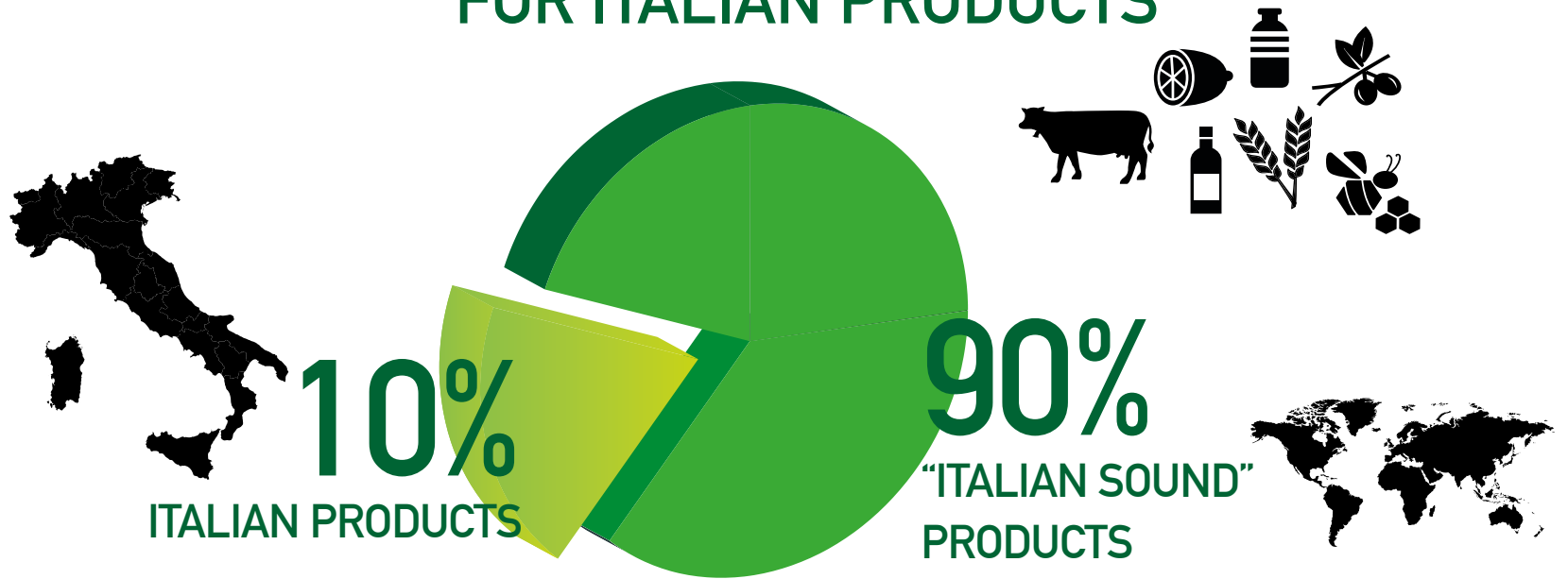


SCENARIO

FOREIGN DEMAND FOR ITALIAN PRODUCTS



? WHAT ARE THE MAIN REASONS?
Companies' size too small
Prejudices relative to food security

SOLUTION

THE ETHICAL PASSPORT

- 1 SUPPLIES CERTIFICATIONS AND PRECISE INFORMATION
- 2 EMPHASIZES BEST PRACTICES AND COMPANIES' ETHICS
- 3 DEVELOPS AN INNOVATIVE NETWORK AND PROMOTES THE PRODUCTIVE SYSTEM FOCUSING ESPECIALLY ON EXTERNAL BUYERS