vein, it is no surprise that Italians care about food history. Italy has documentation that follows the trail of Italian heirloom seeds and the origins of many agricultural goods and modern-day exports all the way back to thousands of years ago, and to specific geographic territories. Just to cite an example among many, we have documentation that traces back the San Gimignano

Saffron to the 13th century, including exceptionally abundant Medieval sources that can even reconstruct the location of the lands used for cultivating it, as well as which families were involved in growing and trading in the San Gimignano Saffron!

To conserve agricultural tradition, Italy currently has about 40,000 Italian farms<sup>3</sup> committed to preserving seeds and plants at risk of extinction. Italy is also where the “slow food” philosophy was born, a way of life that has now spread across a large number of countries across the world. Naturally, this is all a testimony to the Italian food culture and lifestyle that has a deep connection with the land and the local cultural heritage.

<sup>1</sup> **DOP** is short for “Denominazione di Origine Protetta,” which translates into “Protected Designation of Origin,” or PDO in English. This EU certification ensures that agri-food products, like the famed Parmigiano Reggiano cheese, are grown, produced, and packaged within a specific territory and according to tradition. Every step, from production to packaging, is regulated, guaranteeing to the consumer that the food was made by farmers and artisans local to a specific area, using traditional methods. **IGP** is short for “Indicazione Geografica Protetta” (Protected Geographical Indication – PGI). This EU label certifies foods and agricultural products with at least one of the stages of production, processing or preparation taking place in a specific territory. **STG** is short for “Specialità Tradizionale Garantita” (Traditional Specialty Guaranteed – TSG). This EU food designation does not restrict a food item to a geographical area as the other designations do. The emphasis of STG/TSG is on the product being made with “traditional” ingredients, or techniques.

<sup>2</sup> Examples of Italian cooperatives and consortiums, include:

- » “Coop Italia,” which is a system of Italian consumer cooperatives that operates the largest supermarket chain in Italy, and its international arm “[Coop Italian Food](#),” created to “export the excellence of Italian food worldwide.”
- » The “[Parmigiano Reggiano Consortium](#)” – like other agri-food consortiums across Italy – develops specifications and legislations to preserve traditional production methods and ways to authenticate the origin of products to be distributed locally and exported.

<sup>3</sup> Figures provided by the Italian farmers’ association, Coldiretti, via several news sources including Reuters and Rome-based Inter Press Service (IPS).

## ITALIAN AGRICULTURE

### ITA – AMMAN OFFICE: SUPPORT OF SMALL FARMERS AND HOME-BASED WOMEN EMPOWERMENT PROJECTS IS KEY

Several small farmers and women economic empowerment projects in Jordan have been looking into importing micro agricultural solutions from Italy, known for its wide array of small-to-large agricultural machinery and farming equipment. Earlier this year, the Italian Trade Agency (ITA) – Amman Office led discussions with the Ministry of Agriculture to connect local micro projects with manufacturers and providers of small-size olive presses from Italy. The discussions centered around empowering home-based women to press olive oil in small quantities in

a bid to help support their families and local communities. Moreover, in 2019, the Agricultural Credit Corporation (ACC) of Ajloun in Jordan, a local rural agricultural fund, financed the purchase of an Italian-made olive harvesting machine requested by a local farmer, who flew all the way to Italy to look for small-scale farming equipment and source the machine for his farm. The ACC told local newspapers this was the first such financing by the fund, adding it regarded the investment as “very important to the olive growing sector.” The ACC also underlined the characteristics of the harvesting machine, which shakes and collects about 400 olive trees per day, “promising to save time and effort for local farmers in a sector of great importance to Jordan.”

## ITALIAN AGRI-FOOD OPPORTUNITIES

THE FOLLOWING ITALIAN COMPANIES ARE LOOKING FOR IMPORTERS AND DISTRIBUTERS IN THE REGION, IF INTERESTED PLEASE CONTACT US AT ITA – AMMAN OFFICE FOR FURTHER INFORMATION



### Amedei [amedei.it/en](http://amedei.it/en)

This is a chocolate brand of high artisanal quality that uses the finest cocoa beans, cane sugar, and fruit and milk, with no artificial flavors, soya lecithin, gluten or thickening agents added. Amedei is the manufacturer that received the most Golden Bean awards ever by London's "Academy of Chocolate," one of the world's most qualified institutions in the sector.

**Looking for:** Importers in Jordan, Palestinian Territories



### Caseificio La Villanella [www.caseificiolavillanella.it](http://www.caseificiolavillanella.it)

This family-owned dairy producer, now reaching its third generation, has a long tradition in the breeding and production of buffalo milk. It offers a wide array of Italian cheeses made with high quality raw ingredients, including the famous Buffalo Mozzarella – DOP, Aged Buffalo Ricotta, and Caciocavallo (known locally as “kashkawan”) with Chilli.

**Looking for:** Importers/distributors in Jordan, Iraq



### I Solai di San Giorgio [isolai.it](http://isolai.it)

This elegant vinegar producer marries form and content with its high-quality Balsamic Vinegar of Modena (Aceto Balsamico di Modena), the first from a single variety, made only with Lambrusco grapes from the region of Emilia Romagna. Bottled in exquisite packaging, this vinegar is EU-certified with the IGP label (Protected Geographical Indication in English).

**Looking for:** Importers/distributors in Jordan, Iraq





## AGRI-FOOD ITALIAN TRADE SHOWS

### MACFRUT DIGITAL TO BE HELD IN SEPTEMBER

In 2020, Italy's international trade show for the fresh produce industry, Macfrut, will be held via a digital platform that brings together buyers and experts in the fields of production and trade, machinery and plants, packaging, agricultural machinery, greenhouses and irrigation systems, nurseries and seeds, fertilizers, crop protection and bio-stimulants, logistics and storage, as well as services. Macfrut is the perfect opportunity for Jordanian exhibitors to showcase their products via the platform, and for local farmers, owners of plant nurseries and distributors of agricultural products to purchase excellent-quality seeds that are free from genetically modified organisms (GMOs). With the mission to open up new international markets for the sector, the decision to go online makes Macfrut Digital the "first virtual trade fair" for the fruit and vegetable industry.

8 - 10 September 2020 | Digital | [macfrutdigital.com](http://macfrutdigital.com)

### SANA RESTART CONFIRMED FOR OCTOBER

SANA, the international exhibition of organic and natural products, is Italy's leading trade fair offering the business community and professional operators an experience modelled around 3 themes: Organic Food, Natural and Organic Personal Care, and Green Lifestyle. These include: Natural and organic cosmetics, medicinal plants and spices, organic tea, "free-from" food products for users with allergies, natural and eco-friendly solutions for the home and office, a vast array of environmentally-sustainable clothing and textiles, green choices for mothers, babies and children, and natural and eco-friendly products for pets and house plants. SANA is also the main meeting point for Made-in-Italy organic manufacturers, distributors, control bodies, makers of technical equipment for organic agriculture, low environmental impact packaging, and organic farming equipment. Its post-pandemic edition, SANA RESTART, is scheduled for 3 days

in October at BolognaFiere in Bologna. On its first day, the event will host the 2nd edition of RIVOLUZIONE BIO (The Organic Revolution), a SANA initiative launched in 2019 with a series of themed round tables involving experts and key players from the sector.

9 - 11 October 2020 | Bologna, Italy | [sana.it](http://sana.it)

### EIMA DIGITAL PREVIEW IN NOVEMBER

The 44th edition of the International Exposition of Machinery for Agriculture and Gardening, EIMA International, has been rescheduled for 3 - 7 February 2021 in Bologna. However, for 2020, FederUnacoma, the Italian Agricultural Machinery Manufacturers Federation, has decided to launch the "EIMA Digital Preview" to offer visitors and exhibitors an update on the latest agricultural machinery technologies. By registering, visitors will have free access to the platform with the ability to contact the 2,000 exhibitors of the traditional EIMA. Organized into 14 product sectors, each of the exhibiting firms has a virtual room where visitors can watch institutional videos, find product news, browse catalogues, and establish contact with staff to request further information.

11 - 15 November 2020 | Digital | [www.eima.it/en/eima-digital-preview-2020.php](http://www.eima.it/en/eima-digital-preview-2020.php)

### FOOD EXPO, CIBUS, SLATED FOR 2021

The 20th edition of Cibus, the international food exhibition, has been rescheduled for next year from 4 - 7 May 2021. The decision, taken by Fiere di Parma and Federalimentare, has been agreed upon with the Italian Trade Agency (ITA) and the businesses of the Italian agri-food supply chain. An international forum, titled "Cibus Forum – Food & Beverage Sector and Covid: From Transition to Transformation," will be held in Parma in September. An innovative digital sourcing and business matching platform, called [My Business Cibus](http://MyBusinessCibus), was also launched in May to help importers find their "best Italian food producers."

4 - 7 May 2021 | Parma, Italy | [www.cibus.it/en](http://www.cibus.it/en)

# TIRAMISÙ

## Savoardi in Espresso & Mascarpone

Italian Pastry Chef Lucio Forino shared with us this classic Tiramisù recipe when he was in Amman late last year, as part of the Italian Culinary Week 2019 (Settimana della Cucina Italiana 2019). It celebrates 3 Made-in-Italy ingredients: Savoardi, Espresso, and Mascarpone cheese.

### INGREDIENTS

135 grams (g) granulated sugar  
 100 g water  
 250 g egg yolks, room temperature  
 500 g Mascarpone (Italian fresh cream cheese)  
 500 g cow milk pastry cream (fresh whipping cream)  
 8 cups approx. of Espresso (Italian coffee-making method for preparing strong coffee)  
 Cacao Powder  
 Savoardi (ladyfinger biscuits)

### METHOD

1. To make the syrup, pour the water into a small, heavy pot and add the granulated sugar. Place the pot over low heat or in a double boiler, known as "bagno maria" in Italian.
2. As soon the syrup comes to a boil, add the egg yolks (this step is crucial to pasteurize the eggs). Mix and whip the mixture until it appears to be well combined. Remove from the heat and cool slightly.
3. In a separate bowl, add 500 g of Mascarpone and 500 g of pastry cream and mix well.
4. Add the syrup to the Mascarpone mixture and mix well until you get a smooth cream.
5. For the dipping, prepare a lightly sweetened intense coffee, such as Italian Espresso. Pour the coffee into a container.
6. Now, let's prepare your serving dish (or cups) for the Tiramisù: Quickly dip each ladyfinger into the Espresso, making sure not to leave in liquid for too long. Make a layer of coffee-dipped Savoardi. Add a layer of cream. Repeat.
7. Sprinkle cacao powder on top for decoration.
8. Chill in the refrigerator at a temperature of 4 degrees for at least 4 hours.

Buon appetito!

### RECIPE TIPS

The net offers many versions of Tiramisù, however, to get the most authentic taste, try Savoardi ladyfingers instead of tea biscuits. Instead of condensed milk, go for Mascarpone. And for a deep delicious taste, go for Espresso instead of instant coffee.





Top left: Italian Pastry Chef Lucio Forino shares the secrets of Italian desserts with Amman-based culinary students, during the Italian Culinary Week 2019, i.e. "Settimana della Cucina Italiana 2019" (Photo by Mohammad Osama Ababneh).



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