

# Italian Trade Commission promotes salami in town

A drive to promote Italian traditional salami was launched by the Italian Trade Commission last week at the Macau Institute for Tourism Studies (IFT).

"This is the first time the Italian Trade Commission has organized an event in Macau. We are promoting Italian cured meats, which are a very old culinary tradition. We have the market in Hong Kong and we want to bring the event to Macau," said the Italian Trade Commissioner, Paola Guida, at the promotional "SalumiAmo" launch party. "People in Macau are quite used to western products and interested in new products. Italian cured meats have very high quality with healthy standards, and can match even Macau's needs and requirements."

"Salumi", referring to a wide variety of Italian cured meats, is a delicious part of the country's ancient food heritage. Strict instructions on how to maintain the quality and integrity of the final product have been passed down from



generation to generation. "I think salumi is a simple but high-quality food that represents the philosophy of Italian tradition very well – it's a very simple food, but behind it there is a lot of work, knowledge, history and tradition in its territory," explained Chef Fabio Ugoletti, who is giving

two master classes at the IFT to both local professionals and students. "It's also easy to eat, but the taste is good. For Italians it is important, whether for your wedding or just another day. If you can eat good food, it could be a good day," he added.

Thanks to unique regional

influences, different Salumi enjoy distinct flavors that are firmly rooted in the local ingredients and traditions. "We have more than 700 different kinds of salumi. It is an Italian tradition that every single village has a kind of Salumi," stressed the chef.

Many Italian products, es-

pecially food and wine, are sold in Macau. They are not directly imported from Italy but instead pass through Hong Kong. Ms. Paola Guida revealed to the Times that the Italian Trade Commission is trying to promote direct importation to Macau. "But it's not so easy," she stressed, "so what we want to do is start from food and wine, trying to push more for direct import for Macau. We want to bring Italian products into Macau, and to find importers and representatives that are interested in being the distributors for Italian products."

Moreover, the commissioner acknowledged a huge potential in the Macau market that Italy hasn't discovered. "Macau is an interesting market. It's a place where you can show your products. Because of the tourists, you can show products in Macau and get very good results even in other markets," Ms Guida explained, "so we think that we should increase the number of activities in the next years for promoting 'Made in Italy' Macau; not only food and wine, but also something more related to high technology, green-tech, and even fashion."

As part of the promotion, special tasting evenings are being held at Altira Macau's Aurora restaurant. **Staff reporter**

## "InFluxus 2013" creations showcased this week

CREATIVE works developed by university students in the intercultural exchange project "InFluxus 2013 – Creative Dialogues: Beijing, Macau, Porto, Lisbon" will be exhibited by the Casa de Portugal Association from today until Friday.

"The works are highly experimental. I do believe they express the multi-cultural environment in which they were created," commented Margarida Saraiva, artistic director of the Macau-based non-profit cultural organization "Babel". "This project is more about the process than the final result. The students had 72 hours to



produce their short movie, which was kind of a challenge. I think the works are very good."

These works were first showcased at Creative Macau last Friday evening, starting out with a documentary showing the creative proces-

ses of the participants, followed by a screening of their short films "Death in Porto", "Final Speed" and "Pi", which were all related to the theme of "speed and movement."

The event brought together a total of fifteen

students from the Porto School of Arts, the University of Saint Joseph (Macau) and the Beijing Film Academy on a 13-day artistic journey in Portugal, where they had the chance to learn from Portuguese artists, curators, scriptwriters and

film directors. "Many of the students had never had the opportunity to travel to Europe. It's the first time they have worked with people from different parts of the world on the same creative project," said Saraiva, explaining that the main propose of the project is to generate creative dialogues through a common process of intercultural and creative learning.

It is the first time that the project has taken place. "I am very satisfied," said Saraiva, thankful for the participation of universities and partners, including the Centre for Modern and Contemporary Art

and the Berardo Museum of Contemporary Art, as well as the financial support from local government.

"I do hope we can continue to host this interchange annually. Next year we are willing to develop the works in Macau and Hong Kong. We've already selected the topic for next year, which will be about 'memory and archives.' What we are really looking to do is to increase the participation of the local community in the project next year," she emphasized, revealing that some workshops and talks will be open not only to universities, but also to the local community. **Staff reporter**

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