



First Pasta Fair takes place in Ethiopia

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(AGI) Addis Ababa, Dec 15 - The first Pasta Fair, a convention and exhibition about durum wheat and its products, has been held in the Ethiopian capital of Addis Ababa. The event followed the success of the Italian Cooperation project "The agricultural sector in Oromia" which has done exceptionally well, with an increase in production from 500 tons in 2012 to 15,000 tons. The trade fair was an opportunity to present the results and highlight the commercial dimension, giving an example of interaction between development cooperation, promoting the local private sector, commercial contracts between Ethiopians and Italian companies and public-private partnership. The event was attended by Italian Ambassador, Giuseppe Mistretta, Deputy Industry Minister, Mebratu Meles, and Deputy Director of the regional office of the Ministry of Agriculture for the Oromia region, Abebe Diriba. Alessia Bianchi, Director of the new Italian Institute for Foreign Trade office in Addis Ababa was also present. The conference, which was attended by representatives of agricultural cooperatives, public institutions and research institutes, more than 40 Ethiopian businesses and a dozen Italian companies, was divided into three sections. The first focused on the cooperation project, the second on the durum wheat processing industry and the third on the value of durum wheat as a basis for food quality. There followed a round table of representatives of industry associations and Ethiopian pasta producers, moderated by a journalist from Ethiopian newspaper Fortune and Alfredo Tesio of the Italian Foreign Press Association. The event ended with cooking demonstrations and tastings of pasta from some of the top Italian restaurants in Addis Ababa. Ambassador Mistretta also hosted an event at his residence, which was attended by about 130 Ethiopian and Italian operators in the milling and pasta industry. (AGI) . .