



THE WEEK OF ITALIAN CUISINE IN THE WORLD:

Lo Straordinario Gusto Italiano

THE EXTRAORDINARY ITALIAN TASTE

It is a great pleasure to announce the second edition of the Week of the Italian Cuisine in the world "Lo Straordinario Gusto Italiano - The Extraordinary Italian Taste" taking place from 20th to 26th November 2017. Following last year's first successful edition, we are enthusiastic to present an exciting 2017 program to our ever-increasing friends and partners.

This year's edition is earmarked to the City of Pesaro, the Region Marche and the Rossini Opera Festival, to commemorate the life of Gioachino Rossini, who passed away 150 years ago. The world renowned Italian composer was born in Pesaro and was a gourmet himself. His legacy will be celebrated with one of his magnificent operas, "L'occasione fa il ladro", performed at the Royal Opera House Muscat during the last weekend of October, coinciding with the launch event of the Week of the Italian Cuisine in the World (Muscat, 29th October 2017) at the presence of Undersecretary of State for Foreign Affairs and International Cooperation, H.E. Vincenzo Amendola. Pesaro and Marche Region together with our partners and sponsors will present to our guests in the beautiful setting of the Italian Ambassador's Residence the flavors and the colors of the local culinary tradition, landscape and environment of extraordinary beauty and richness.

During the Italian Cuisine week celebrations from 20th to 26th November, guests and public will enjoy evenings of Italian haute cuisine and gourmet products, music and lifestyle, food and beverages tastings and cooking demonstrations. The Italian Cuisine Week in the World is part of the amazing offer that the Sultanate of Oman gives as a premium tourism destination to a sophisticated public interested in quality and tradition, variety of cultures and gastronomies. I am sure you will find in the program many activities of interest and motivation to join us to celebrate the richness and variety of genuine Italian food and beverage.

I would like to personally thank all our partners for the loyalty and their enthusiasm in promoting the Italian gastronomy and lifestyle.

The event is presented by the Embassy of Italy with the partnership of the Italian Trade Agency - Ice, City of Pesaro, Regione Marche and The Oman Italian Friendship Association. I am proud and honored to have the collaboration of renowned hotels and Italian restaurants: Crowne Plaza Muscat, Hormuz Grand hotel, Sheraton Oman Hotel, InterContinental Muscat, Shangri-La Barr Al Jissah, Grand Hyatt Muscat, Gustoso Restaurant, Kargeen Café, Illy Caffè. As well as leading food produce from Il Gelato, Ferrero Rocher, Kinder, Nutella, Barilla, Gastone Lago, Acqua Firdalino, Admirals Food and Al Maya international. I would like to give thanks to importers and distributors African-Eastern and the Italian winery Bottega, as well as the educational institutes, both the Oman Tourism College and the National Hospitality Institute.

I am grateful to sponsors such as Scavolini, Alfa Romeo - Dhofar Automotive, Gabel Casa, Qatar Airways, OmanPR and Oman Magazine; and the Embassy's Sponsors: Inso, Al Nahdha, Fata, Oman Cables industry, Maire Technimont, and Valvitalia; all of whom have made this year's series of events possible.

It is indeed a great pleasure for me to welcome you to the Week of the Italian Cuisine in the World "Lo Straordinario Gusto Italiano - The Extraordinary Italian Taste".

Buon appetito!

Giorgio Visetti

H.E. GIORGIO VISETTI
AMBASSADOR OF ITALY TO THE SULTANATE OF OMAN