The Italian Chamber of Commerce for France in Marseille celebrates Italy at the Paris International Agricultural Show

From February 21st to March 1st, 2026

For **the 12th year in a row**, the **Italian Chamber of Commerce for France in Marseille** has the honour of organizing the **Italian Area** at the **International Agricultural Fair in Paris (SIA)**, with about fifteen Italian exhibitors, representing the excellence of the Italian food industry.

This year, the Italian Area will be located in the **Hall 7.1** and will offer a rich portrait of Italy, with the participation of **10 Italian regions**: **Piedmont** featuring its famous panettones and *chocolats cuneesi*; **Emilia-Romagna** represented by the iconic mountain organic Parmigiano Reggiano; **Lombardy** with its aged cheeses and a bakery where visitors can taste focaccia spreads and "croccante" cookies; Southern Italy represented by truffles from **Campania**, artisanal liqueurs from **Abruzzo and Molise**, as well as savory products from **Apulia**; and of course, the islands will also be represented by the specialities from **Sardinia**. Of course, **Italian ice cream and coffee** will not be missing from the menu.

Several new highlights will mark this edition: the presence of the **Consorzio del Prosciutto di San Daniele**, giving visitors the opportunity to discover the history and flavors of this emblematic PDO ham from **Friuli Venezia Giulia** ; the participation of a producer from **Sicily** offering his canned vegetables in extra virgin olive oil; as well as a new **Piedmontese** producer of cured meats and cheeses.

"Coming means supporting!"

Experience the true taste of Italy and meet its producers: Hall 7.1 !

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