



ICE SINGAPORE PROMOTIONAL ACTIVITIES & MAIN SERVICES 2011

Event	Date	Sector	Activity	Status
BIO Europe Spring 2011, Milan	14 – 16 March	Biotechnology	Mission to BIO Europe Spring 2011 for 2 Singapore delegates	confirmed
Vinitaly 2011, Verona	7 – 11 April	Wine	Mission to VINITALY 2011 for up to 3 Singapore delegates	confirmed
Celebrating 150 th Anniversary of unification of Italy	23 April	Food, Wine, Entertainment	Celebration onboard Costa Classica and official launch of Love Italy, Italian Festival 2011	confirmed
Paolo Vettori e Figli launch	15 – 17 April	Entertainment	Performances using Italian violins, violas & cellos	confirmed
BuildTechAsia 2011	26 – 30 April	Multi-Sector	Mission of Italian companies from Vicenza region visiting Singapore for B2B	confirmed
Interboat 2011, Verona	14-16 June	Pleasure Boats	Mission to Interboat 2011 for up to 4 Singapore delegates	tba
Italian Food & Wine Fair	June 2011 / (Feb 2012)	Food	Italian Food & Wine Promotion at Fairprice	confirmed
Broadcast Asia 2011	21 – 24 June	ICT	Official Italian National Pavilion at Broadcast Asia 2011	confirmed
Singapore International Jewellery Show 2011	27 – 31 July	Jewellery	Italian Group Participation at Singapore International Jewellery Show 2011	tba
Safety Security Asia 2011	12 – 14 Oct	Safety Security Equipment	Italian Group Participation at Safety Security Asia 2011	tba



Wine for Asia 2011	27 – 28 Oct	Wine	Italian Group Participation featuring wines from various Italian regions	confirmed
CIA / AnaLabAsia / EnviroAsia 2011	25 – 25 Nov	Chemical / Environment	Italian Group Participation at CIA/AnaLab 2011	tba
Italian Restaurants Citibank Credit Card Promotion	Nov / Dec	Food	Italian Restaurants Citibank Credit Card Promotion	tba
Asia Television Forum 2011	30 Nov – 2 Dec	Entertainment	Official Italian National Pavilion featuring Italian content producers for the television/cinema	tba

Updated on: 23.3.2011