



After the great success of the last year, with more than 3000 visitors and 400 experts, the Italian Chamber of Commerce and Industry for the UK is pleased to announce Welcome Italia 2017.

The fifth edition of the event, dedicated to Italian food and drink excellence, will take place from the 13th to the 15th of October 2017 at the prestigious [Royal Horticultural Halls](#) of London.

The event is designed for all those producers interested in entering the UK market or interested in getting more involved in it.

Welcome Italia introduces the best Italian food and drinks in the UK, whilst providing in-depth knowledge of our culture and country.

It represents the perfect occasion to get in touch with Italian cuisine and be involved in one of the richer and dynamic world's markets.

The first day will be a Trade-Only day, exclusively reserved for professionals, including importers, restaurants, distributors, etc, strictly selected by the Chamber.

In this way, the exhibitors will be able to promote their products to an interested public and extend their brand awareness in the UK.

During the fair, the exhibitors will be able to sell their products and offer samples, too. In addition, it will be possible to participate to informative culinary workshops.

One of the highlights will be the Cookery Theatre, where some of the most famous Italian Chefs in the UK will perform live.

Last year, we were pleased to be supported by Italians Card, Nonno Nanni, San Benedetto, Caffè Portioli, Pulia, Ciao Gusto and Alessi.

For Welcome Italia 2017, we have introduced a brand new website, in order to guarantee the best interactions between the event and the users, and new social media account such as Instagram, Twitter, Facebook and Google Plus.

Moreover, we are still working on important news, which will be announced in the next months.

Welcome Italia represents an unmissable event, which offers the unique opportunity to have a tasty experience in an elegant Italian atmosphere in the heart of London.

Welcome Italia, be Italian for one day!

Where: Royal Horticultural Halls
80 Vincent Square, Westminster, London SW1P 2PE

When: From the 13th to the 15th of October 2017