



Ambasciata d'Italia
Mascate

DECISIONE 65/2026

**AMENDMENT OF THE
PUBLIC NOTICE N. 39 FOR SPONSORSHIP OFFERS FOR THE ORGANIZATION OF
2026 PROMOTIONAL PROGRAM AND/OR FOR THE CELEBRATION OF THE 2026
ITALIAN NATIONAL DAY OF
THE EMBASSY OF ITALY TO THE SULTANATE OF OMAN**

The Italian Ambassador to the Sultanate of Oman

- Considering art. 43 of the Italian law n. 449 of December 27th 1997, (Sponsorship contracts and cooperation agreements, agreements with public and private subjects, user contributions for non-essential public services and productivity incentive measures);
- Considering art. 29 of the Italian Presidential Decree n.54 of February 1st 2010 allowing diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest;
- Taking into account Art. 6 of Decree n. 192 dated November 2, 2017 (cooperation with private entities), Regulation that contains general guidelines to regulate the procedures for the choice of the contractor and the execution of the contract to be carried out abroad;
- Considering the Italian Legislative Decree 36/2023;
- Given the Formal Authorization n. 26 issued on March 11, 2026 in order to start the sponsorships selection process for the 2026 Italian National Day and for the events and activities planned in the 2026 promotional program by the Italian Embassy to the Sultanate of Oman, which will be done through a simplified public process;
- Given the Public Notice for Sponsorship Offers for The Organization Of 2026 Promotional Program and/or for the Celebration of the 2026 Italian National Day, Decisione n. 39, issued by the Embassy of Italy in Muscat on the 8th of April 2026;
- Considering the opportunity to allow private entities, in cooperation with the Embassy, to support and sponsor such an initiative while promoting their image;
- Considering that the Embassy of Italy intends to organize an event to celebrate pasta as a symbol of Italian gastronomy and, in this sense, it seems useful to thematically combine this celebration with "Italian Culinary Showcase" format announced through the Public Notice n. 39 of the 8th of April 2026, organizing a single event entitled "World Pasta Day" to be held on October 25, 2026;

DECIDES

1. to modify Decision no. 39 of April 8, 2026, as follows. In article 1, paragraph 1.4, point 4), the words:

“Italian Culinary Showcase”, on the occasion of the HORECA trade fair, the main local event dedicated to the food and beverage sector, the aim is to organize a promotional event involving Italian food producers and institutions such as Chambers of Commerce and regional governments. This event will also include the presentation of the participating region, possibly to promote food and wine tourism. To maximize the promotional impact, local distributors, supermarkets, and local Italian restaurants will be involved to encourage the export of food and beverage products.”

are replaced as follows:

“World Pasta Day 2026” (25 October 2026): is a trade promotion event aimed at showcasing Italian pasta and the agri-food excellences associated with it within the Omani market. The event is structured as a B2B networking platform, bringing together Italian companies and local Food & Beverage operators to foster commercial dialogue and create new business opportunities. Through product presentations, tasting sessions, and live cooking demonstrations led by an Italian chef, the initiative promotes Italian culinary culture while enhancing awareness of Made in Italy products. The aim of the event is to contribute to business internationalization and strengthening trade relations in the F&B field between Italy and Oman.”

Muscat, 23 June 2026

The Ambassador
Pierluigi D’Elia