



Italian activities in the land of Thailand.

Italian Cuisine Week 2022 in Bangkok: a seventh edition marked by great success

Dal nostro corrispondente a Bangkok - 21 nov 2022 (Prima Pagina News) Covid fears are behind us, there is a zest for life, a desire to taste good food and to sink into the smiles and warmth typical of Italians. All this is behind the success of the seventh edition of one of the most important events in the calendar of

The Seventh Edition of the Week of Italian Cuisine in the World was held with great success in the Thai capital, Bangkok. The event -among the most important of those held in Thailand in the name of Italian Culture and Identity- was held in the days from November 14 to 2022, highlighting the culture of Italian food, preserving and promoting its authenticity and emphasizing sustainability and innovation. All those who were able to visit the booths set up this year were able to enjoy food and beverages from Thailand's most famous Italian restaurants and Italian food and beverage products from importers from 10 a.m. to 9 p.m. each day at the EmQuartier, in a very attractive event organized by the Italian Embassy and the Italian Trade Agency. As in every edition of such an event, in fact, all the major agencies concerned with promoting the Italy "brand" in Thailand are involved and in the forefront of this always delicate and pioneering role. The inauguration of the Seventh Edition of Italian Cuisine Week was attended by the recently elected new Ambassador of Italy to Thailand, H.E. Paolo Dionisi, who has already expressed his willingness to support and cooperate in the promotion not only of interchanges of a commercial nature and in conveying Italian know-how, in various productive sectors, famous all over the world, but also all the activities of a cultural nature that can enrich both Italy and Thailand, in terms of mutual knowledge: in this specific sector, for example, Art -in all its manifestations- is a fundamental piece of the mutual opening and exchange of cultural knowledge. H.E. Paolo Dionisi, Ambassador of Italy to Thailand, on the occasion of the Seventh Edition of Italian Cuisine Week 2022, said, "Italy is home to wonderful architecture, unique destinations and a world-famous food culture. Italian Cuisine Week is an important event that takes place all over the world to promote Italian food culture, making it more well-known in Thailand." Among the various booths we can include that of Sole Mio Bangkok, a restaurant that has made a name for itself -over time- in Bangkok and throughout Thailand, precisely because of its multiple activities in both the culinary and artistic fields. Its founder, Domenico Locantore has, in fact, said, "Based on my youthful experience that also included the world of Music, which I frequented for a long time, before devoting myself to other work, inside my restaurant I created the space for a real stage where, little by little, musicians, actors have performed and are performing, real singing competitions have been held, whose funds have been entirely donated to charity. The spirit of solidarity, artistry, marked by good living is precisely the hallmark of my restaurant, together with the quality of the food, the freshness of the



ingredients and the desire to present customers with a sincere, understandable Italian Cuisine, without too many frills or excessive artifice." Among the booths we also met with that of Brunello Italian Restaurant & Wine Bar, with the presence of its founder, Luciano Improta, who tells us why, he who is Neapolitan by origin, he chose to name his restaurant with a name that refers, in his mind, to Tuscany: "Many people ask me about it, in truth, but it was a shrewd choice: putting together the usual characteristics of my origin, Naples, Vesuvius, Pizza, would have given an unoriginal connotation to my restaurant, moreover, such names already exist, even in Thailand, even in Bangkok. I needed to identify a name that was short, easy to memorize and especially easy to pronounce here in Thailand. And today, in fact, everyone remembers and calls my restaurant "Brunellò" with the accent on the last O." Luciano Improta is immediately recognizable by his energy, his vitality, the color of his expressions, an excellent "business card" of Italian-ness in the land of Thailand. Many events cheered media workers, exhibitors, institutions represented there and all those who crowded the booths, including fine performances by Maestro Carlo Zundo on guitar, who masterfully accompanied the luminous opera singer Monique Klongtruadroke.

di Francesco Tortora Lunedì 21 Novembre 2022