



ITALY~UK

Partnership



Italian Chamber of Commerce & Industry for the UK, Italian Trade Commission, London. Italian State Tourist Board, London with the patronage and support of the Italian Embassy, London.

150th Anniversary of the Unification of Italy

Fourth Survey of Italian Investments in the UK

Italy~UK Partnership



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Inside this issue:

03 Editorial

04 Trade

06 Tourism

08 Activities & Events

12 New Members

14 New from the North

17 News from Scotland

EDITORIAL: 150th Anniversary of the Unification of Italy

The Italian Chamber of Commerce and Industry for the United Kingdom has organised with the colleagues of Partnership an event to celebrate the 150th anniversary of Italy unification.

This celebration in UK has a particular significance because of the British historical role in the process of unification and also the contribution the "Italians" to this country and indeed the world with millions of emigrates who have contribute to cross flow of culture, social and economic growth.

The event has been organised with the support of the Italian Chambers (in particular Torino, Florence and Rome) their role will be to exemplify excellence, Turin innovation and technology, Florence design and fashion and Rome for its cultural roots.

We believe that the celebration for the unification besides the festivity reviewing the past should be (like it happened in 1861) a moment of commitment for the future for even greater Italian international cooperation, also thanks to the Italians abroad and the British friends who like Italy.

Again in cooperation with partnership the IV Survey of Italian Investments in the UK will be published and presented at the Italian Embassy early Spring. The survey is an important reference point for those who do business with Italy and includes recognition from MISE (Ministero dello Sviluppo Economico Dipartimento per l'impresa e L'internazionalizzazione). The Survey is an ongoing project of our Chamber.



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Trade: High fashion in January

The 18th edition of the ALTAROMALTAMODA runway show took place in late January at various locations in Rome with a fascinating mix of established designers and debut appearances on the catwalks focusing on creativity in Made in Italy.

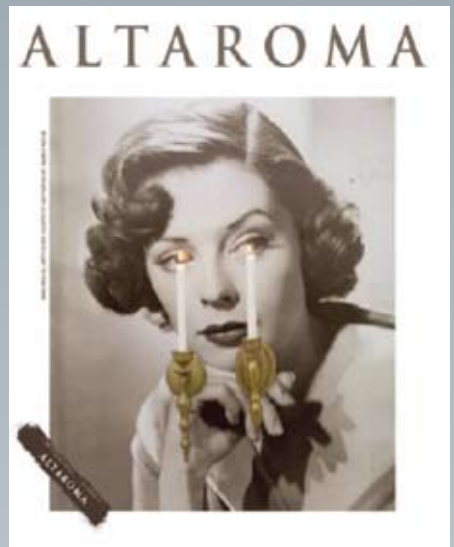
Running alongside the main event was the third edition of "Fashion on Paper" which is an international festival dedicated to independent fashion publishing promoted by Altaroma organisers within the context of the overall show. This is a recognised platform enabling independent Italian and international magazines and blogs to gain



exposure, network and gain valuable insight into the aesthetic of personal design at its best.

The Italian Trade Commission was pleased to provide UK journalists, including an Editor from Vogue magazine, with the opportunity to view both these shows

together with a third fashion oriented event "Limited/Unlimited: Small Objects of Desire" – a demonstration of style inspired by the past. Forty designers displayed their contemporary creations in the iconic Biblioteca Casanatense usually occupied with safeguarding rare manuscripts.



On the main catwalks were the well established names of Italian haute couture together with designers from the Lebanon, Syria and the Netherlands and the whole fashion week ended with a glittering evening promoting contemporary art in a performance installation created especially for the event.

Trade: Technology is the focus for the super yacht show in Carrara

The ninth edition of the successful SEATEC marine technology show took place in Marina di Carrara in Mid February and, once again, the Italian Trade Commission organised the participation of the UK companies attending the B2B workshop.

The event is now established in the European marine calendar and attracts in excess of 750 companies specialising in technology and design for the leisure industry afloat. This year, the COMPOTEC exhibition ran concurrently with SEATEC with an obvious synergy between the requirements of modern yacht design and the innovative use of composite materials. The twin shows attracted over 10,000 visitors from all over Europe to Carrara and nearly 800 exhibitors.

The shows cater for all aspects of boatbuilding with conferences and seminars taking place alongside the B2B workshops which are the core business of these events. The UK contingent was our largest ever with all the major brand names including Oyster, Fairline and Sunseeker sending participants; well over one hundred face to face meetings with Italian manufacturers of marine components were recorded over the three days of the show by the UK companies.

One of the most important elements of Seatec is design innovation and the show hosted the prestigious Millennium Yacht Design Award competed for by naval architects, engineers and project managers from all over the world. A whole range of technologies, accessories and services were on display including materials and textiles for the living spaces on megayachts and cruisers in a dedicated pavilion Abitare il Mare. There was also a themed area for companies working in the marine engine and propulsion sector together with electronics and automation for navigation, radar systems and audio visual systems for both entertainment and security purposes



Companies specialising in equipment and technologies for sailing boats and yachts also had their own technical meetings and seminars, which were of particular interest to Oyster Marine who produce luxury blue water yachts. All our participants agreed it had been a worthwhile trip and that the Italian companies in the workshop had provided real value and an innovative stimulus in determining their future needs in a surprisingly buoyant market.



Trade: Prominence for Italian wines at London Fair



The London International Wine and Spirits Fair 2011 will take place in late May this year at the Excel Exhibition Centre. It has become one of the most important events in the world wine and spirits calendar and the Italian Trade Commission is, once again, involved in the promotion of Italian companies at the Fair as it has been for many years.

The show is dedicated to the needs of importers, merchants, producers and their agents, restaurateurs and hoteliers and is unique in the scope it offers for tastings, meetings with suppliers and winemakers, and genuine business opportunities. Last year it boasted over 1250 stands receiving in excess of 18000 professional visitors and with over 20,000 individual wines and sprits on display. The London Wine Fair is a strictly trade only show with a heavily subscribed seminar programme and nearly a third of all its visitors will be arriving from outside the United Kingdom.

After the success of the inaugural conference last year, there will be a repeat in 2011. Acting as a practical forum for ideas concerning the wine industry, it will be supported at the show by industry briefings detailing hot topics including the continuing debate concerning wine packaging innovation with particular emphasis on environmental impact. The usual Masterclass tasting sessions and a Top 100 tasting with a panel of invited experts will also feature; the wines will be chosen and then set out for the general public to savour.

The UK is the biggest importer of wine in the world with over one billion litres imported each year from Europe and the New World, around 80% of which arrives already bottled. The latest industry issues will feature strongly in the LIWSF briefings at the show with hot topics including the continuing debate concerning wine packaging innovation with particular emphasis on environmental impact. The issues surrounding bulk importing and bottle light weighting will also be under discussion.

Trade: New Director of ICE

We welcome the new Director of the Italian Trade Commission, Fortunato Celi Zullo, who has recently taken up his post in Waterloo Place



Tourism News: Celebrations For The 150 Years Of Italian Unification In Turin And Piedmont

EXPERIENZA ITALIA - EXPERIENCE ITALY

In 2011, Turin and Piedmont will be staging the past, the present and the future of the country in a dazzling event to mark the 150th anniversary of Italy's Unification.

Turin and Piedmont are preparing Experience Italy, the big event dedicated to Italy featuring everything in which Italy excels.

From 17 March to 20 November 2011 there will be 250 days of shows, themed exhibitions, conferences and debates looking at the past, dealing with the present and visualising the future of the country. Turin and Piedmont are to be the setting, becoming a vast laboratory for designing Italy of the near future.



Monument to Emanuele Filiberto
Claudio Penna for Turismo Torino

Experience Italy shows the world everything that Italy has to offer: artistic and cultural marvels, creativity, innovation, fashion, quality of life, history, food and wine.

Italy's first capital, Turin, and the whole of Piedmont, are the ideal place for hosting a debate on a transforming country where future scenarios will be discussed every day.

Main sponsor of Experience Italy is Intesa Sanpaolo.

There will be two glorious backdrops to Experience Italy: the Reggia di Venaria Reale, a unique royal residence of environmental merit and exceptional architecture just outside Turin, and the OGR - Officine Grandi Riparazioni, a masterpiece of industrial architecture in the very heart of the city.



Palazzo Carignano
Bruna Biamino for Turismo Torino

THE MAIN EXHIBITIONS

Making Italians

OGR, from 17 March to 20 November

A major exhibition covering the history and the national mood in Italy from its Unification in 1861 through to the present day. On display are the first 150 years of Italy's history along an exceptionally interesting route for reliving its high and low points, both of which have made Italians ever more united. The exhibition will be analysing the process by which Italians have become what they are, highlighting not just the occasions of integration but also those resulting in social exclusion, essential steps in the long and difficult path for acquiring citizenship. A spectacular exhibition full of multimedia installations and interactive experiences.



Comitato Italia 150

Future station

OGR, from 17 March to 20 November

An exhibition that envisions the Italy of the future based on the most fascinating challenges of the present, a vast laboratory where to discover how Italy will be living as a result of the innovations produced in this country and the rest of the world. The exhibition aims to give answers to seven major questions, specifically concerning Italy but also pertaining to the rest of the world: how will we be living? How will we get around? What will we eat? How will we be working? How will we communicate? How will we cure ourselves? What will our thoughts be?

Craftsmen tomorrow

OGR, from 17 March to 20 November

Drawing inspiration from the International Exposition of Industries and Work of 1911 and 1961 organised by Turin for celebrating the 50th and 100th Anniversary of Italy's Unification, this exhibition-laboratory develops the theme of "craftsmanship", recording how it has developed through to the present day's contemporary, innovative and digital "artisans".

Beautiful Italy. Art and identity of the capital cities

Scuderie Juvarriane at the Reggia di Venaria

From 17 March to 11 September 2011

Within the impressive setting of the Scuderie Juvarriane at the Reggia di Venaria, more than 300 Italian masterpieces reveal the progress of art from the medieval period to the eve of 1861 by means of the pre-Unification capitals: Turin, Florence, Rome, Milan, Venice, Genoa, Bologna, Naples and Palermo. The exhibition shows the image of the various cities – their culture, traditions and historic-artistic heritage – as seen by the major historical artists: Giotto, Beato Angelico, Donatello, Raphael, Leonardo, Botticelli, Bronzino, Titian, Veronese, Correggio, Caravaggio, Rubens, Tiepolo, Canova, Hayez and many more. A path that reveals the profile of Italian art and style.

Tourism News: Celebrations For The 150 Years Of Italian Unification In Turin And Piedmont



Palazzo Carlo Alberto
Bruna Biamino for Turismo Torino

Italy likes what it sees. 150 years of high fashion from the Unification to the present date

Sale delle Arti in the Reggia di Venaria, from July to November 2011

In the beautiful Sale delle Arti in the Reggia di Venaria, a journey through the history of high fashion and Italian style from the Unification through to the present date, which begins with the clothes of 19th century aristocrats and goes through to the creations by the top modern fashion designers, with pictures recording and recreating the atmosphere and the events of the various periods.

Leonardo. From genius to legend Scuderie Juvarriane in the Reggia di Venaria From October 2011 to January 2012

In the Scuderia Grande at the Reggia di Venaria, this exhibition shows one of the masterpieces of the Savoy collections: the Self-Portrait by Leonardo, held by the Royal Library in Turin and now one of the most famous pictures by this artist who epitomises Italian genius in the world. In addition to this work, known throughout the world for its artistic value and for the many meanings that have been attributed to it, other drawings by Leonardo are on display here, focused on the theme of the human face, forming a dramatic setting for rediscovering the very best Italian of all time.

Gardens, vegetable gardens and royal tables.

Landscape, food and taste at the Reggia di Venaria Gardens of the Reggia di Venaria, from April 2011

In the splendid Gardens of the Reggia, the Potager Royal opens in 2011: 10 hectares given over to vegetable garden and orchards containing thousands of vegetables and cereals typical to the territory. Visitors can discover them on the botanical, cultural and gastronomic tour routes, workshops for education in the senses, horticulture, cookery techniques and sampling of products from the vegetable garden together with Italian regional dishes.



Palazzo Reale
Giovanni Fontana for Turismo Torino

THE MAIN EVENTS

During all nine months of Experience Italy, Turin and Piedmont will become the stage for a unique and prestigious programme for Italy: and then there will be exhibitions, theatre and opera, concerts, festivals, film seasons and much more, in a very full calendar of cultural, sports events, meetings and conferences. The events include the reopening of the Museum of the Risorgimento (completely refurbished and renewed), the season at the Teatro Regio dedicated to Giuseppe Verdi, the start of the Giro d'Italia cycle race, and the gathering of all the armed forces from the Alpini to the Cavalleria.



Paliamento Subalpino
Bruna Biamino for Turismo Torino

VISIT EXPERIENCE ITALY

Experience Italy is aimed at the 150 million people that currently have connections with this country in various ways, the population of "Italiaci" that includes citizens of Italian origin (the young, families and, above all, the elderly), the immigrants of first and second generation; emigrants of the past and the present and their descendents, people who love Italy and its language and who share the values of Italian culture and Italian style, who want to study our language, savour our food, and enjoy our art and fashion.

To visit Experience Italy, special tourist packages have been organised for combining the visit to the event with other tours to see the artistic and cultural heritage of Turin and Piedmont, for discovering a territory full of interest and history, the cradle of the Italy of the past and the future.

Stefania Gatta
Press Office | Italian State Tourist Board

London Activities of the Chamber



150th Anniversary of the Unification of Italy

Gala Dinner 11th March 2011

In celebration of this historical and remarkable anniversary the Italian Chamber of Commerce and Industry for the UK, together with Partnership, will be hosting a Gala dinner to mark this important occasion in the beautiful setting of London's Guildhall in the City of London.



The event has been organised with the support of all the Italian Chambers of Commerce (in particular, Turin, Florence and Rome, as the Capital cities which played a major role in the unification process). They represent the excellence of the Italian experience: Turin for innovation and technology; Florence for design and fashion; Rome for culture. We will also honour Italian hospitality abroad.

We would especially like to thank the Corporation of London for allowing us to use the Guildhall as it was there in 1864 that Garibaldi was granted the Freedom of the City.

This unique evening will be a festivity of the friendship and cooperation between Britain and Italy and the contribution which our Chamber in the UK over its 125 years of existence, through its members, has made to social, cultural and economic relations.

Participants on the evening will have the opportunity to view the recently excavated Roman Amphitheatre as well as seeing the imposing Great Hall where royalty and state visitors have been entertained down the centuries since it was originally built in 1411.

The dinner will be hosted in the Old Library which was designed by Sir Horace Jones and built in 1870. Fitted with oak bookcases it housed a collection of over 40,000 volumes, MSS and maps. The collection was moved to the newly constructed west wing and the Museum of London in 1974. To the north of the room is a magnificent stained glass window depicting William Caxton.

The evening will commence with the presentation by Ferruccio Dardanella, President of Unioncamere, of a merit award to three of the most renowned Italian chefs in London, Giorgio Locatelli (Locanda Locatelli), Francesco Mazzei (L'Anima) and Marco Torri (Semplice).

During the evening entertainment will be provided.

Collyer Bristow with Carluccio's

24th March 2011

Member of the Chamber Collyer Bristow will be opening their doors for a Spring Italian Business evening with guest speaker Antonio Carluccio. Set in their art gallery members will be able to enjoy a glass of wine whilst tasting canapés as prepared by Carluccio's. It should be an interesting evening with Antonio Carluccio giving a brief presentation on the history of his restaurant business and of course his great passion Italian cuisine

Please visit our website www.italchamind.eu for further details of the above and for our full calendar of events.

Tasting the sun as Calabrian food producers charm the UK!

A selection of the best food & wine producers from Calabria are due in the UK in May to promote delicious products from the finest wines and liquors to hot chillies, the famous nduja and other traditional products. A UK buyers' delegation last autumn selected products by quality and authenticity that guaranteeing the Calabrian heritage and quality. Each has its own story to tell and retains traditional methods of preparation to ensure the highest quality and exceptional flavour.

While other Italian regions have been well-known and visited by outsiders for decades, the wild and beautiful Calabria has remained an untouched and undiscovered pearl at the Southern 'toe' of the country's boot-shaped peninsula. Surrounded by 500 miles of coastline meeting the pure, green waters of the Tyrrhenian, Mediterranean and Ionian Seas, this spectacular mountainous region offers an excellent selection of unique and unusual Mediterranean products.

The heart of this promotion will be a special Week of Flavour at restaurant L'Anima and Trattoria Semplice. An exclusive menu created especially by Calabrian Top Chef Francesco Mazzei, using all the products being promoted, will be on offer at these restaurants. For two weeks all these delicious products will be also available for tasting and purchase at Partridges of London Food Hall.

For more information about the products being promoted in London in May please write to events@italchamind.org.uk



London Activities of the Chamber

'Health & Safety in the Boat and Ship Building Industry – Chemical Hazard Assessment and Risk Management'

On the 24th of February we presented a seminar on 'H&S in the Boat and Ship Building Industry – Chemical Hazard Assessment and Risk Management'. The seminar examined the latest developments in H&S in the Boat and Shipbuilding Industry with advice, guidance and information on the prevention of accidents in the working environment. The focus was on risks caused by the handling of potentially harmful materials and chemical substances used in this industry, such as styrene and fibreglass. Experts in the field explained the correct management of the yards in order to prevent health hazards.

The event was held in collaboration with the Agency for the Development of the Marche region and in partnership with the regional section of the Confederation of Italian Industries (Confindustria), the Italian Workers' Compensation Authority (INAIL), the Regional Institute for health and Industrial Hygiene (ASUR) and with the three main Italian unions (CGIL, CISL, UIL).

The seminar was part of a wider project which included visits to the Institute of Occupational Medicine (IOM) in Edinburgh, the Shipbuilders and Shiprepairers Association (SSA) and the Pallion Shipyards both in Sunderland and the Health and Safety Laboratory (HSL) in Buxton. This delegation comprised of 14



officers responsible for H&S training within public organisations and H&S managers in the nautical construction sector of the Marche region, in central Italy. The purpose of the visits was to exchange expertise and know-how between the Italian delegation and the UK experts in this significant field.

For more information about this Health & Safety project please write to events@italchamind.org.uk



Natural & Organic Products Europe 2011

The Italian Chamber of Commerce for the UK will be present with an Italian Pavilion at Natural & Organic Products Europe 2011, the UK's only trade show for natural products, health food and organic industries. Natural & Organic Products Europe enjoyed a fantastic 2010 show with over 8,000 attendees, a growth of nearly 100 per cent on five years ago. Its phenomenal success, even throughout the current tough economic climate, has been built on a track record of consistently delivering a highly targeted audience of buyers from throughout the sectors it serves.

As last year the Italian pavilion will be in a premium position and will be one of the biggest international presence at the show. This year's edition will be held on the 3rd and 4th of April at Olympia, London. For more information please contact Alessandro Giacalone agiacalone@italchamind.org.uk.

La Dolce Vita

La Dolce Vita aims to show the excellence of the Italian Manufacturing as well as to promote the quality of Italian products. La Dolce Vita is the UK's annual celebration of Italy including travel, property style and food. The show, with around 17,000 visitors is now in its seventh year and held at the Business Design Centre in Islington from Thursday 10th to Sunday 13th March 2011. Every year La Dolce Vita proposes a different content at the show focusing on various entertainment activities. Exhibitors come with different objectives and La Dolce Vita is organised in order to give them the opportunities to achieve their goals. Should you need further information please contact Eva Lamorgese elamorgese@italchamind.org.uk.



TrE EXPO

TrE is the first expo & conference reserved for international operators of luxury tourism real estate, cities, territories and the whole professional supply chain of the sector, hotels and resorts, architects, surveyors and designers, banks and investors, developers and builders and luxury real estate agencies. TrE is not a mere exhibition, but a place of encounter and report, debates and business relation, which is to promote the match between demand and supply of real estate and luxury services to 360°. Three days of exhibitions, conferences, encounters, round tables, shows, workshops and one-to-one encounters in the heart of Venice, symbolic city of tourism and history. For more information please contact Giuseppe Paoletti gpaoletti@italchamind.org.uk.



The Italian Chamber of Commerce is pleased to introduce the eight edition of the Master in Hospitality and Hotel Management.

During the last few years, the hospitality sector has been subject to numerous significant changes. Increasing competition has forced people working in this sector to find new elements which guarantee them the chance to overcome this competition. Obviously, nowadays, these outstanding elements are human resources. Even though there are rumours about a possible unemployment crisis in this sector, the reality is that this kind of crisis is likely to happen just for not qualified employees. As a matter of fact, the market is constantly seeking people featuring a new concept of hospitality.

Supported by 

15 scholarships available

15 scholarships will be granted for the participation to the MA. The 15 scholarships are worth £480 each (VAT included).

The Master in Hospitality and Hotel Management aims to teach students various skills, such as professional, methodological, problem-solving, social and management skills. The capability to respond with efficiency to a market constantly changing is nowadays a necessity for every manager.

This Master features an innovative curriculum that reflects the dynamic and pervasive nature of management itself. The programme will enhance participants' knowledge of diverse commercial aspects of hospitality management and provide them with the tools, skills and perspectives necessary to forge their own global hospitality strategies. The Master aims to give its students the most competitive and accurate vision of the sector – that is why all the professors who participate in the MA are already professionals operating in the British market, which is renowned to be the most exciting and fastest-growing area of the world. The teaching approach will be practical and interactive, in order to give students a complete vision of the hospitality sector. Visits to important hotels will also be part of the programme.

As a matter of fact many of the students of previous intakes found a job within 3 months of the end of their training programme.

Master Program Duration

- 25 May/ 22 June for the tutorial period
- 3-6 months for the Internship

Master Program Structure

1. The MA will last 4 or 7 months and will be divided into two terms. There will be a first month of tuition, followed by an internship of a minimum of 3 months up to 6 months.
2. The first term of the MA consists of around 180 hours of classes plus 20 hours of individual study. The second term will require, for all the students, at least 500 hours internship during a minimum of a 3 month period.
3. The classes are structured as follows:
 - a. Tourism Marketing and Communication;
 - b. General Accountancy;
 - c. Food & Beverage and Sales Management;
 - d. Reservation;
 - e. Congress & Events Management;
 - f. Leadership;
 - g. Managing and evaluating human resources;
 - h. Front of the house management;
 - i. Hospitality Law;
 - l. Case Histories.
4. Students will be supported throughout the classes with constant learning and preparation for the internship, which will provide valuable experience departing from an on-the-field point of view.
5. Students are provided professional help through aimed coaching by the tutor of the course (Master in Hospitality and Hotel Management).
6. Courses are conducted predominantly in English.
7. The internship takes place at the end of the initial lecture period according to the availability of the hosting companies.
8. This course (Master in Hospitality and Hotel Management) requires a time attendance of 75% of the lectures. The classes will take place from Monday to Friday from 9.00 to 13.00 and from 14.00 to 18.00 and on Saturday from 9.00 to 13.00.



Admission & Application

Maximum number candidates: 25 candidates.

The MA has a maximum number of 25 candidates, selected among applicants holding a diploma or a degree. Advantages to be admitted to the MA will be: knowledge of English, IT literacy and availability to relocate both within Italy and abroad.

The application fee (with the possibility to pay by instalment at zero interest) is GBP 3.100 + VAT (20%) and it includes:

- a. lecture material provided in digital format;**
- b. lectures;**
- c. tutor assistance;**
- d. personalised placement service;**
- e. complimentary accommodation in London during the first term of MA (classes);**
- f. complimentary return flight to London (either from Rome or Milan);**
- g. complimentary transfer to the accommodation from London airport.**

Internship

Every student is supposed to attend 500 hours internship, with which the student will acquire a unique recognised experience. All the candidates will have to deal with international and Italian realities of the hospitality sector. Some of the companies who hosted the students during the previous editions were: Marriot, Hyatt, City Inn (now the Mint Group), Sol Melia, Millennium, The Rocco Forte Collection, Hilton, Baglioni Hotels, Una Hotels.

2010 Survey of Italian Investments in the United Kingdom

The Italian Chamber of Commerce and Industry for the UK is proud to present the fourth edition of the Survey of Italian Investments in the UK. The 2010 issue of the survey tracks the activities of UK-based Italian subsidiaries across three main areas of interest: number of investments, amount of turnover and number of staff employed.

The survey, which was undertaken in collaboration with the Italian Embassy in London, offers a general overview and introduction to Italian investments in the UK as well as a more in depth sector by sector analysis. The survey details the progress of UK-based Italian subsidiaries particularly in light of recent economic woes triggered by the financial crisis.

The results of the analysis suggest that the crisis has not been a deterrent by any means; with Italian companies continuing investment, proving that the UK is still a viable business option. Although the presence of Italian companies in the UK and the number of employees dwindled somewhat, by 5.14% and 11.14% respectively, it is interesting to note that turnover has increased by 17%. In particular, there has been growth in the Telecommunications, IT, Pharmaceuticals and Food and Beverage sectors. Conversely, many business-cycle-sensitive industries have been among those hit hardest by the crisis. Industries to have suffered include: Automotive, Chemicals, Metallic and Non Metallic Products, Machinery, and more generally the Manufacturing sector as a whole.

The sectors in which Italian companies feature most heavily in the UK are: Aerospace and Defence, Energy, Automotive, Furniture, Fashion, and Food and Beverage. The companies with a more prominent presence in the UK are Finmeccanica, Fiat, Eni and Indesit.

The 2010 Survey of Italian Investments in the United Kingdom will be presented at the Italian Embassy in London in the Spring 2011. For more information please contact Francesca Bellocchi f. bellocchi@italchamind.org.uk.



Welcome to New Members

Please log on to our website www.italchamind.org.uk under the section
"Membership/Directory for full details and to download the full list of our members"

GIULIA CARLONI

Giulia Carloni is an Italian national and an associate at LXL LLP. She has experience in corporate and commercial work for a host of high profile clients, with a particular focus in the energy industry, both on a transactional level as well as assisting clients in managing commercial disputes. Giulia also looks after the relationship with Italian clients through affiliated offices in Milan.

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GATTARELLA SPA

Gattarella Resort, immersed in the Gargano National Park, is the ideal destination where to spend an enjoyable holiday in Southern Italy. Located few kilometres far from Vieste, it is a real paradise, well-known for its wildlife beauty, the elegance of the furniture in its 118 rooms, the excellent service and the warm welcome for guests.

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DEGO' LTD

Degò wine bar and restaurant is a new concept of the Italian place in the heart of London, which offers two different situations but united by one main philosophy: the combination of food and wine. The name Degò derives from the words "Degustazione (tasting)" and "Osteria (tavern)", a meeting place where people enjoy traditional Italian foods. Degustazione + Osteria = Degosteria = Degò

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VASAPOLLI & ASSOCIATI

With offices in Turin and Milan, we are a tax law firm with a diverse and international client base. We give expert advice on domestic and international taxation, corporate finance including start-ups, spin-offs, M&A transactions and company re-organisation. We advise on establishing branches or subsidiaries in Italy, as well as company law, litigation, commercial contracts, real estate and estate planning.

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News from the North



First Dinner club event

At the beginning of March the first of our Dinner club events took place, an event which is specifically designed to give to the Chamber members and to the members of the local business community the opportunity to meet and talk to others about their products and services.

All the attendees were provided with a brief company profile which was enclosed in the official "attendance list". Three speakers, drawn out of the hat to give equal opportunity, made their 5 minute presentation after dinner.

This will be an ongoing event for more information on how to participate please contact: Manchester@italchamind.org.uk

Renewable technologies set to soar across the Northwest

A study by the Northwest Climate Change Partnership funded by the Northwest Regional Development Agency (NWDA) reveals how the five sub-regions of Cheshire, Cumbria, Greater Manchester, Merseyside and Lancashire have the potential to deliver a significant percentage of the nation's renewable energy targets, in line with the Renewable Energy Strategy target to generate 30% of electricity from renewable sources by 2020.

Based on methodology from the Department of Energy and Climate Change (DECC), the Northwest Renewable and Low Carbon Energy Capacity and Deployment study provides evidence to aid Local Planning Authorities (LPA) to develop renewable and low carbon energy policies.

Drawn from current local and sub-national findings that are aligned with national guidelines, the study investigates land-based renewables from commercial scale renewables to microgeneration. Its investigation did not include offshore wind and marine, such as wave and tidal energies, as these technologies are out of LPA's jurisdiction.

Examining only the renewable resources within the Northwest, the study gives a detailed overview of the area's diversity in relation to its renewable assets. The range of technologies studied were onshore wind, biomass, which included managed woodlands, sewage gas and energy crops, as well as hydro and microgeneration.

Cheshire

Key findings from across the region found that Cheshire has a significant commercial-scale wind resource that equates to 20 per cent of the Northwest energy provision. It also has the largest capacity to generate energy from landfill gas in the region, as well as being the only sub-region for potential biomass co-firing.

Merseyside

Merseyside was found to have 474MW of solar photovoltaic and solar thermal potential resource that equates to one fifth of the region's total. Merseyside was also highlighted in the report for its high microgeneration capacity.



Cumbria

The predominately rural terrain of Cumbria designates the county for more than half of the Northwest's small-scale hydropower potential and over a third of the available commercial-scale wind resource for the region. The study also singled Cumbria out for its large reserve of plant biomass and animal biomass source.

Lancashire

And in Lancashire the study found that it has both an extensive commercial-scale wind supply and small-scale wind farm opportunities.

News from the North

Greater Manchester

The largest sub-region for solar photovoltaic and solar thermal stores was, the study found, to be located in Greater Manchester. Additionally it is also the area for the greatest potential for both ground source and air source heat pumps due to its urban characteristics.

Together all five sub-regions have the potential to generate 40GW from the available renewable energy supplies in the Northwest, about 30 -35 per cent of the electricity generated, with the largest contributors highlighted as commercial-scale onshore wind and microgeneration technologies.

The Northwest's capability for low carbon energy provision were also considered by consulting the UK Heat Map and then examining each kilometre square in the region for total heat density exceeding 3000 kW/km². If a kilometre square was found to go over that number, then it was judged as a possible candidate for a low carbon technology such as district heating or CHP.

Research gathered found that the region, theoretically, could produce 24.6GW of low carbon energy, which would be concentrated across the densely built-up areas of Greater Manchester. Capitalising on this could amount to more than the entire commercial wind accessible stocks across the Northwest.

Dan Griffiths, Head of Climate Change at the Northwest Regional Development Agency (NWDA) said:

"It is essential the Northwest focuses its attention on the effective use of low carbon sources of energy, in order to successfully



adapt to the effects of climate change, and this study is an encouraging reminder of the region's potential to deliver a significant percentage of the UK's energy needs.

"England's Northwest has the potential to play a vital role in the country's future energy mix, with an enviable combination of natural resources and human expertise, driven by technological innovation."

Source of information: NWDA

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News from Scotland



Verdemura, 25th – 27th March, Lucca, Italy

The Edinburgh office of the Italian Chamber of Commerce in collaboration with Opera della Mura, Municipality of Lucca and Gardening Scotland organised a Scottish delegation to visit Verdemura show, one of Lucca's famous gardening events promoting and displaying Tuscan plants and flowers, arts and crafts, furniture for the outdoor living.

The delegation will create an impressive display of mature trees as a backdrop to stunning vases of cut flowers. In addition this show will give exhibitors a small taste of Gardening Scotland 2011 details of which follow.

For further information please visit the website: www.verdemura.it



New Director for the Italian Cultural Institute in Edinburgh, Scotland

Since October, Dr.ssa Stefania del Bravo is the new Director of the Italian Cultural Institute: - "I assumed my post in October and in the initial

period have taken the opportunity to start to get to know the academic and cultural Institutions of Scotland. I have found positive energy and a warm welcome here. I have also had the chance to make contact with some of the Italian community here and it was so pleasant to realise that strong links still exist with the mother-land even for second and third generation families. Their contribution to Scottish society and to the positive image of Italy abroad lends a very special sense to the coming celebrations of 150 years of Italian Unification. In addition, I should mention that I am particularly grateful for the close collaboration established with the Universities of Edinburgh, Glasgow, Strathclyde and St. Andrews. I sincerely hope that our collaborations will get even stronger during my time here.

The calendar for the next three months covers a wide range of activities from sustainable architecture to music, cinema, art and literature. Amongst them, and of a particular allure is "the Intransitu exhibition" by Virginia Ryan and in collaboration with Regione Puglia –Assessorato al Mediterraneo Cultura e Turismo. The project has been realised in collaboration with groups of women who weave, sew, and embroider their stories in response to critical themes in memory, identity, and place. The project concerns the experience of transition in women's lives, represented in thirteen pillow cases embroidered with a word or phrase by members of the group Arakamare from the small ancient city of Muro Leccese.



Italian Pavilion at GARDENING SCOTLAND 2011

Royal Highland Centre, Ingliston

Friday 3rd, Saturday 4th and Sunday 5th June

Not only flowers and conservatories but also Craft Marquee, Demonstration Kitchen, Food Fayre, Floral Art displays and entertainment for families at the Big Back Garden: welcome back to Gardening Scotland. The main gardening and outdoor living national celebration is coming back to Edinburgh with more than 400 exhibitors who will not fall short of expectations. The Chamber will attend the Show through a number of Italian companies, the exhibitors of the Italian Pavilion, businesses which range from food&drink to tourism and crafts. By now, a prominent presence inside the Show. The fair has increased its popularity and importance year after year, thanks to its accurate marketing campaign and its high commercial standard. The event is now a scheduled appointment for families to start up the summer season surrounded by the friendliest environment. For further information, visit our website or contact the Glasgow office via email glasgow@italchamind.org.uk or tel. +44 (0) 141 221 7296.



News from Scotland (Continued)

Scotland's awards to the food&drink sector

February 2011

In early February 2011, the Scottish Government provided 22 companies of the food&drink sector with a funding of £3 million in total. The boost these businesses are benefiting from, is granted by the Food Processing, Marketing and Co-operation Scheme (FPMC), a program which is believed to have already secured or created 5,500 jobs. As a matter of fact, and as the rural affairs secretary, Mr Richard Lochhead, has confirmed, a great number of opportunities lie in the food&drink sector, which registered a sales increase by £1 billion between 2007 and 2008. The industry, which currently accounts for more than £11 bn, set its target at £12.5 bn to be achieved by 2017. It goes without saying, the food producers find themselves in a strong position within the market, and this last financial support will help them with building improvements and marketing. New investments are thought to reflect in new job opportunities and in securing the long term future of the employees.

The food and drink manufacturing industry in Scotland, which has become a really competitive and consolidated sector, following years of mergers and acquisitions, employs 50,000 people, that is 11.8% of the UK sector workforce.



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