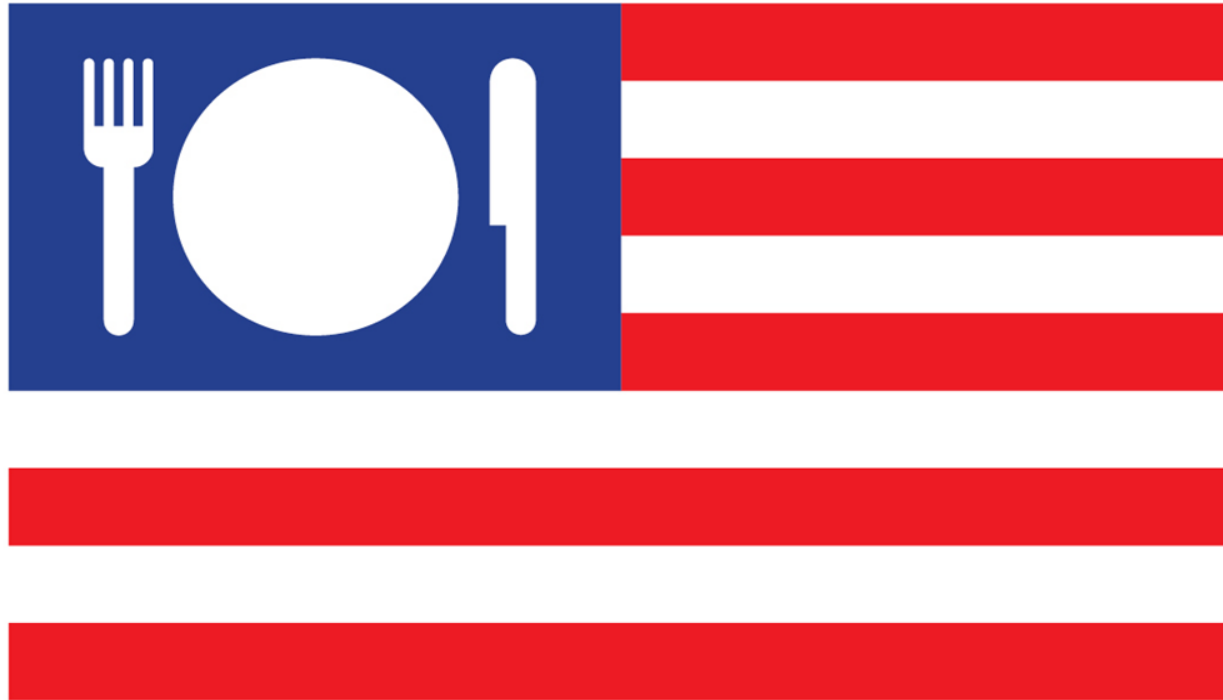


AMERICAN FOOD 2.0





JAMES BEARD FOUNDATION

JBF is a nonprofit organization founded in 1986 in honor of James Beard, a cookbook author, teacher and champion of American cuisine. JBF is at the center of America's culinary community, dedicated to celebrating, nurturing and honoring America's diverse culinary heritage through programs that educate and inspire.

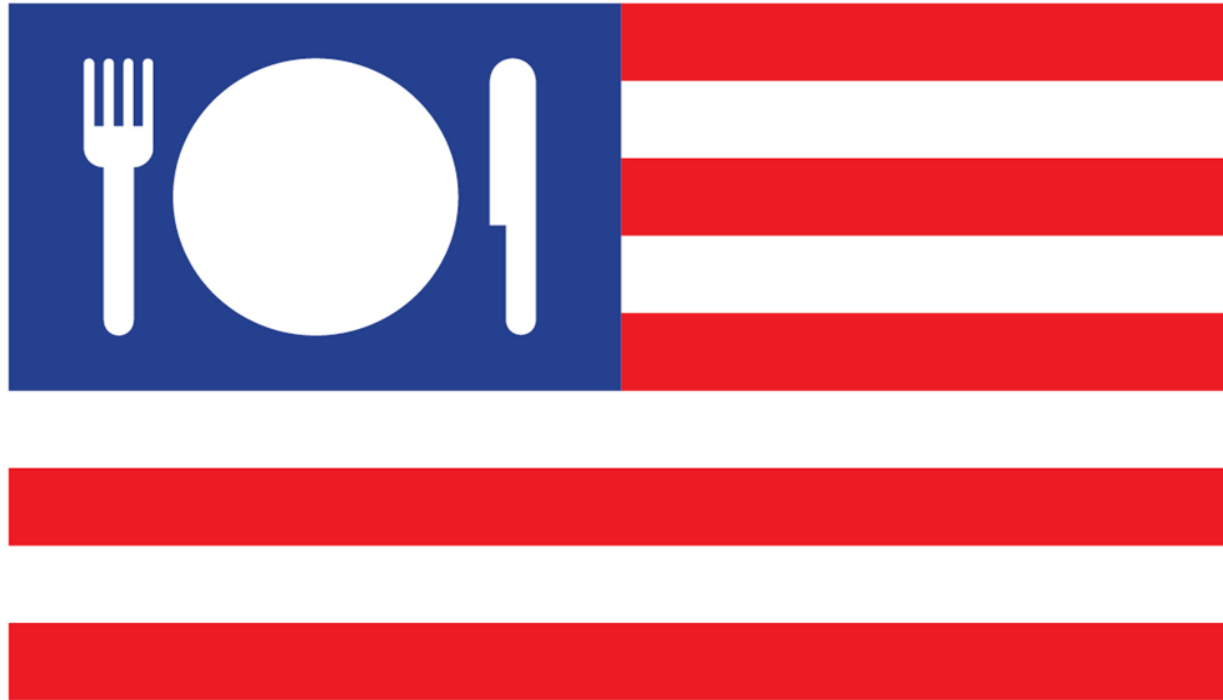


Leading culinary institution worldwide, offerings span every facet of the industry, from chef training programs in culinary arts, pastry arts, bread baking, and cake design to specialized courses in wine studies and restaurant management. The Center boasts some of the most world-renowned chefs as its deans including Jacques Pépin, Jacques Torres, André Soltner, etc.



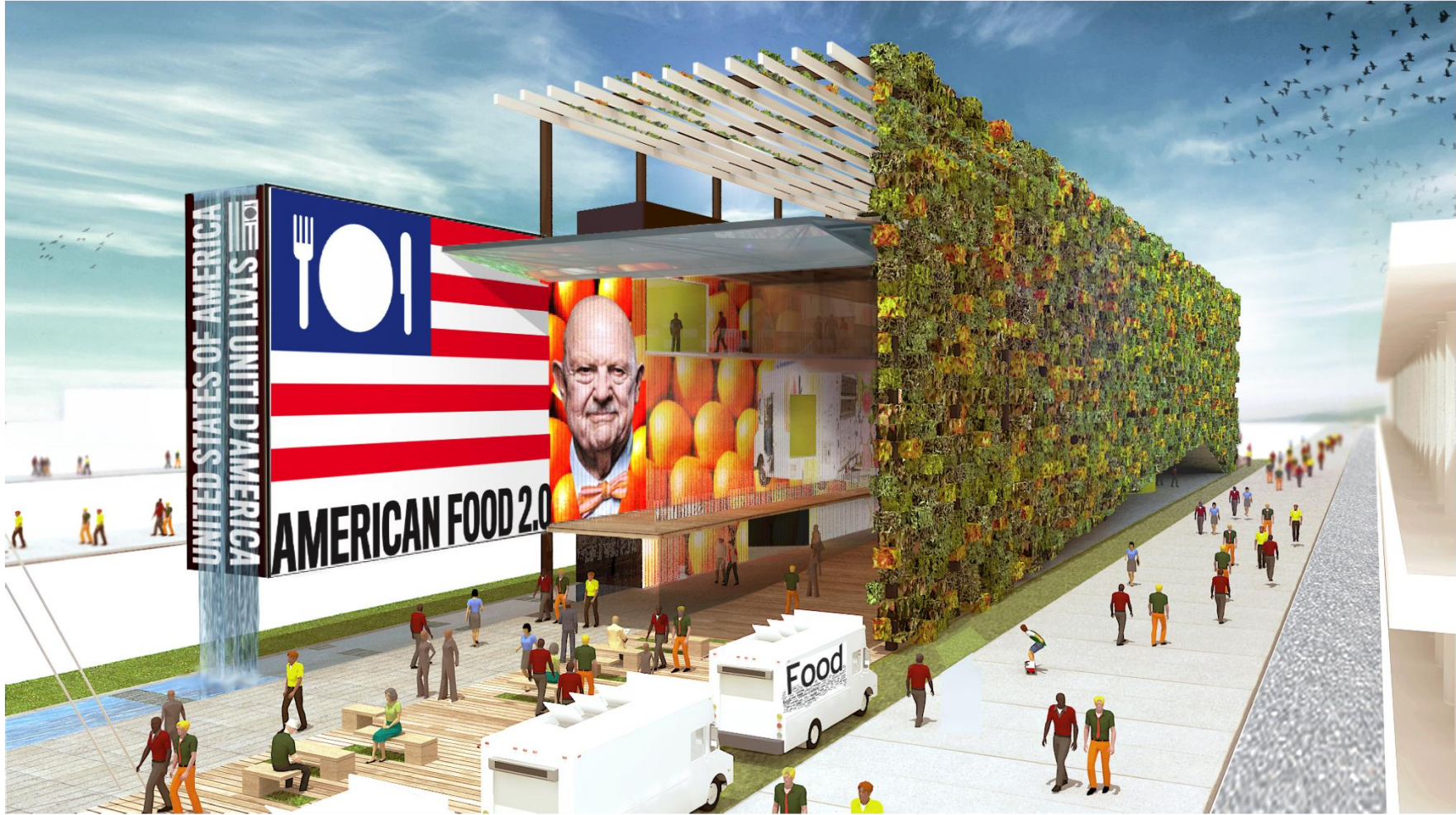
AmCham is a private, nonprofit organization founded in 1915 in Milan whose mission is to develop business and cultural relations between the U.S. and Italy. With more than 500 company members, AmCham represents in Italy the U.S. Chamber of Commerce in Washington D.C., the world's largest business organization.

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PAVILION DESIGN



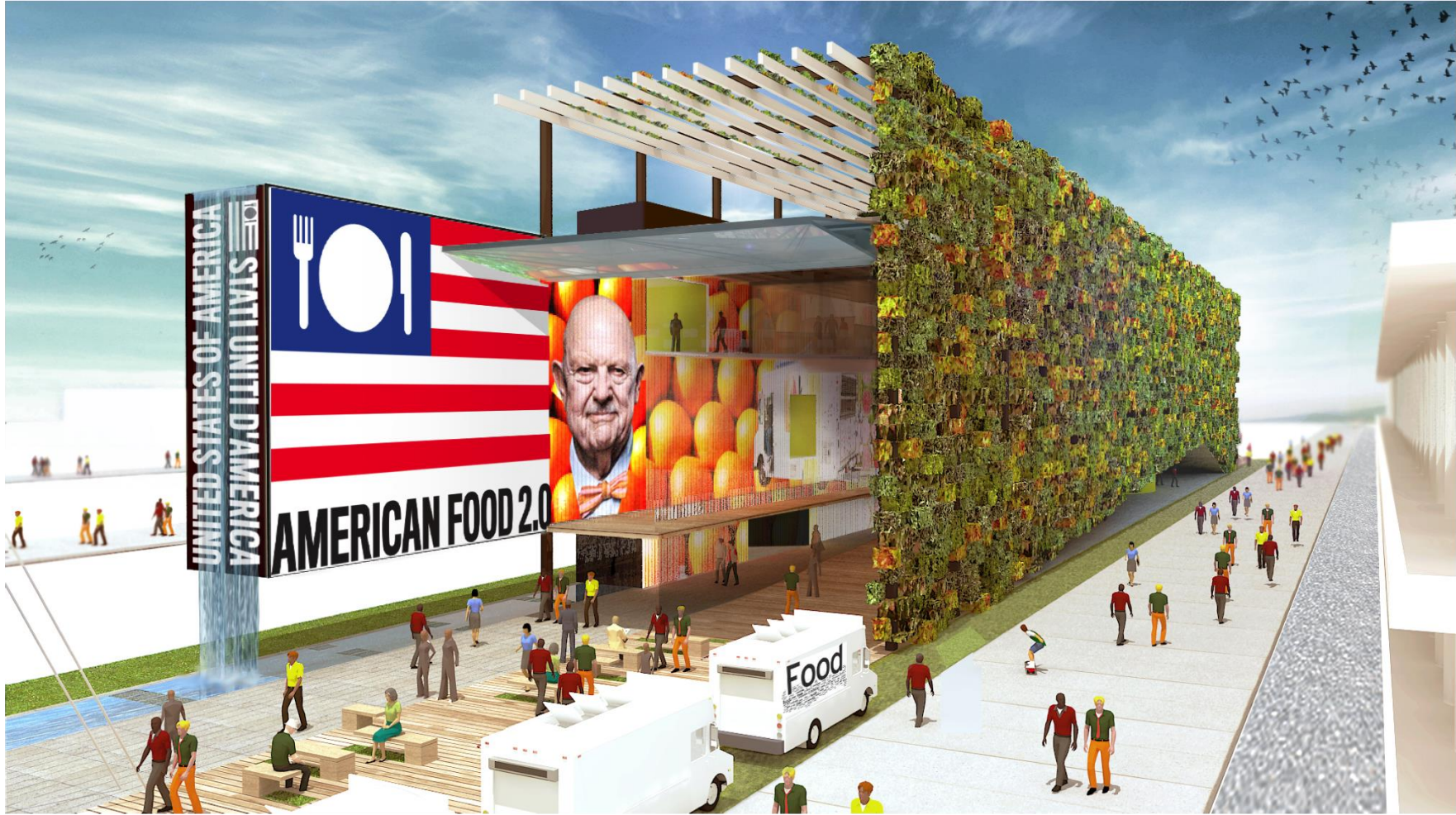












HOW WE CAN MAKE THIS

THREE MAIN VALUE PROPOSITIONS TO BECOME A PARTNER OF THE USA PAVILION



INFLUENCE THE CULTURAL/SCIENTIFIC DEBATE

The “Manifesto Project” will generate an influential and authoritative white paper to be share with governments, institutions and think-tanks



BUSINESS DEVELOPMENT

Companies, supported by a dedicated team, may get in touch and arrange meetings with politicians, Governments or potential business partners from all over the world



ECONOMIC AND POLITICAL DIPLOMACY:

Playing a role in 2015 Milan Expo will strengthen political ties between US, Europe and Italy

- **Each company** will be approached with a **tailored value proposition**
- **Final goal is to raise ~45mln USD**

AMERICAN FOOD 2.0

