



Italian Wine Tasting at the “Italy Meets India” Event

Description

The **Embassy of Italy** in New Delhi, **CDP** “Cassa Depositi e Prestiti” and **SIMEST**, in collaboration with **IICCI** “Indo-Italian Chamber of Commerce and Industry”, **ITA** “Italian Trade Agency” and **FIFI** “Forum of Indian Food Importers”, organised **Italy Meets India** “an event dedicated to Italian and Indian companies in the food and beverage sector.



The event provided an overview of market trends in India, focusing on new opportunities for industry players.



In the course of the event a number of trade presentations were made by Italian and Indian speakers including:

- Anna Ruffino – Head of the Economic & Innovation Department, Embassy of Italy in New Delhi,
- Andrea Schiavoni – EU and International Relations Senior Specialist, CDP,
- Claudio Maffioletti – CEO and Secretary General, IICCI – The Indo-Italian Chamber of Commerce and Industry,
- Amit Lohani – President of the FORUM OF INDIAN FOOD IMPORTERS (FIFI) and
- Eliana ZappalÀ – Deputy Trade Commissioner New Delhi, Italian Trade Agency (ITA)



Andrea Schiavoni



Eliana Zappala



Anna Ruffino



Amit Lohani



Claudio Maffioletti, CEO and Secretary General, IICCI participated online

Held at the **Wine Pavilion in the AAHAR 2025** trade show in New Delhi, the event proceedings were also **streamed live** on the CDP Business Matching digital platform.

In the weeks following the event, **B2B online meetings** between participating companies have also been planned which shall be assisted by a team of specialists from CDP.

Tasting of Fishing Cat Wines

A major highlight of the event was the wine tasting for the audience at the same venue. Put together by the IICCI, this exclusive tasting featured both red and white wines from the **Fishing Cat** label from Abruzzo, Italy.





Dr Rolly Sharma, Director at **High Spirits**, the company which imports these wines into India, spoke passionately about their brand. She talked about how the name **Fishing Cat** was chosen being quirky, easy to remember and pronounce, while at the same time aiming to appeal to a wider audience who might find Italian wine names difficult.



Dr Rolly Sharma , Director High Spirits

She also brought out as to how the name **Fishing Cat** signifies a good omen and how it is also finding a good favour and liking with pet lovers in India.



That's me receiving a Fishing Cat wine bottle from Dr Rolly Sharma

Personally speaking, I felt honoured to receive a bottle of the **fishing cat red wine**, which Dr Sharma presented to me on the behalf of the IICCI.









The wines served during the tasting also acted as a social catalyst which encouraged the audience to interact with each other and indulge in the a discussion about the wines tasted, and towards the end, everyone had a favourable opinion about the **fishing cat wine label**.

Hope you liked reading the post.

Cheers !!