



Press release

Organicity's Organic Week

From the 28th of November to the 4th of December 2019

Ho Chi Minh City, Vietnam

The best event to taste the European Organic Products of the Organicity' Network arrives in HCMC. The staff of Organicity is ready to meet **consumers, food operators, and journalists** to taste the organic products of the Organicity Network during this special week full of events.

Seminar and Gala dinner

The first appointment is the **seminar "Organicity Taste Nature / Be Eu Organic" on the 28th of November at The Reverie Saigon Hotel, 4pm**. The meeting will help attendants to understand the EU agro-food high-quality standard: safety hygiene, the denomination of origin, traditional preparations, Organic.

The **Consul General of Italy Dante Brandi** will open the seminar. The organic food expert Riccardo Cozzo and the Project manager Carla Gambini will share their experience about the **Organic certification process** and explain the **vision of the project**.

The seminar will be followed by the **Organic Gala Dinner**. Our chefs will propose a special menu with the products from Organicity's brands network.

The Seminar and the Gala Dinner are part of "**The World Week of Italian Cuisine in HCMC**" organized with the Consulate General of Italy Ho Chi Minh City, ITA and Italian Chamber of Commerce in Vietnam.

The Organic Week in point of sale

The Organic Week is a period of few days during which a supermarket hosts the organic products and promotes them to customers with the possibility to taste them.

The access is free, so everybody is welcome to find the Organicity's products at the **Vincom Mega Mall** from the 28th to the 4th of December and at **Le Square Epicier Fin**, from the 1st to the 3rd of



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THAT PROMOTE HIGH QUALITY AGRICULTURAL
PRODUCTS





December to know more about the values of organic production and taste the certified products from Organicity's Network.

HCMC - Development And Integration Food Festival

The Organicity staff will present the products of the producers' network at the Cultural and Food Festival at the Bach Dang Harbor Park area **from the 29th of November to the 1st of December**.

Organicity is a promotional project that is at the same time cultural and B2B oriented. The Organic Week activity in Vietnam is part of the Organicity's project that promotes the **values of organic certification** and organic products from a **European certified brands' network**.

For the Seminar and the Gala Dinner the access is free with invitation only.
For more info and invitation, please contact:

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