

Bringing Italian Gourmet Delights to Asia

Italian food importer and distributor Bright View Trading finds Hong Kong the perfect headquarters for global expansion.

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Michele Bernacchia
General Manager
Bright View Trading



Since its establishment in 2007, the Italian company Bright View Trading has been devoted to promoting its homeland's exceptional food culture through a thoughtfully curated collection of Italian food products for its customers. Capitalising on the extensive network of food suppliers from Italy and other countries under its parent company, Inalca Food and Beverage Group, the company propels its business to new heights.

With a discerning eye, it selects exquisite food and beverages globally, catering to esteemed restaurants, hotels and food retailers in Hong Kong and Macao. Boasting a wide array of gourmet selections – ranging from cheese, cold cuts and meat to seafood, pasta and fresh produce – it allows customers to embark on an unparalleled culinary adventure. Recently, Bright View has ramped up operations in Hong Kong, aiming to capitalise on the lucrative business prospects in Asia.

A Global Foodie Feast

Hong Kong is a paradise for food enthusiasts. According to Michele Bernacchia, General Manager of Bright View Trading, the city boasts an unparalleled and dynamic food landscape, serving as a pivotal factor behind the decision to establish and strengthen their presence here. Bernacchia remarked, “The dining choices are all-encompassing, catering to Hong Kong's diverse international community. The city also boasts one of the world's highest concentrations of restaurants, offering a plethora of choices ranging from Michelin-starred dining

establishments to bustling street-side food stalls, ensuring a delightful culinary experience for everyone in Hong Kong.”

Bernacchia further elaborated, “Given that a significant portion of Hong Kong's food supplies are imported and there's a burgeoning demand for unique food offerings, this presents exceptional prospects for Bright View.”

“Hong Kong stands as a global metropolis, providing a stable and dynamic milieu. Positioned strategically at the heart of Asia, coupled with its exceptional logistics services and adept supply chain management, the city serves as a promising platform for us to extend our reach into markets across Mainland China and the broader Asian region,” Bernacchia added.

Poised to Capture the GBA Market

With more than 15 years of experience, Bright View has a firm grasp of customer tastes and sets itself apart from its competitors through its distinct capabilities. Bernacchia explained, “Our strengths manifest across four distinct dimensions: a diverse range of products – encompassing various food categories sourced globally; an unparalleled standard of food quality; competitive pricing; and our capacity to furnish end-to-end solutions.”

To enhance operational efficiency, in early 2023, Bright View Trading established a 17,000 square feet warehouse, equipped with dry, chilled and frozen temperature facilities, serving as its logistics, distribution, and seafood processing centre. Moreover,

the company is expediting its growth trajectory through acquisitions and partnerships with local distributors. For instance, in 2022, Bright View acquired House of Fine Food, renowned for its robust seafood and beef supply, augmenting its comprehensive food portfolio.

“We hold a firm belief in the massive opportunities stemming from the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which is why we have established a presence in Macao as our initial stride towards expanding within the GBA,” Bernacchia said. “Moving forward, we will leverage our unique strengths to attain leadership in the distribution of ‘Made in Italy’ food and beverages tailored for fine dining and haute cuisine across Asia. And we hope to add impetus to the broader drive to promote the food industry in Hong Kong.”

Bright View Trading

- A member of the Inalca Food and Beverage Group, which is one of the largest food companies in Europe
- Obtained HACCP management system certification and ISO22000:2005 food safety management system standard certification

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