



Città di Mazara del Vallo



Regione Siciliana



Slow Food® Italia



PROGRAM

SLOW SEA LAND

Ideas, voices, fishery products of the Mediterranean

8 - 9 - 10 June 2012

Mazara del Vallo - Sicily

1

EVENT

The Sicilian Region, the *Slow Food* association, the Municipality of Mazara del Vallo, the ICE – the Italian Institute for Foreign Trade and the Fisheries Production District organize the first edition of Slow Sea Land in the old town of Mazara del Vallo, a festival dedicated to the development of Sicilian Fish and the food production of the all Mediterranean basin.

The event, enriched by the specific aims pursued by *Slow Food*, is a **showcase of quality productions** aimed not only to promote food products such as oil, wine, cereals, fruits and vegetables, citrus fruits etc., but also to enhance the Sicilian and the Mediterranean Fish with its excellent organoleptic and nutritional properties.

The purpose of the event is to promote the Mediterranean products and the Dialogue and intercultural relations through street markets, debates, seminars, music, shows, meetings between men and women from the Mediterranean and beyond.

Mazara del Vallo, with its *Kasbah* and its port, is recognized by everybody as a place of positive contamination of different cultures, ethnicities and religions. This virtuous example is the place suited to host an international event such as Slow Sea Land.

Slow Sea Land is full of a series of technical, scientific, political and cultural events, such as: the **Forum of Fisheries for the Mediterranean** which will be organized with the plenary session of the Mediterranean Observatory for Fisheries and will focus on the economic and social development model of the the "Mediterranean District" and especially on the Blue Economy; the meeting between the Ministers and Representatives of Scientific Institutions coming from the Mediterranean, Gulf and West Africa countries, the **Agriculture Commission of the Conference of Autonomous Regions and Provinces**, the "Med Sud Med" session; the Fish Fish Fest event.





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We will celebrate the **Slow Food International Council** and a workshop supported by the **Mediterranean Diet Foundation** will be held. There will also be conferences and seminars promoted by the employer and employee organizations of the agro-food-fish sector and the Euro-Mediterranean agro-food Districts.

THE MARKET¹

The event will take place in the picturesque streets and squares of the *Kasbah* in Mazara del Vallo.

The following are the streets and squares identified for the exhibition event²:

- Piazza della Repubblica: secretary, reception, Sicilian Region stand, *Slow Food*, ICE, Seafood Chain, Blue Economy Technologic pole, a Wine Stand (Wine Chain).
- Via XX Settembre: Technical secretary's office of the municipal tourist board (Pro-Loco), the salt, the Salt works and the Sponges, The Sea bookshop.
- Piazza Plebiscito (piazza del Satiro Danzante) and Collegio dei Gesuiti: stands from the Mediterranean and ethnic exhibitions.
- Piazzetta S. Teresa: stand of Marine Reserves.
- Via Girolamo Sansone: transit.
- Piazza Immacolata: The square of the European and Mediterranean districts, the Agro-food districts from Italian Regions and cities, Street Cuisine.
- Piazzetta Chinea: transit.
- Piazzetta S. Bartolomeo: the Square of Citrus (Sicilian Citrus District) and vegetables (fruit and vegetables districts).
- Via Goti: The Flower street
- Piazzetta Modica and Via Porta Palermo: Mediterranean typical products and North African Cuisine.
- Vicolo Giattino: the Lane of the Hookah and the Cigar, the Distilled beverages.
- Piazza Mahdia: Street Cuisine and Handcrafted Beers.
- Via della Giudecca transit.
- Piazzetta S. Michele: the Square of the Sweets and Desserts (Dessert Wine stand, Wine Chain).

¹ For the first edition of the event, the organization offers to exhibitors a stand of 9 square meters at a cost of 100 €, only for the first edition of the event.

² In order to know the approximate number of stands at each location, you can find them in the map of the city center of Mazara attached.





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- Via S. Michele: The square of the Oil and Bread (Grain and Oil Chain).
- Piazza S. Veneranda: The Slow Food Presidia square.

The product categories to be exhibited are the following:

Fish, crustaceans, mollusks, sponges, salt and Salt works, the “good practices” of the Blue Economy, wine, oil, beer, bread and cereal products, Sicilian citrus fruits, fruits and vegetables, meat, cheeses and ricottas, desserts, Street Cuisine products, European agricultural and fishery districts products. There will also be six “Taste Workshops” dedicated to the excellent products of the Mediterranean.

3





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