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Italy's Ministry for Agriculture, Food, and Forestry reaches agreement with Finmeccanica for international promotion of Italian excellence in agribusiness

Italy's Ministry for Agriculture, Food, and Forestry recently reached agreement with Finmeccanica to promote Italian excellence in agribusiness and food and wine expertise on the international stage, taking advantage of the Group's strong presence in world markets.

To this end Finmeccanica reached an accord with Buonitalia, a company owned by the Agriculture Ministry, which promotes Italian products internationally. Under this agreement, the Group will get across the message of the excellence of foods carrying the DOP and IGP labels, and wines bearing the DOP, DOC, and IGT denominations.

Every year Finmeccanica takes part in a series of high-profile trade fairs and international events, which are attended by politicians and representatives of the institutions, industry, and media of the host country. The Group's presence always includes – in addition to exhibition stands and meetings between sector professionals – receptions and hospitality suites which, thanks to this agreement, will become excellent opportunities to showcase and sample the best food and drink products that Italy has to offer.

The agreement between Finmeccanica and Italy's Ministry for Agriculture, Food, and Forestry is part of a drive to generate positive synergies between two of Italy's major areas of excellence – high technology, and food and wine.