

# The initiative, Salvador Dalí in China





# Salvador Dalí in China

*The Objective: bring a taste of Spanish culture.*



## **Gala-Salvador Dalí Foundation**

During 2023 the only “international, physical exposure” the foundation will make, is in the International Fashion Center in **Guiyang (China)**, with the exhibition called **“Mind of genius”** by **Salvador Dalí**.



# Salvador Dalí in China

*Who we are*

Xiuli and Xiaoli Zhang



*Larrión*  
*van Langen*



WORLD EXPORT-IMPORT BUSINESS SOCIEDAD LIMITADA

Thank you for giving us the chance to celebrate together,  
bringing a selection of high-quality Spanish products





# The choices we have made; El Paeller





# Why we love El Paeller, and you will too



Prepared by a chef,  
easy to finish



Prepared on  
orange firewood

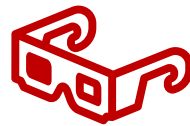
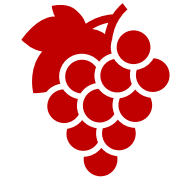


No concentrates  
or flavorings

\* Click on Picture to see video



El Paeller representing Valencia,  
to celebrate 50 years of friendship





# The choices we have made; Estrella Galicia







# Why we love Estrella Galicia, and you will too



Variety of Beer,  
wine and Liquor



Since 1906



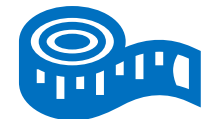
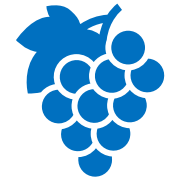
Collectors Items  
(swags)



\* Dali was born in 1904



Estrella Galicia representing Coruña,  
to celebrate 50 years of friendship





The choices we have made;  
**Heras Cordon**





# Why we love Heras Cordon and you will too



Rioja red wine  
(oak barrels)



Dating back to 19<sup>th</sup>  
century

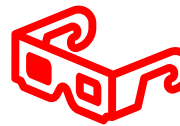
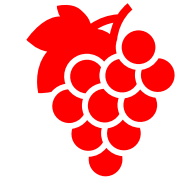


Vatican official  
supplier certification

\* Click on picture to see video



# Heras Cordon representing La Rioja, to celebrate 50 years of friendship





# Salvador Dalí in China



# Creating the vibe before the event



# Creating the vibe - Hotels







# Creating the vibe - hotels

*Salvador Dalí in China*  
*A package to purchase in hotels with Spanish products*



Beer or wine



Spanish Ham

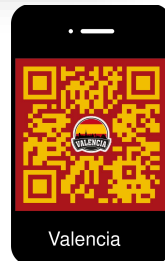
*Available at  
the reception  
and in the bar  
of hotels near  
by*



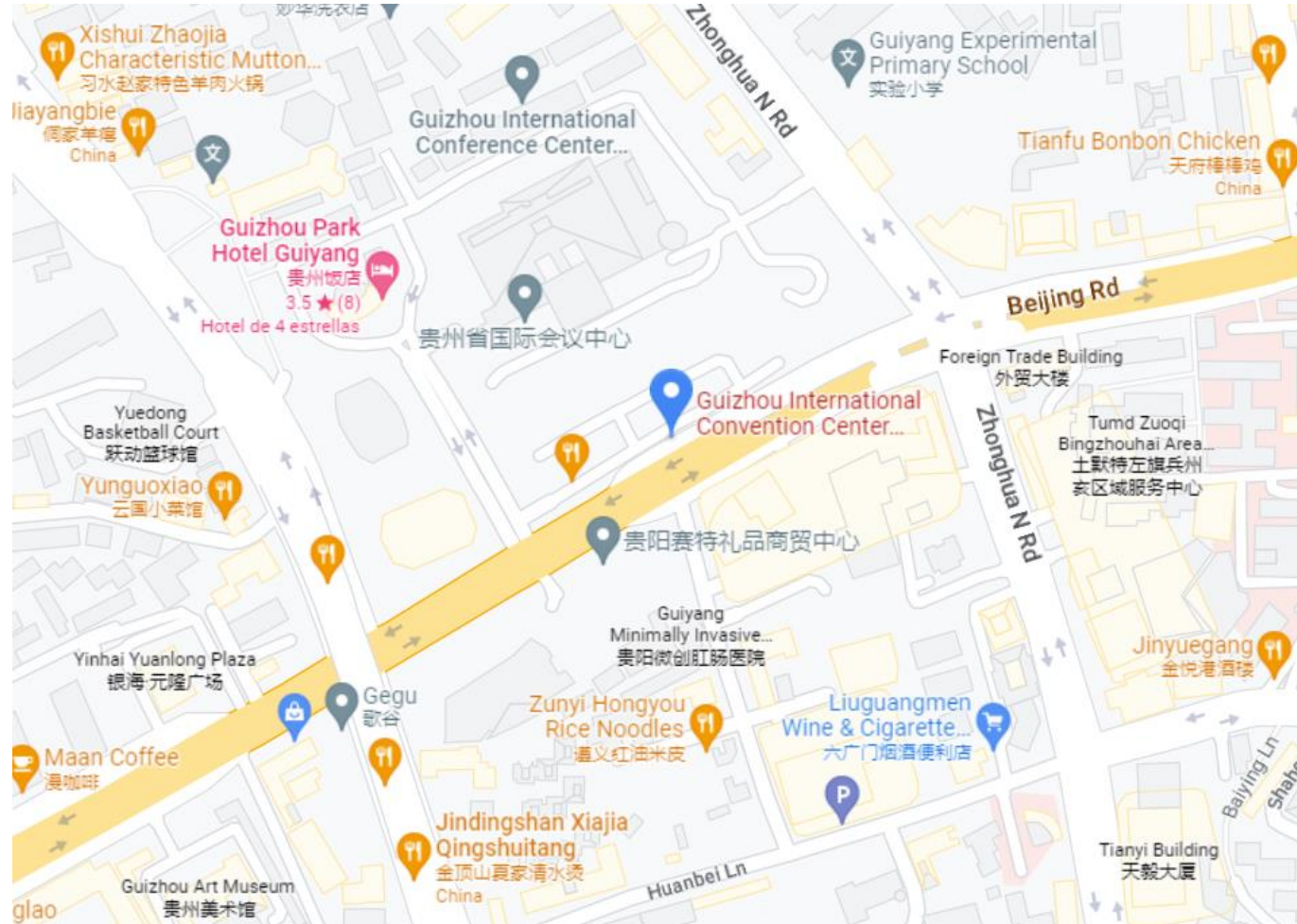
Example: Hyatt  
Regency Guiyang



Example: Renaissance  
Guiyang Hotel



# Creating the vibe - Restaurants





# Creating the vibe - Restaurants

*Salvador Dalí in China  
Spanish dishes offered in Restaurants near by*



Paella



Spanish Ham



Spanish Wine



Spanish Beer



# Salvador Dalí in China

