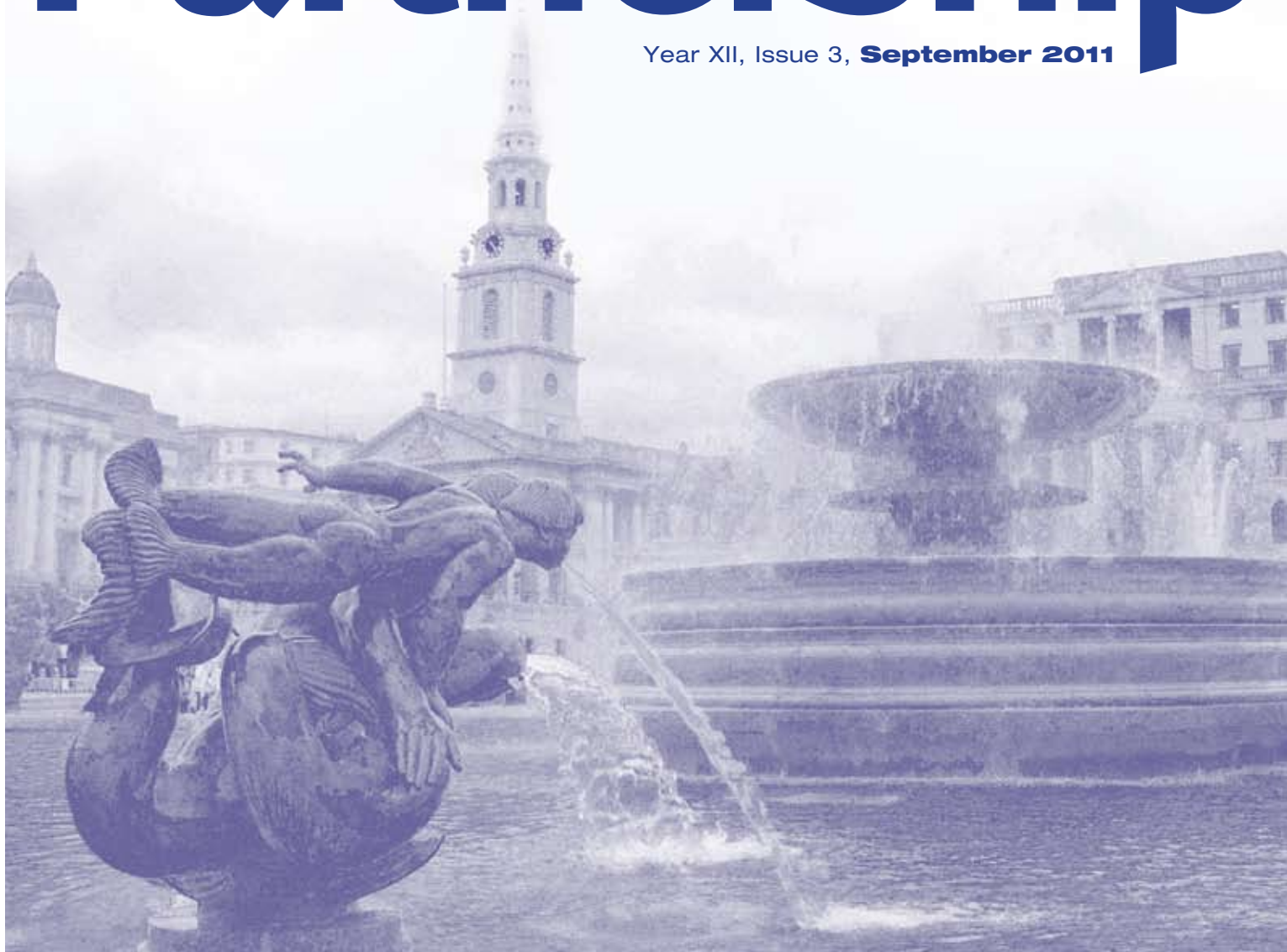



ITALY~UK

Partnership

Year XII, Issue 3, **September 2011**



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

The Italian Chamber
XXXIII Annual Conference
– The Savoy

Verona Wine Top

Italy~UK Partnership



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Trafalgar Square

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EDITORIAL: Significant Changes for the Italian System of Economic Commercial Promotion Abroad

Stronger than the political wish declared many times and after many research papers of working groups or various committees it has been the power of emergency (on public finances) to produce an important reform on the system for the Italian economic commercial promotion abroad.

When it happens this way (problems delayed for many years are "solved" in a few days) the quickness of the decision doesn't always allow to examine all the relative implications. History teaches us that at the end it is one person who takes the responsibility to act. In this case it has been the Ministry of the Economy with a measure made by a few paragraphs inside an article of a decree law.

We remember a previous reform made many years ago by another very competent Minister, who had to cut the role of the State in supporting the Italian southern regions. The Minister was Beniamino Andreatta, who in a very short time suppressed the extraordinary measures for the Mezzogiorno (extraordinary which had been lasting several decades) with a decision which for many years to follow has been good for the economy of the South of Italy.

With the law decree of the 7th July 2011, among many other cuts, I.C.E. (the Istituto Commercio Estero) has been suppressed. This decision effects also Partnership, of which I.C.E. was a founding member also since 1977 (from Cesare Gentile to Fortunato Celi Zullo all efficient and competent professionals) a member of the Board of the Italian Chamber of Commerce & Industry for the UK. Actually this magazine has represented a concrete example of a common work. A testimony of the complimentary action (with the best use of their specialisation and peculiarities) of I.C.E. (Italian Trade Commission) offices and the local CCIE (the Italian Chambers abroad).

Looking forward we still believe in a government action of subsidiarity; the same logic which many years ago was followed by Minister Andreatta in the reform of the extraordinary intervention for the South.

The logic of subsidiarity implies that when there are bodies or organisations, which have been recognised by the State because they can carry on public functions at a closer level with companies, it is cheaper and more efficient to let them carry on their duties.

Now Italy still has four networks abroad:

- The Diplomatic Consular sections (integral part of the State, which among the traditional important functions, with the inclusion of the staff of the ex-I.C.E., will now have also the section to promote trade) – This is undoubtedly the most important network with very significant resources.
- Thanks to the long established and increasing presence of Italian entrepreneurs abroad, there is also the network of the 75 Italian Chambers of Commerce abroad (plus 7 which are waiting to be recognised and the 36 Foreign-Italian Chambers), which are private organisations linked to the jurisdiction of the nation where they have been established. Furthermore for their natural bilateral role, which is carried out with enthusiasm by the Italians, who do not live in but

love their original country, the role of the CCIE has been recognised by the Italian State (MSE – Ministry for Economic Development) and have been more and more connected by law to the Italian Chambers of Commerce in particular through Assocamerestero (their Italian Association) to Unioncamere (the Association of the Italian Chambers).

- Then there are more than 90 Italian Cultural Institutes abroad (which promote the Italian culture in the world). Partnership believe that one of the strong points to promote the Italian image abroad is through the old but also the dynamism and innovation of the Italians artistic and scientific creativity.
- Last but certainly not least the importance of Tourism for the Italian Economy with more than twenty offices (some already in cooperation with the local CCIE) of ENIT (the Italian State Tourism Board).

Therefore the CCIE can give an efficient response to companies which have been sent to them by the local Italian Chamber. So they are the natural partners to work in synergy with ENIT, the Italian Cultural Institutes and with the diplomatic Consular sections under the supervision of the Embassies.

Partnership while paying a tribute to the activities, which for many decades have been carried out by I.C.E. in London, look forward with great commitment and spirit of service to the future, when with the essential patronage of the Italian Embassy will continue to inform on some of the Italian activities in the UK.

We hope to continue to be useful.



Photos: Salvatore Mancuso

Forunato Celli Zullo
Ex-Director
Italian Trade Commission
London

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London

Leonardo Simonelli Santi
President
Italian Chamber of Commerce and
Industry for the UK

News: from the World of Tourism



Mark Mitchell, Commercial Director of Affinon International Travel and Valerio Scoyni, Director ENIT UK & Ireland
Photo copyright: Affinon Travel

“What’s in Italy for you”: on the evening of June 29 in the glamorous surroundings of Sketch in central London, the Italian State Tourist Board awarded a prize of £15,000 to independent travel agency Affinon International Travel for the largest number of bookings to Italy between January and May 2011.

The Award Ceremony was the culmination of a 5 month campaign “What’s in Italy for you” entered by more than 240 agencies. The second prize of £10,000 went to Howard Travel and the third prize of £5,000 was won by Aspen Travel. In addition to the prizes for the three overall best sellers, each month the two agents with the most points for logged bookings received £500.



Guests from ABTOI at Sartoria

ABTOI Meets the Media lunch: The Italian State Tourist Board co-hosted another highly successful press lunch in partnership with ABTOI (Association of British Travel Organisers for Italy) and Trenitalia on June 28 at elegant restaurant Sartoria.

About ten travel journalists, amongst whom the Assistant Travel Editor of The Times, and writers for the Independent and Independent on Sunday, had the opportunity to meet ABTOI members and representatives of the Italian State Tourist Board and Trenitalia to discuss the theme “Slow Italy” and ideas and opportunities for articles on the country.

Alessandra Smith
Press Officer
Italian State Tourist Board

“The Sunday Telegraph/ Page & Moy Greatest Cultural Destination Awards”: great success for Italy at the Ceremony of the Sunday Telegraph/ Page & Moy Greatest Cultural Destination Awards on June 23 where Italy scooped top prize in three of the categories- Best Cultural City (Rome), Best Cultural Region (Tuscany) and Greatest Cultural Destination (Rome), as well as runner-up prize for Greatest Cultural Destination (Venice) and for Telegraph Readers’ Number One Cultural Destination (Rome).

The Awards were organised to celebrate the 50th anniversary of both The Sunday Telegraph and specialist tour operator Page & Moy and a shortlist of 50 top destinations was put together earlier in the year. Two panels of judges voted for their favourite cultural destinations in five different categories. The readers of the Sunday Telegraph were asked to nominate their Number One Cultural Destination and more than 14,000 sent in their vote.

“MONEY AND BEAUTY” EXHIBITION IN FLORENCE

Bankers, Botticelli and the Bonfire of the Vanities

Masterpieces by Botticelli, Beato Angelico, Piero del Pollaiuolo, the Della Robbia family, Lorenzo di Credi and Memling – the cream of Renaissance artists – show how the modern banking system developed in parallel with the most important artistic flowering in the history of the Western world. **Money and Beauty. Bankers, Botticelli and the Bonfire of the Vanities**, on view at Palazzo Strozzi, Florence, from **17 September 2011 to 22 January 2012**, explores the links between that unique interweave of high finance, economy and art, and the religious and political upheavals of the time.

The exhibition examines the birth of the modern banking system and the economic boom that it triggered, providing a reconstruction of European life and the continent’s economy from the Middle Ages to the Renaissance. Visitors will be able to delve into the daily life of the families that controlled the banking system and perceive the ongoing clash between spiritual and economic values. The story of the art patrons is closely linked to that of the bankers who financed the ventures of princes and nobles alike and, indeed, it was that very convergence that provided the climate in which some of the leading artists of all time were able to flourish.

Money and Beauty takes the visitor on a journey to the roots of Florentine power in Europe. It investigates the economic mechanisms which allowed the Florentines to dominate the world of trade and business, five hundred years before modern communication methods were invented, and thereby finance the Renaissance. The exhibition analyses the systems that bankers used to build up their immense fortunes, it illustrates the way in which they handled international relations and it also sheds light on the birth of modern art patronage, which frequently began as a penitential gesture only to turn into a tool for wielding power. The exhibition also uses depictions of episodes in bankers’ daily lives by several leading Flemish artists to illustrate the era when Florence was the financial capital of the world.

Curated by art historian **Ludovica Sebregondi**, author of Iconography of Girolamo Savonarola, 1495-1998, and Tim Parks, writer, translator and author of *Medici Money – Banking, Metaphysics and Art in Fifteenth-century Florence*, the exhibition is conceived as a ‘duet’, in which the two curators present different – and sometimes opposing – views of the exhibition’s content. The two curators aim to provide the visitor with an opportunity to look at art from a cross-disciplinary perspective involving economists, politicians and diplomats. It examines the story of how the Florentine Renaissance grew from the supposedly open, but more often actually hidden, relationship between art, power and money.



Tourism News: “Money and Beauty Exhibition in Florence



Crucial to the theme of the exhibition are the masterpieces created for the great banking families during times of prosperity. However, the fortunes of some of Florence’s great families were rocked by financial setbacks, and the political and religious storm triggered by the preacher Girolamo Savonarola (1452-1498). With his “bonfires of the vanities”, the Dominican friar rejected everything that the Renaissance stood for, even though he was an integral part of it.

The exhibition, comprising over one hundred works of art, includes loans from the Vatican Museum, the National Gallery in London, the Groenigemuseum in Bruges, the Germanisches Nationalmuseum in Nuremberg, the Museo Correr in Venice, the Boijmans van Beuningen Museum in Rotterdam, the Bibliothèque Nationale de France in Paris, St Bonaventure University, Olean, New York, and the Poldi Pezzoli Museum in Milan, as well as from the most important museums in Florence (the Uffizi Gallery, the Bargello, and the Museum of San Marco) and several private collections.

A variety of interactive experiences enable the visitor to understand the ways merchants made their profits by moving goods and money around Europe. Using their entry ticket, every visitor can invest 1,000 virtual florins in an interactive game called ‘Follow your Florins’, produced by Italy’s leading graphic novelist Giuseppe Palumbo; there will be tactile and olfactory elements in the exhibition, as well as the ‘Botticelli Code’ game in the special family suitcase. As with all Palazzo Strozzi exhibitions, there will be special labels for families and children, as well as workshops, books and a ‘passport’ to the city’s exhibition-related treasures.

Dates: 17 September 2011 to 22 January 2012

Location: Palazzo Strozzi, Piazza Strozzi, 50123

Firenze (Florence), Italy

www.palazzostrozzi.org

Press release by Palazzo Strozzi

Press and Communications Department

Enit – London



Gold florin, Museo Nazionale del Bargello



Marinus van Reymerswaele, *The Money-changer and his Wife*



Balance for gold and gemstones owned by Hans II Harsdorf



Marinus van Reymerswaele, *The Usurers*



London Activities of the Chamber



Pistoia

Buy In Tuscany – Real Estate Buyers' Delegation to Tuscany

The Italian Chamber of Commerce for the UK requests the pleasure of your company on a Real Estate Buyers' delegation to **Pistoia**, Tuscany, organised in association with the Chamber of Commerce for Pistoia. The delegation will consist of 5 British Buyers who will attend **Buy In Tuscany**, a three day workshop held from the 21st to the 24th of October 2011.

Our delegation represents a unique opportunity to gain insider access to the highly lucrative Tuscan property market. During the three day workshop, the British delegation will meet over **30 real estate companies** from Pistoia and the surrounding area. They will also attend seminars focused on bio-architecture and renewable energies, learning how the use of environmentally friendly innovation is becoming increasingly more extensive in Tuscan real estate.

Buy in Tuscany 2011 is the second edition of the workshop, with the first attracting hundreds of buyers from all around the world. This year is another chance to be part of an event very much concerned with the international market.

To confirm your interest in joining the UK Buyers' delegation or to receive further information please visit www.buyintoscana.com and contact Luigi Fontana at events@italchamind.org.uk.



VERONA WINE TOP

The 8th edition of **Verona Wine Top** has shown once again that the idea of establishing a single brand for the Verona wine industry has been successful, both in terms of the numbers and quality involved. The initiative, organised by the Verona Chamber of Commerce, with the patronage and support of the Ministry for Agriculture, the Veneto Region, the Province of Verona and VeronaFiere has confirmed the huge potential of Verona wines in terms of variety and quality.

According to recent statistics, Verona has become the largest provincial exporter of wine in Italy, contributing close to 13% of total Italian exports. Yet for Verona, wine is much more than just statistics. It is culture and tradition. Over the course of many centuries, the province's intimate relationship with the land has fostered a unique way of life, one constructed upon the enduring values of elegance and cordiality which lie at the heart of the concept of "Made in Verona".

During the event 105 labels were selected through a rigorous process of scrutiny and will represent all the DOC areas and the exceptional wines that Verona is able to offer on a global stage.

From 2010 to the beginning of 2011 the winners were showcased in Prague, Paris and Bordeaux, where their wines were sampled in a number of business to business meetings. In addition, they were also exhibited at the 45th Vinitaly wine fair. Hosted by Verona, the fair is the most important international wine event in Italy, with its last edition registering a new record of 156,000 visitors, 48,000 coming from abroad.

For Verona, wine is also central to culture, tradition and a deeply rooted local heritage that has given rise to a refined style that characterises the "Made in Verona". For more information about this event please visit www.veronawinetop.it



Verona Wine Top in London

We are very excited to announce that the best 26 wine producers selected during this year's edition of Verona Wine Top will be presented in London at an exceptional event organised by The Italian Chamber of Commerce for the UK.

Verona Wine Top will be the main Italian wine event in the UK this autumn and will see the participation of all the main sommelier Associations and top UK wine buyers. The guests will have the opportunity to meet the producers and organisers of the competition in order to fully understand and appreciate the excellence of these award winning wines.

For more information on this event, which will take place from the 16th to the 19th of November, please contact Melody or Luigi writing at events@italchamind.org.uk

An evening of Networking, Sampling and Fun 15th September 2011

One of our newest members, Spianata&Co®, the upmarket Italian retail concept which has brought Spianata® Rome's most popular lunchtime food to London, is opening its doors for an evening of networking, sampling and fun.

You are invited to join us on Thursday, 15 September, between 6 and 8 pm, at their striking new shop at 7 More Place, (Tooley Street) London SE1 2RT (nearest tube: London Bridge). With side views of the river and an attractive outdoor area, this is the place to be for a taste of Spianata®, or to give it its Italian name, pizza bianca romana, filled with a selection of high quality, Mediterranean products. This is one of six Spianata&Co® shops around the City, and one you will want to put on your lunchtime map, whether for an authentic Italian sandwich, or for one of their hand-made lasagnes, parmigianas, desserts made to family recipes, good Italian coffee and authentic Italian drinks.



London Activities of the Chamber

VERONA
WINE TOP

IL SUCCESSO IN OGNI ETICHETTA!



105 WINNING WINES FROM VERONA

We are pleased to announce the eighth edition of Verona Wine Top, the event that provides the benchmark of excellence for all lovers of Veronese wine. This year, 330 wines of exceptional quality were scrutinised by commissions of expert oenologists and journalists. 105 of them dazzled the jury and were awarded the most prestigious of prizes - **The Verona Wine Top.**

Agricola Desmontè - Aldegheri - Azienda Agricola Bertoldi - Azienda Agricola Couli - Azienda Agricola Corte Leonpin di Ventini Silvio - Azienda Agricola Corte Moschino - Azienda Agricola Ferrari Carlo Corte Alvardi - Azienda Agricola Franchetto Antonio - Azienda Agricola Girardelli Susanna e Eugenio - Azienda Agricola La Prebenda - Azienda Agricola Le Battistelle - Azienda Agricola Le Mandolare - Azienda Agricola Le Maraglio di Vicentini Luigi - Azienda Agricola Marchesi Fumanelli di Armando Pirota e Maffadelli Roberta - Azienda Agricola Mizzon di Perasi Nicola - Azienda Agricola Mizzon Giuseppe - Azienda Agricola Monte Tondo - Azienda Agricola Monte Zovo - Azienda Agricola Natale Castellani - Azienda Agricola Nighetti Enzo - Azienda Agricola Obeno - Azienda Agricola Secondo Marco di Marco Speri - Azienda Agricola Tre Colline - Azienda Agricola Villa Medici di Caprara Luigi - Azienda Agricola Marcato - Azienda Vinicola Fratelli Fabiano - Azienda Vinicola Valetti Luigi - Azienda Vitivinicola Zenato - Cantina Delibori Walter - Cantina di Castelnuovo del Garda - Cantina di Costozza Società Cooperativa Agricola - Cantina di Soave - Cantina F.lli Zeni - Cantina Valdolige - Cantina Valpolicella Negrar - Cantine Giacomo Montresor - Cantine Leonetti - Cantine Riondo - Casa Vinicola Cambrago - Casa Vinicola Sartori - Collis Veneto Wine Group - Consorzio Agrario Lombardo Veneto Cantina Casarsa - Fongaro Società Agricola - Gerardo Cesari - Gruppo Italiano Vini Cantina Bolle - La Donna Società Agricola - Le Vigne di San Pietro Società Agricola - Monte Carliano di Gini Gallarossa Società Agricola - Salveterra Società Agricola Le Ruine di Eros e Tazio Faria - Santa Sofia - San Terzo - Società Agricola Corte Figaretto - Società Agricola Corte Ragolia - Società Agricola Monteci - Società Agricola Nicolis Angelo e Figli - Società Agricola Tenuta Ca' del Vento - Società Agricola Villa Canestrani - Tenuta Solar - Tenuta Villa Girardi - Tommasi Viticoltori - Vigneti Villabella - Vinicola Pietro Zardini



www.veronawinetop.it



Camera di Commercio
Verona

in collaborazione con



London Activities of the Chamber

facebook



Seminar with
77 Agency
20th September
2011

In conjunction with 77 Agency we will be holding a seminar at Soho House, 21 Old Compton Street, London on the social networking phenomena Facebook. During the event we will answer all your questions and provide tips on how to develop an effective Facebook strategy, making use of the wide range of marketing solutions offered by this exciting platform, from the use of pages, the unlimited targeting opportunities and how to achieve customer engagement through applications. We will also introduce innovative ways of using the "like button".

Topics

Why do we "like" Facebook

Customised targeting solutions

A personalized Facebook presence using pages

Creating user engagement through applications

A new way of liking...

Harnessing the Potential and Managing the Opportunities of Intellectual Property Rights Seminar with Pini Franco LLP, Rapisardi Intellectual Property and Laggan Associates.

28th September 2011

The seminar will be held at Old Council Chamber, The Law Society starting at 6pm and will cover an intellectual property overview, protecting your brand in the Facebook generation and taxation of intellectual property. Speakers will include Catharina Waller, Patent & Trade Mark Attorney from Rapisardi, Rocco Franco, Solicitor, Pini Franco and Filippo Tenderini, Director of Laggan Associates.

If you are interested in any of our events please email rsvp@italchamind.org.uk or check our website www.italchamind.eu/events.

The Chamber is pleased to announce that we now have a Facebook page please follow our activities on <http://www.facebook.com/pages/Italian-Chamber-of-Commerce-for-the-UK>

Trade Fairs and Exhibitions – UK & Italy

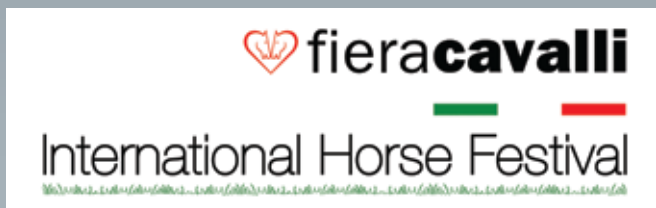
A Place in the Sun Live

A Place in the Sun Live is UK's biggest and best attended overseas property exhibition. The official exhibition of the hit Channel 4 television series attracts thousands of serious overseas property hunters every spring and autumn. There are hundreds of exhibitors showcasing properties from all the popular destinations like **France, Spain, Italy, Portugal, Turkey** and **Florida**, and it's the perfect opportunity for visitors to meet the agents face-to-face and ask them all kinds of questions.

The Italian Chamber of Commerce and Industry for the UK is currently organising an Italian Pavilion at the show. Our location will be right opposite the Main Stage, where the famous TV presenters will be advising customers on the property market abroad.



Trade Fairs and Exhibitions – UK & Italy



Fieracavalli, the n.1 event in the equestrian panorama, to be held in **Verona** from **4 to 7 November**, includes an International showcase for equitation articles, clothing and accessories, country life giftware, technical equipment, veterinary products and feed for horses.

Fieracavalli in 2009 launched a message of true internationality by establishing itself as a home to events, meetings involving enthusiasts, breeders and the entrepreneurial world, focusing on horses as a fertile land for opportunities. The last edition registered more than **700 exhibitors** from 25 different countries, **150,000** visitors from 45 different countries, more than 950 accredited journalists and 2,600 horses of all breeds participated in 350 thousand sq.m. of exhibition area.

As the official representative of **VeronaFiere**, the **Italian Chamber of Commerce and Industry for the UK** will be pleased to assist UK companies in applying for their stand, offering an additional free of charge range of services.



VeronaFiere, in collaboration with the Italian Chamber of Commerce and Industry for the UK, is currently organising a delegation of companies from the UK and Ireland to visit **MARMOMACC 2011** to be held in Verona from 21 to 24 September 2011, one of the major international events dedicated to companies working in the stone sector. As places are limited, please confirm your interest in joining the **UK Buyers Delegation**.

In addition, during Marmomacc, will take place the Education Course **"Designing with Natural Stone"** from Tuesday, September 20th through Friday, September 23rd.

The course is open to 36 architects from US (AIA), Canada (RAIC), UK (RIBA), Hungary, Australia (AIA), South Africa (SAIA), India and ASEAN Countries. Each of them will receive a scholarship that largely covers tuition, hotel and meals while they will be responsible for their own airfare, as well as a £325 for certain local expenses.



Fiera Milano and the Italian Chamber of Commerce and Industry for the UK are pleased to invite you to **HOST 2011**, the international exhibition of the hospitality industry, which will be held in the new fairgrounds of Milan from **21 – 25 October 2011**. The presence of more

than 1,500 exhibiting companies (300 of which foreign) displayed in 100,000 net sq.m and having being visited in its last edition by more than 35,000 visitors from 134 countries, makes **HOST** the largest hospitality exhibition in the world.

As the official representative of Fiera Milano, the Italian Chamber of Commerce and Industry for the UK will be pleased to assist UK companies interested in visiting or exhibiting at **HOST 2011** offering a comprehensive and free of charge assistance including: liaising with the organizer to provide the best deals for exhibiting spaces; travel and accommodation arrangements; assistance on site during the Exhibition; follow-up of contacts made during the Exhibition.

Franchising & Trade

Milan 4-7 November 2011

www.salonefranchisingmilano.com

Dolce Vita

London 9-11 March 2012

www.ladolcevitaevent.co.uk

Ecobuild

London 20-22 March 2012

www.ecobuild.co.uk

CONTACTS

If you wish to receive further information or if you are interested in exhibiting or visiting one or more of the above mentioned trade fairs please contact our Trade Fairs team:

Giuseppe Paoletti gpaoletti@italchamind.org.uk

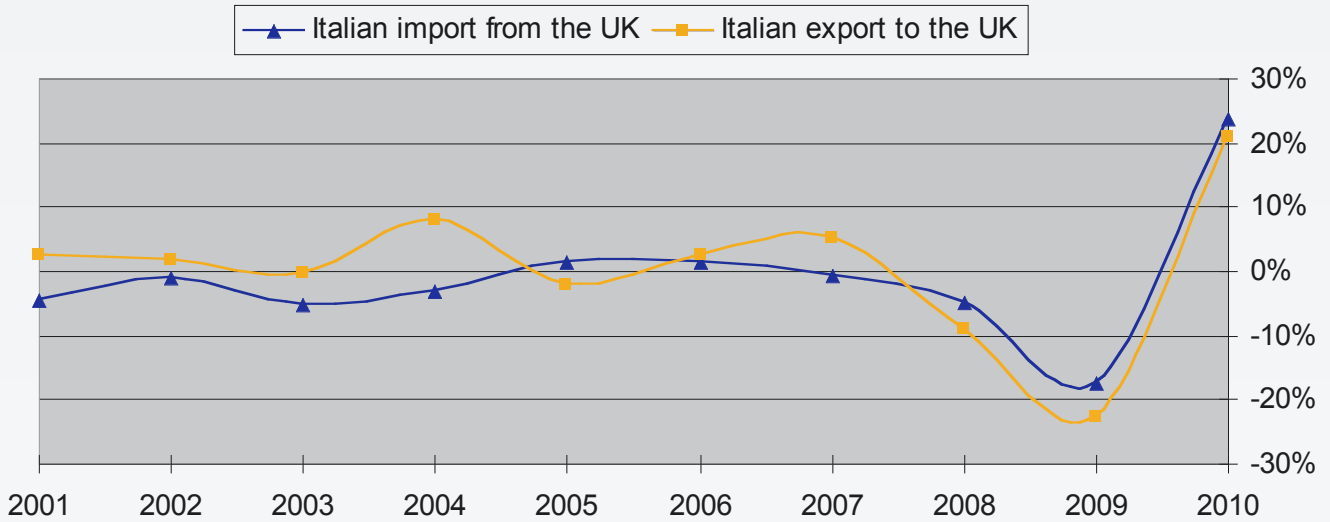
Eva Lamorgese elamorgese@italchamind.org.uk

Increase in Trade between Italy and the UK

In the first four months of 2011, Italian companies exported €5.856 million worth of goods to the UK, 2.71% up on the amount traded the previous year in the same period (trend change). Furthermore, UK exports to Italy were up 44.75% against the January-April period of 2010, reaching a new value of €5.340 million. Consequently, the Italian trade surplus of the first four months of 2011 decreased to around €519 million compared to more than €2 billion the year before.

The figures demonstrate an increase in trade between Italy and the UK, shown in the graph below. In 2010 Italian exports to the UK rose by 20.83%, while imports from the UK also grew by 23.73%. These represent the largest increases in the last ten years and demonstrate the resumption of trade following the recession. In 2009 Italian exports to the UK dropped by 22.63% while imports from the UK plummeted by 17.48%.

Trend change



Italian Export to the UK during the first four-month period – comparison between 2011 and 2010

The bar chart below represents the categories of Italian goods most exported to the UK over the period. All groups showed positive changes in terms of monetary value. In particular, the largest increments have been in electricity (+234.92%), components of vehicles (+21.52%), general purpose machinery (+16.98%), clothing (+12.11%) and vehicles (+11.52%). Other sectors on the rise are: special machinery, metals, steel pipes and cables, chemicals, electrical equipment and fur.

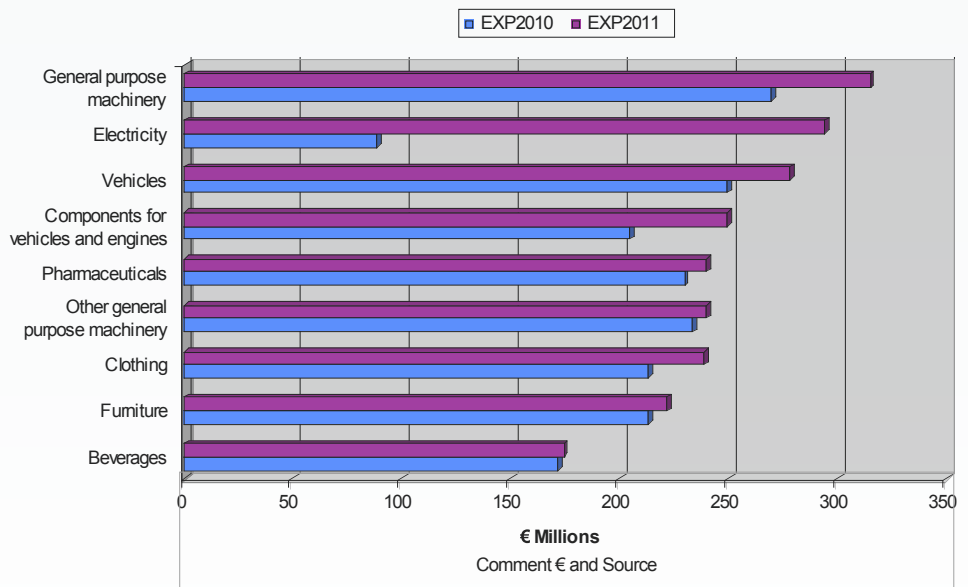
In the first four-month period of 2011 the United Kingdom is confirmed as being one of the main recipients of Italian export in terms of value. In particular, it represents the third market for global Italian export of beverages and furniture (with a figure of 10.22% and 8.55% respectively); and the fourth market regarding machinery and vehicles (with a figure of 4.65% and 6.71%). Overall, in the first four-month period of 2011 almost 5% of Italian goods exported abroad arrived to the UK, a slight decrease compared to the same period of the year before when the UK figure was 5.48%.

The Italian Chamber of Commerce and Industry for the UK carries out market research reports tailored to

industry, commodity and geographic area. If you are interested to open up to the British or Italian market, please contact info@italchamind.org.uk for a quote.

*All figures are expressed in €.

Source: elaboration of the Italian Chamber of Commerce and Industry for the UK on Coeweb data, which is the Istat's warehouse for foreign trade statistics.



Ital Logistics - European Road Freight Transport Specialists

Freight forwarding is a service industry, the key word of which is so often overlooked. Apart from the obvious physical aspects of engaging in the logistical operations, which many such companies can no doubt manage equally as well, there is, more importantly, customer service. How the latter is managed is what makes or breaks a relationship with the client.

Founded in August 2000, the original aim of Ital Logistics was to provide a quality, reliable and personalised service. From the beginning this has always been a guiding philosophy and, irrespective of client status, be they the sole trader or the conglomerate, every client benefits from bespoke solutions tailored to their individual needs.

Based in Manchester at our 30,000 square foot facility, receiving facilities in the South and the Midlands complement our UK coverage.

Since inception, we have increased our service portfolio beyond Italy, and now offer freight services to and from Spain, Portugal, and Greece, as well as offering freight forwarding services throughout Western, Central and Eastern Europe. We also specialise in the transportation of hazardous goods, complying fully with ADR/IMDG regulations, with two DGSAs within our organisation.

On two occasions we have entered the British International Freight Association Awards; firstly in 2002 when we were winners of the 'European Services Award', and more recently in 2007 picking up the same winner's trophy for a second time. This, from the industry's governing body, is praise indeed and vindication of our business ethic.

Our investment has for sure paid dividends. Year on year we see increases in client base, turnover and (although regrettably not as much!) profitability. In a fragile economic climate this has to be testament to the service levels provided, our vision, and how Ital Logistics is perceived to the outside world.

There is nothing pretentious about Ital Logistics. We have built our reputation by providing a reliable and competitive service to the very best of our abilities, and we will continually endeavour to do just that.

I have always maintained that the proof of the pudding is in the tasting, and so invite you to sample our service. Be it for Italy, Spain, Portugal or Greece, why not visit our website at www.ital-logistics.com, where you can obtain an on-line quotation, or give us a call on 0161 491 4911, or email us at email@ital-logistics.com.

Phil Denton, Managing Director.

EUROPEAN ROAD FREIGHT TRANSPORT SPECIALISTS

A decade of award winning logistics.



AWARD WINNING LOGISTICS
2000-2010

- Trailer groupage services to and from Italy, Spain, Portugal and Greece.
- Freight forwarding services between Western, Central and Eastern Europe.
- Hazardous goods capabilities on most departures, with documentation checking service by our on-site DGSAs.
- Twice winners of the BIFA European Services Award.



FOR RATES & BOOKING CALL **0845 270 7741**

Leestone Road, Sharston Industrial Estate, Manchester M22 4RB Email: email@ital-logistics.com

www.ital-logistics.com



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Authentic **Food & Drink** from across the regions / Idyllic **Travel** destinations / Enchanting **Properties** & that legendary Italian **Style**.

SAVE THE DATE

11th November 2011

150th Anniversary of the Unification of Italy Seminar & Gala Dinner

With the Patronage of the Italian Embassy
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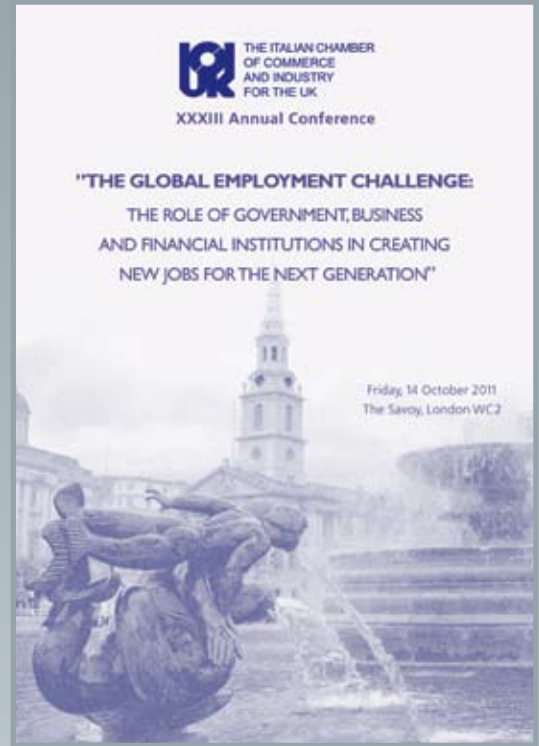
Annual Conference 14th October 2010, The Savoy

The Chamber's most important event is its Annual Conference first held in 1981. It was originally scheduled just prior to the International Monetary Fund as an informal get together of the participants en route from Italy to Washington or one of the other venues abroad. Over the years it has become a significant event in its own right and an obligatory date on the calendar of anyone dealing with Italy and the UK.

Attendees include senior bankers, economists, lawyers and businessmen and women from Italy and the UK involved in a wide spectrum of business activities between the two countries.

Now in its 33rd year the conference this year will return to The Savoy on Friday 14th October with the title "The Global Employment Challenge: The Role of Government, Business & Financial Institutions in Creating New Jobs for the Next Generation". We are pleased to announce that Dame Helen Alexander, Deputy President, CBI, Emma Marcegaglia, President, Confindustria and Corrado Passera, CEO, Intesa Sanpaolo will be amongst the panel of speakers

For further details including how to register please visit http://www.italchamind.eu/EN/annual_conference.aspx



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Master Program Structure

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. The classes will start in November (16th November 2011– 14th December 2011).

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 House Management;
- i. Hospitality Law;
- i. Case Histories.

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.

Internship

Every student is supposed to attend to a 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: **Mint Hotel, Marriott, Hyatt, Sol Melia, Millennium, Rocco Forte Hotels, Hilton, Baglioni Hotels and Una Hotels.**

Admission & Application

Maximum number of candidates: 25

Applicants should complete and submit the application using the online application form they can find at <http://www.italchamind.eu/EN/master.aspx>

The applicants will be selected on the basis of written tests and interviews.

Address of the course: London

Contacts

The Italian Chamber of Commerce and Industry for the UK

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Fax +44 (0)207 495 8194

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News from the North

Northwest gears up for London 2012 with one year to go

With just one year to go until the Opening Ceremony on 27 July 2012, the Northwest is gearing up to play its part in supporting and celebrating the London Olympic Games and Paralympic Games.

As the excitement builds towards the 'Greatest Show on Earth' organisations across the Northwest, including schools, sports clubs, health organisations, arts and cultural bodies, community groups, tourist boards, local authorities and businesses are working hard to ensure that people from across the region have opportunities to get engaged with the Games.

There are plenty of examples of how the Northwest is playing its part and already benefitting from the Games.

- The recent announcement that there will be eight evening celebrations in the Northwest (including Isle of Man) relating to the Torch Relay means that almost everyone within the Northwest will be in touching distance of the Olympic Flame. The full route is being announced in November.
- More than 250 Northwest companies have won 421 contracts linked to the Games worth millions of pounds.
- Old Trafford is hosting nine matches as part of the men's and women's Olympic Football tournament which starts on 26 July – the day before the Opening Ceremony.
- The new indoor BMX facility at the National Cycling Centre in Manchester which opens shortly is a direct legacy of the Games and is likely to be a huge success, particularly with interest in Olympic hopeful Shanaze Reade from Crewe.
- The Northwest was the first region to stage pre-Games training camps with Australia and Fiji swimming teams training in Manchester and Liverpool respectively in 2009. There has been lots of activity since, with teams from the 15 Pacific Islands of Oceania, Australia, Thailand, Romania, Namibia and Brazil all signing up to prepare themselves in the Northwest.
- The Northwest is also supporting Team GB by providing training and competitive events in the build up to London 2012. GB Teams from cycling, taekwondo and disability swimming are based in Manchester and are regularly training there in the build up to 2012. The region has been an important host of major sports events over the last few years to help Olympic qualification and experience of competing at 'home'. Events such as: UCI Track Cycling World Cup; BT Paralympic World Cup; British Masters Showjumping; and the upcoming GB Judo World Cup are important events in Team GB's preparations calendar.
- Major sports events have also been the catalyst for mass participation – the Great North Swim on Lake Windermere started in 2008 following the introduction of Open swimming into the Olympics at Beijing. The event attracted 2,500 swimmers in its first year and is now one of the biggest events in Europe with more than 10,000 swimmers taking part in 2011.
- The London 2012 mascots Wenlock and Mandeville were 'born' in Bolton from ingots of steel produced in the town.
- The Northwest has been hugely successful in developing community engagement projects with 164 recognised as part of the London 2012 Inspire programme, the official non-commercial brand, and the highest number outside London. Projected participation figures in the lead up to the Games are currently 850,000 with audiences of more than two million.



- More than 2,000 schools from the Northwest have registered with 'Get Set', the London 2012 Education Programme which provides educational resources linked to the Games.
- More than 50 new cultural commissions have been made in the Northwest as part of the Cultural Olympiad, which have attracted audiences of around 1.3 million - engaging many who don't normally attend arts events. Also, the Cumbria-based Kendal Arts International has been selected to use its outdoor performance programme, Lakes Alive, to be the official launch of the London 2012 Festival which starts on 21 June 2012. With new funding secured from the Arts Council, the Lakes Alive programme will continue annually until at least 2015.
- The Northwest region will be showcasing its cultural and legacy activity and celebrating the end of the Games as part of the Preston Guild Festival in September 2012.
- Expect to see lots of Gamesmakers (volunteers) from the Northwest too as more than 10,000 applications were received from the region.

Andy Worthington, Chair of the Northwest Steering Group for the 2012 Games, said: "We want the Northwest to contribute to the best Games ever but also to experience and benefit from the Games themselves. I am so pleased that thousands of people from the Northwest have already been touched positively by the magic of the Games and I want everyone to ensure that they use the next 12 months to see how they can get involved in this once in a lifetime opportunity."

Full details of what is happening and how to get involved can be found at: www.nwbeinspired.com.

Fonte: www.nwda.co.uk



News from Scotland

Mamma Mia Italian Food Market at the Largs Viking Festival

Largs

The Italian Chamber of Commerce has been pleased to support the participation of Mamma Mia Italian Market at the Largs Viking Festival 2011. For the first four days of the Show, from Saturday 27th to Tuesday 30th August, the Show hosted an Italian Market for the first time, meeting the needs of the large Italian community present in the area.

As by tradition, the Festival which celebrates the 1263 battle of Largs started on the last Saturday of August and ran until the first Sunday of September. Among this week-long celebration of ancient Viking heritage marked by parades and symbolic battle re-enactments, the Mamma Mia Italian Food Market offered its authentic Italian produce, from cheese and pickles to a great variety of extra-virgin olive oil and a remarkable selection of vinegars. Along with the food, Mamma Mia Italian Market displayed fine pieces of jewellery handmade in Venice and other cities of Italy.

To see some pictures of the Show please visit the website of the Chamber www.italchamind.eu, whereas to see where you can find the next Mamma Mia Italian Food Market, please visit www.italianmarkets.co.uk



BBC Good Food Show Scotland

21st to 23rd October 2011, SECC, Glasgow

The finest food and drink produce of the UK will be on display in the City of Glasgow from 21st to the 23rd October thanks to the massive, and every year bigger, BBC Good Food Show Scotland. Now in its fifth year, the event is no more a surprise but a much-anticipated appointment for all the foodies in the area. Focusing on celebrating the best food in Scotland and its drink heritage, the Show is not only a display and sale of good products, it is a combination of live cookery demonstrations, tasting sessions and attendances by the most renowned chefs of the country, including the participation of the protagonists of the most successful MasterChef Live Show. This well-promoted fair – TV and radio ads, as well as reviews in sector magazines – is an exhibitor's chance to meet their customers face to face and find new ones, launch new products and test the market, support their yearly marketing strategy, associate their brand – irrespective of the target of the company – to the most important



ones in the business and to the largest sector event in Scotland. It is a chance to meet new buyers and start up new business relationships. The audience expected is around 18,000 people, who are mostly in their forties. Last year the average money spent per person was £88-00 and this year figures are bound to increase. With the largest Pavilion last year, the Chamber is setting up another pavilion this October, bringing to the Show a taste of the "Made in Italy". Delicious delicacies and finest wines are what our Pavilion will offer, so you really had better not miss it.

For further information about the Show, and the last available spaces to exhibit, you are welcomed to contact the Glasgow office via email at glasgow@italchamind.org.uk or tel. +44 (0) 141 221 7296.

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