Ministero degli Affari Esteri
e della Cooperazione Internazionale

Ambasciata d'Italia Oslo

CALL FOR EXPRESSION OF INTEREST IN PARTICIPATING IN THE INITIATIVE TO PROMOTE ITALIAN GASTRONOMIC PRODUCTS AS PART OF THE 11TH WEEK OF ITALIAN CUISINE IN THE WORLD

As part of the 2026 Week of Italian Cuisine in the World (16–22 November 2026), the Embassy of Italy in Oslo intends to promote an initiative dedicated to Italian cuisine by inviting large-scale retail chains and retailers of Italian products in Norway to showcase Italian products for one week (16–22 November).

The initiative seeks to enhance the visibility of authentic Italian products, highlighting their quality, origin, diversity and strong connection with Italy's regions and gastronomic traditions. Participating large-scale retail chains and retailers will be invited to dedicate a special display, promotional area or in-store initiative to Italian products during the week, highlighting a selection of authentic Italian food products.

Participation is free of charge and does not involve any form of financial or technical sponsorship. Selected retailers will be included in a joint communication campaign and will receive dedicated digital promotional materials.

All interested parties can contact this Embassy by sending their proposal to ambasciata.oslo@esteri.it, providing the following information:

- Name and address of the retailer/store;
- Contact details of a designated representative;
- Brief description of the proposed in-store initiative and the Italian products to be highlighted;
- Any additional information or visual materials considered relevant.

Submitting an expression of interest does not automatically guarantee admission to the initiative. The Embassy of Italy in Oslo reserves the right to assess the proposals received and select those considered most consistent with the objectives of the initiative. The Embassy also reserves the right to reject proposals that could adversely affect its reputation or activities. Participation will be confirmed directly by the Embassy to the selected retailers, together with the relevant communication materials.

Oslo, 05.11.26

the Ambassador

Andrea Cavallari