



Italy-America
Chamber of
Commerce



NGA SHOW





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Founded in 1887, the Italy-America Chamber of Commerce of New York (IACC) is one of the oldest Italian Chambers of Commerce abroad, dedicated to promoting trade between the United States and Italy.

Recognized by the Italian government, it is an integral part of the network of Italian Chambers of Commerce abroad associated with Assocamerestero.

For over 137 years, the Italy America Chamber of Commerce has been a vital partner for Italian companies entering the U.S. market, providing expert services in market entry, consulting, specialized assistance, partner search, and more.



WHO WE ARE




The National Grocers Association represents independent supermarket chains in the United States.

In 2023, the **Italy-America Chamber of Commerce** signed a strategic partnership with **NGA**.

The goal is to bring Italian excellence to the shelves of American supermarkets.



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<https://www.nationalgrocers.org/news/national-grocers-association-and-italy-america-chamber-of-commerce-partner-to-bring-resources-to-independent-grocers/>

September 21, 2023

Collaboration will facilitate the aligned goal to share knowledge and expertise in the fields of specialty food/beverage and grocery retail

Washington, D.C. – The National Grocers Association (NGA), the trade association representing the independent supermarket industry, has entered into an official partnership with the Italy America Chamber of Commerce (IACC) designed to benefit independent grocers across the United States looking to access new products and resources.

“Independent supermarkets are continually looking for innovative products and resources to differentiate themselves in the marketplace and better connect with their consumers,” said Greg Ferrara, NGA president and CEO. “NGA and the Italy America Chamber have worked collaboratively to connect leading Italian brands to America’s top independent supermarkets and share best practices. This partnership will support even more opportunities to delve into education, insights and resources, and make connections. We were thrilled to have several Italian brands exhibit at the 2023 NGA Show and are excited to bring even more leading Italian companies to the 2024 NGA Show, March 10-12 in Las Vegas.”

The partnership between NGA and IACC will include participation in conferences, professional development opportunities, and sharing of knowledge and expertise in the fields of specialty food/beverage and grocery retail.

“The IACC’s partnership with NGA opens exciting new avenues, not only for our two associations, but for the members, grocers and local producers we represent,” said Federico Tozzi, Executive Director of the Italy – America Chamber of Commerce. “With this strategic alliance, we are essentially creating a direct line of contact between the leading U.S. independent grocery retailers and local Italian suppliers, providing retailers and producers alike with the opportunity to make inroads into previously unexplored and untapped markets. We are looking forward to welcoming a delegation from NGA at the second edition of America Buys Italian in Brescia, from October 2-5, where executives, category buyers and purchasing directors have the opportunity to meet one on one with local companies, discover and source products, and make new and profitable connections with Italian specialty food producers.”

Independent supermarket chains

A definition

Independent supermarket chains are present at the state and regional levels, with a number of stores ranging from 2-3 per chain to over 100.



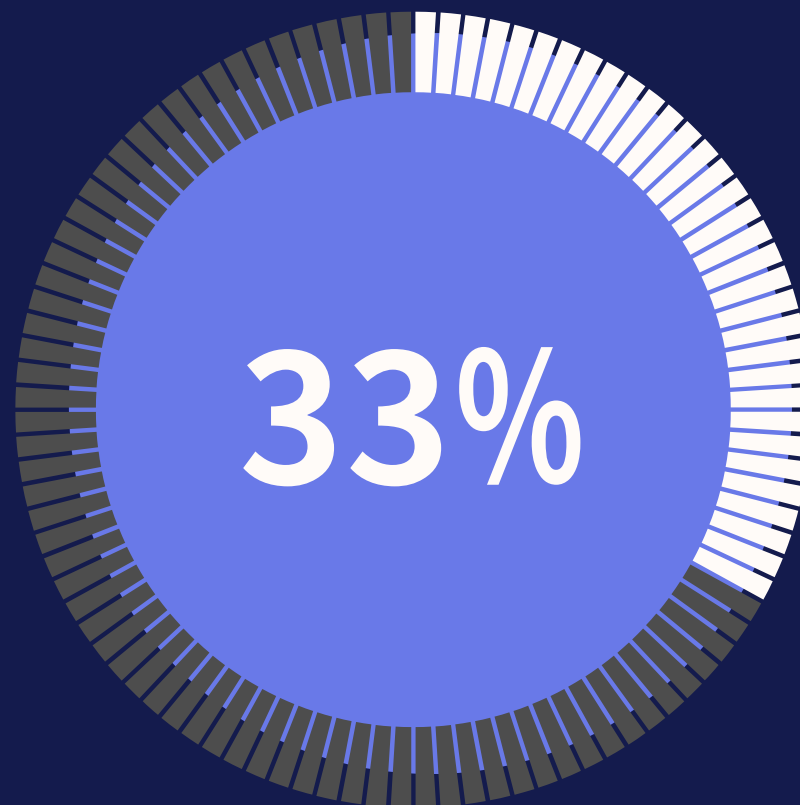
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Independent supermarket chains in numbers

Sales in the independent sector, in billions of USD
2012-2023



The independent sector in the U.S. accounts for 33% of total grocery sales



Independent chains in the U.S. are located in remote areas where the presence of Italian products is still limited



AN UNTAPPED TRADE SHOW



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What is NGA about?

The NGA Show is one of the largest trade shows in the United States.

Still relatively unknown to Italian companies, it provides US retailers with the opportunity to interact with new suppliers.

Key educational aspect: presentations, conferences, workshops, and networking events frame a diverse and high-level exhibition space.



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Visitors

U.S. Independent
Supermarket
Chains



Exhibitors



Brands aiming to sell
their products to the
American chains



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2023 EDITION

The Italy-America Chamber of Commerce in New York, thanks to its partnership with the National Grocers Association, granted access to 6 Italian brands as exhibitors.



2024 EDITION

In 2024, the Italy-America Chamber of Commerce in New York granted access to 9 Italian brands.



2025 EDITION

In 2024, the Italy-America Chamber of Commerce in New York granted access to 7 Italian brands.

What is included in the Visitor package?



- » Attend the Show for its entire duration
- » Participation in networking activities organized by NGA
- » Access to numerous training sessions
- » IACC on-site support throughout the event
- » Facilitation of meetings with U.S. supermarket chains visiting the Show



NGA SHOW

Don't miss your chance!

Giulia Mocchetti

Manager - Italian Office

Italy-America Chamber of Commerce

mocchetti@italchamber.org



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