



Made in Italy Day around the world

The Italian Ministry of Foreign Affairs and International Cooperation actively contributes to the Made in Italy Day through various initiatives and events. These are possible thanks to the valuable and widespread activity of the diplomatic and consular network, the Italian Cultural Institutes, and the offices of the Italian Trade Agency (ITA).

➔ 54 initiatives around the world organized by the Italian diplomatic and consular network, the Italian Cultural Institutes, and the offices of the Italian Trade Agency.

AFRICA 4 initiatives in 4 Countries	Ethiopia, Republic of the Congo, Senegal, South Africa
AMERICAS 9 initiatives in 5 Countries	Brazil, Canada, Chile, Mexico, Dominican Republic
ASIA 14 initiatives in 10 Countries	Saudi Arabia, United Arab Emirates, Japan, India, Malaysia, Mongolia, Myanmar, People's Republic of China, Thailand, Vietnam
EUROPE 27 initiatives in 18 Countries	Austria, Bosnia and Herzegovina, Bulgaria, Cyprus, Denmark, Finland, France, Georgia, Germany, Greece, Norway, Netherlands, United Kingdom, Czech Republic, Romania, Serbia, Spain, Sweden

Number of initiatives	Sectors
11	Design and furniture
10	Fashion
8	Technology, Space and Innovation
7	Multisector events
8	Art, Culture and creative industries
5	Agri-food and Agri-tech
3	Industrial and Scientific Cooperation, medical research
2	Fitness, wellness, sport industry

SPECIAL INITIATIVES CO-FINANCED BY MAECI AND ITA

COUNTRY	ORGANIZING STRUCTURE	SECTOR	INITIATIVES
<p align="center">Brazil</p> 	<p align="center">Consulate General of Italy in Rio de Janeiro</p>	<p align="center">Fitness, wellness, sport industry</p>	<p align="center">Exhibition of Italian excellence from wellness and fitness sector (IED, Technogym Brasil, etc.) at the new “Cultural Pole ItaliaNoRio”</p>
<p align="center">France</p> 	<p align="center">Embassy of Italy in Paris</p>	<p align="center">Technology, Space and Innovation</p>	<p align="center">Italy RestartsUp in Paris: the excellence of Italian innovation</p>
<p align="center">Greece</p> 	<p align="center">Embassy of Italy in Athens</p>	<p align="center">Fashion</p>	<p align="center">Exhibition Fashion Panorama</p>
<p align="center">Mexico</p> 	<p align="center">Embassy of Italy and the Italian Cultural Institute in Mexico City</p>	<p align="center">Agrifood and Agritech / Art and Culture</p>	<p align="center">Open Day – promotion of Italian excellence within the Ecomondo Mexico Fair in Guadalajara</p>
<p align="center">United Kingdom</p> 	<p align="center">Embassy of Italy in London</p>	<p align="center">Agrifood and Agritech</p>	<p align="center">Panel presenting high-tech Italian solutions for the agrifood sector</p>
<p align="center">People's Republic of China</p> 	<p align="center">Consulate General of Italy in Hong Kong</p>	<p align="center">Art, Culture and creative industries</p>	<p align="center">Training seminars for 50 students who will produce short films about the Future of Made in Italy.</p>
<p align="center">Serbia</p> 	<p align="center">Embassy of Italy in Belgrade</p>	<p align="center">Fashion</p>	<p align="center">Promotional events for the Italian fashion industry within the context of IFIB (Italian Fashion in Belgrade) and Belgrade Fashion Week</p>
<p align="center">Spain</p> 	<p align="center">Embassy of Italy in Madrid</p>	<p align="center">Technology, Space and Innovation</p>	<p align="center">Showcase event featuring 6 testimonials from various Italian excellences (agro-industry, technology, design, fashion and furniture, culture, tourism) and AI- equipped computers</p>