



## **Florence in New York: Awaiting the Trade Show**

Joelle Grosso (May 08, 2017)



In preparation for Consorzio Vasari's Florence in New York Trade Show that will take place from May 15-17, a press conference was recently held at the Italian Trade Agency to discuss the exciting upcoming schedule.

The [Italian Trade Agency](#) [2] is a government organization based in New York City that promotes the internationalization of Italian companies. The other day, they welcomed Florentine chef [Gabriele Corcos](#) [3] to talk about the [Florence in New York Trade Show](#) [4] which will occur later on in the month. Corcos is the star of the Cooking Channel's [Extra Virgin](#) [5], a show he co-hosts with his wife, actress [Debi Mazar](#) [6], where the two share their passion for Tuscan food and teach viewers how easy it is to blend the simple traditions of Italy with modern life in America.

### **Tuscan Brands Come to the USA**

Corcos will not only be the guest of honor on the opening night of the Florence in New York Trade



Show but he is also very excited to represent and promote the region he was born in. The show is "dedicated to high-end products exclusively Made in Tuscany and it features prestigious Florentine and Tuscan brands interested in opening up to foreign markets while showcasing their unique products and services." The exhibiting companies during the three-day affair range from jewelry designs, leather goods, and food that show only the best Tuscany has to offer.

Italian Trade Commissioner, Executive Director for the U.S.A., [Maurizio Forte](#) [7], spoke about the larger idea behind Made in Italy and says that, "the first things that come to your mind other than wine, food, fashion, luxury cars, and design, is the concept of handmade and the strong desire Italian companies have to produce goods with craftsmanship, like the products that will be shown in New York in a few days."

Opening night will include a special performance by the flag bearers of the traditional Florentine parade for the first time ever in the States and will be followed by a typical Tuscan dinner where local products will be paired with Chianti wine tastings. Afterwards, guests can enjoy music by baritone [Devid Cecconi](#) [8] and soprano [Georgina Stalbow](#) [9] accompanied on the piano by maestro Massimo Barsotti while taking part in a charity auction of artisan goods. A portion of all proceeds will go to the [Food Bank For New York City](#) [10], one of the biggest organizations constantly working to end hunger throughout the five boroughs for over 30 years. The consecutive days will be comprised of seminars, meet-and-greets, and business connection workshops that provide opportunities for North American professionals to create a bridge with Italy.

### More about Corcos

Besides his popular cooking show, Corcos is also a [New York Times](#) [11] best selling author as well as a James Beard Award recipient from the [James Beard Foundation](#) [12], an organization which celebrates excellence in cuisine, culinary writing, and culinary education. At the press conference, Corcos tells the audience, "I'm very proud to represent the Tuscan lifestyle in all its forms from artisanal crafts to food and beverage but it's also an honor for me to be selected as the guest of honor in an event like this because it makes me feel at home." He adds, "it was only when I came to Los Angeles that I discovered how valuable an asset it was the knowledge I had about food and lifestyle being that I grew up in Florence."

### About the Event:

Opening Night: Monday 15th

180 Maiden Lane - 29th Floor - Financial District NYC

For more information on the Florence in New York Trade Show and to register for tickets, please visit: [florenceinnewyork.com](http://florenceinnewyork.com) [13].

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### Links

[1] <http://iitaly.org/files/firenzejpg>

[2] <http://www.italtrade.com/>

[3] [https://en.wikipedia.org/wiki/Gabriele\\_Corcos](https://en.wikipedia.org/wiki/Gabriele_Corcos)



- [4] <http://www.florenceinnewyork.com/>
- [5] <http://www.cookingchanneltv.com/shows/extra-virgin>
- [6] [https://en.wikipedia.org/wiki/Debi\\_Mazar](https://en.wikipedia.org/wiki/Debi_Mazar)
- [7] <http://www.medicaltourismcongress.com/speakers/maurizio-forte/>
- [8] <http://www.devidcecconi.it/>
- [9] <http://www.buxtonfestival.co.uk/artists/georgina-stalbow>
- [10] <http://www.foodbanknyc.org/>
- [11] <https://www.nytimes.com/>
- [12] <https://www.jamesbeard.org/>
- [13] <http://florenceinnewyork.com>