



A periodic publication from the *Italy-America Chamber of Commerce Southeast, Inc.*

December 2010 - Vol. 7 No. 4

IACC EXPANSION

Inauguration IACC SE Milan and Charleston Desk, Opportunities in Palm Beach County

DOING BUSINESS IN LATIN AMERICA

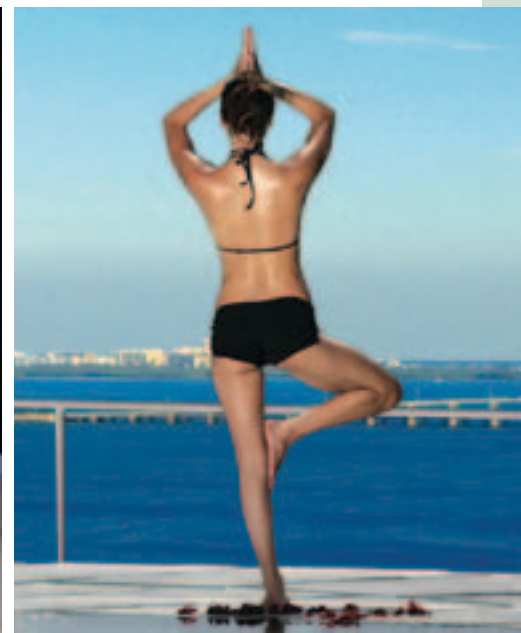
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Editorial

MARCO FERRI
PRESIDENT



Dear Members,

It is with great pleasure that I inform you that the Italy-America Chamber of Commerce South East (IACC SE), has appointed a new Executive Director, Miss Miriann Guazzini.

It was not easy to find someone who was able to fill the position held by Miss Silvia Cadamuro who, in her six years with our organization, has distinguished herself for her professionalism, competence and spirit of sacrifice; elevating the IACC SE to the role of center of excellence in the promotion of the Made in Italy in the Southeast United States.

In the last few hectic months we have reviewed the resumes of more than twenty qualified candidates, received more than thirty job applications and conducted numerous interviews with potential candidates. In fact, our goal was to find the right person for such an important role.

I am pleased to say, together with the unanimous support of the IACC SE Board of Directors, that Miss Guazzini has all the requirements needed to excel in the position of Executive Director. In fact, Miss Guazzini, not only has an extremely impressive academic background (graduated from the prestigious Duke University, holds a finance degree from Columbia University in New York City, and a law degree from the University of Miami), but in her professional career, she has held the position of Assistant Director at the American Institute of Polish Culture, Inc. with characteristics similar to those of the Executive Director IACC SE. Miss Guazzini is also fluent in Italian, Spanish and English and has both U.S. and Italian citizenship.

With this letter I take this opportunity to wish Miriann good luck and I invite you to give her your welcome into the IACC SE family.

Miss Miriann Guazzini can be reached directly by e-mail at guazzini@iacc-miami.com

The President
Av. Marco Ferri

A handwritten signature in dark ink, appearing to read 'Marco Ferri', written in a cursive style.

Egregi Soci,

È con enorme piacere che Vi informo che la Italy America Chamber of Commerce South East ha nominato un nuovo Executive Director, l'Av. Miriann Guazzini.

Non è stato facile trovare una persona che fosse all'altezza della Dott.ssa Silvia Cadamuro, La quale, nei suoi sei anni all'interno della nostra organizzazione, si è contraddistinta per la sua professionalità, competenza e spirito di sacrificio, elevando la IACC SE ad una struttura di eccellenza nella promozione del Made in Italy nel Sud Est degli Stati Uniti d'America.

Negli ultimi frenetici mesi abbiamo, pertanto, esaminato i curricula di più di venti persone notevolmente preparate, ricevuto più di trenta domande d'impiego ed effettuato innumerevoli colloqui con potenziali candidati. Il nostro obiettivo era trovare la persona giusta per un ruolo così importante.

Sono orgoglioso di affermare, d'accordo con tutto il Consiglio d'Amministrazione della IACC SE, che l'Av. Miriann Guazzini ha tutti i requisiti necessari per eccellere nella posizione di Executive Director. Infatti, l'Av. Guazzini non solo ha un percorso universitario di estremo valore (diploma presso la prestigiosa Duke University, diploma in scienze delle finanze presso la Columbia University di New York City, e laurea in legge presso la University of Miami), ma, nella sua carriera professionale, ha ricoperto la posizione di Assistant Director presso l'American Institute of Polish Culture, Inc. con caratteristiche simili a quelle di Executive Director della IACC SE. L'Av. Guazzini parla, inoltre, tre lingue perfettamente: Italiano, Spagnolo ed Inglese ed ha sia la cittadinanza Americana che Italiana.

Con questa lettera colgo l'occasione per augurare a Miriann un caloroso in bocca al lupo e Vi invito a darle il Vostro benvenuto nella famiglia della IACC SE.

L'Av. Miriann Guazzini può essere raggiunta direttamente all'indirizzo di posta elettronica guazzini@iacc-miami.com

*Il Presidente
Av. Marco Ferri*

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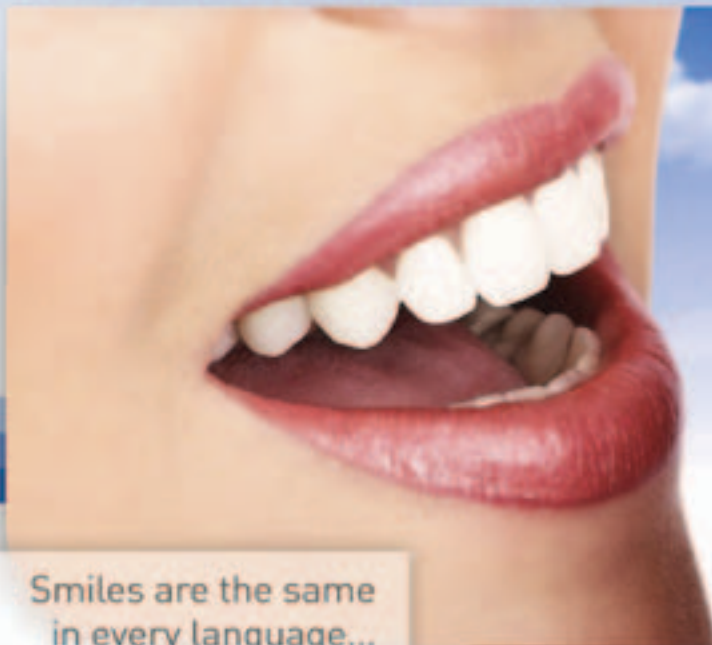
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IACC Expansion

INAUGURATION IACC SE MILAN

BY MASSIMILIANO TEIA, ESQ.

Despite the current global economic cycle, the commitment of the Italy-America Chamber of Commerce South East (IACC SE) to continue assisting the local Italian business community has been nevertheless reinforced by increasing both the involvement of American companies in Italy and the territorial presence of IACC SE in the Southeastern United States and Italy.

On October 28, 2010, IACC SE opened its first Italian desk in Milan, and by all accounts the event was a success. National entrepreneurs and business leaders, associations, governmental and public institutions participated in the inaugural evening that enjoyed international attention.

For the opening of the representative office in Italy, the Chamber hosted a cocktail reception at the prestigious Terrazza Martini, owned by the Bacardi-Martini Group. Located in the same office building of IACC SE - Piazza Diaz, 7, overlooking Piazza Duomo and the Galleria Vittorio Emanuele II.

More than 150 invitees participated that night: from companies and trade associations to representatives of municipal, provincial and regional authorities of both the North West of Italy, with the delegations of Lombardia and Piemonte and the North East of Italy with the delegation from the Province of Pordenone. They were welcomed by Chamber President, Marco Ferri, who also thanked for their participation on behalf of the Chamber, the American Consul General, Hon. Carol Perez, and the Italian Consul General for Miami, Hon. Marco Rocca.

"The United States has historically been a very important market for Italian companies and entrepreneurs," said President Ferri, "but the current economic situation makes investments in the U.S. even more attractive, especially in the areas of our jurisdiction. In fact, at this historic moment, you can invest in the United States at a very low cost, and thus a much lower investment than in previous years, thanks in part to the current euro/dollar exchange rate."

President Ferri also added that "... the states IACC SE covers under its jurisdiction (Florida, Georgia, South Carolina, Mississippi and Alabama), are of considerable quality, relatively untapped markets with a highly skilled workforce, large distribution network and excellent infrastructure with a package of incentives for foreign investment, representing an incredible opportunity for Italian companies."

American Consul General in Milan, the Honorable Carol Perez, also addressed the group, stressing the importance of the presence of the IACC SE in Italy underlying that the U.S. continues to absorb more than 12% of Italian exports and that there will be a substantial expansion of the renewable energy market.

A welcome speech to the IACC SE was also given by Councilman Alessandro Morelli, director of Tourism, Marketing & Branding for the City of Milan who, on behalf of the entire Council of the city of Milan, thanked the IACC SE for choosing Milan as its first desk in Italy.

An important recognition and greeting was also given by the Consul General of Italy in Miami, Hon. Marco Rocca, who pointed out that in 1992 when he opened the Italian Consulate for the first time in Miami, Florida, the Chamber had just opened and since then, business and trade have already increased six fold.



Nonostante la presente recessione economica mondiale, l'impegno dell'Italy-America Chamber of Commerce South East di continuare ad assistere la comunità imprenditoriale italiana locale è stato rinforzato sia attraverso il coinvolgimento delle aziende americane in Italia, che incrementando la presenza territoriale della IACCSE nel Sud-Est degli Stati Uniti ed in Italia.

Il 28 Ottobre 2010, infatti, la IACCSE ha aperto a Milano, il suo primo ufficio di rappresentanza in Italia e sono orgogliosi di far notare che l'evento ha avuto un notevole successo grazie alla partecipazione di imprenditori nazionali, di diverse associazioni di categoria e delle istituzioni pubbliche.

Per l'inaugurazione dell'ufficio di rappresentanza in Italia, la nostra Camera ha organizzato un cocktail reception nei locali della prestigiosa Terrazza Martini, i situati nello stesso edificio della IACCSE, in Piazza Diaz 7, di fronte al Duomo ed alla Galleria Vittorio Emanuele II.

Più di 150 invitati sono intervenuti: imprese ed associazioni di categoria ed i rappresentanti delle istituzioni comunali, provinciali e regionali sia del Nord Ovest, con le delegazioni della Lombardia e del Piemonte, edel Nord Est con la delegazione della Provincia di Pordenone. Gli invitati sono stati ricevuti dal Presidente della Camera, Marco Ferri, il Console Generale Italiano a Miami, On. Marco Rocca.

"Gli Stati Uniti d'America sono sempre stati storicamente un mercato importantissimo per le imprese e gli imprenditori italiani - ha sottolineato alla platea il Presidente Ferri - ma l'attuale situazione economica rende gli investimenti negli Stati Uniti ancora più vantaggiosi, soprattutto nei territori di nostra giurisdizione. Infatti, in questo momento storico, è possibile investire negli Stati Uniti ad un costo molto contenuto e, quindi, con un investimento molto inferiore rispetto agli anni precedenti, anche grazie al cambio dell'euro rispetto al dollaro."

Il Presidente Ferri ha inoltre aggiunto che "...gli Stati di competenza della IACCSE (Florida, Georgia, South Carolina, Mississippi e Alabama), sono infatti di grande qualità, con mercati non pienamente sfruttati con

Remarks were concluded by the greetings of Dr. Laurent Sansoucy, the European Director of Enterprise Florida, the State's economic development agency, who briefly introduced various opportunities and incentives offered by the State of Florida to foreign businesses who establish a presence in the State.

At the end of the evening, each of the guests were honored with a gift-bag that the IACC SE had prepared with additional information on the Chamber, its services and how to contact its representative offices in the territory under its jurisdiction.

The IACC SE was represented at the event in Milan by President, Marco Ferri, Esq., the Managing Director for the Italian office, Giancarlo Pelosi Esq., Secretary Joe Raia Esq., the Treasurer, Massimiliano Teia, Esq., the new Executive Director, Miriann Guazzini and the former Executive Director, Silvia Cadamuro.

The IACC SE would like to thank the sponsors who helped make inaugural event possible in Milan:

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- Man Adv USA (www.manadv.com);
- Withers Worldwide (<http://www.withersworldwide.com>).

And IACCSE's staff:

Francesca Tanti, Membership and Marketing Director

Sara d'Anzeo, Senior Trade Officer

Sandra Falcon, Trade Officer

Massimiliano Teia, Esq.

Director & Treasurer IACCSE

teia@iacc-miami.com

una forza lavoro altamente qualificata, grandi reti di distribuzione ed ottime infrastrutture con dei pacchetti di incentivi per gli investimenti stranieri che rappresentano una opportunità incredibile per le aziende italiane."

È stato quindi il momento del Console Generale Americano a Milano, On. Carol Perez, che prendendo la parola, ha sottolineato l'importanza dell'iniziativa della IACCSE in Italia dato che gli USA continuano ad assorbire più del 12% dell'intero export italiano e che si prevede un forte incremento della domanda nel campo delle energie rinnovabili.

Il benvenuto alla IACCSE è stato inoltre espresso dall'Assessore al Turismo, Marketing ed Identità, Morelli del Comune di Milano che in rappresentanza dell'intera giunta ha voluto ringraziare la nostra Camera per aver scelto la città di Milano come primo punto di riferimento in Italia.

Un importante saluto e riconoscimento è stato dato anche dal Console Generale d'Italia a Miami, On. Marco Rocca, il quale ha sottolineato come nel 1992 quando aprì la sede del Consolato per la prima volta a Miami, in Florida, la Camera era appena agli inizi della propria attività, ed ora, dopo 20 anni di crescita continua, gli affari ed il commercio sono addirittura sestuplicati.

L'ultimo intervento è stato del Direttore Europeo di Enterprise Florida (l'ufficio governativo per lo sviluppo economico dello Stato della Florida), Dott. Laurent Sansoucy, che ha brevemente presentato le opportunità e gli incentivi offerti dallo Stato della Florida per le imprese che vogliono stabilirsi in Florida.

Ciascuno degli ospiti, al termine della serata, è stato omaggiato con una gift-bag che la IACCSE aveva preparato con informazioni aggiuntive sulla nostra Camera, i servizi della stessa e come contattare i nostri uffici di rappresentanza presenti nel territorio di nostra competenza.

In rappresentanza della IACCSE sono intervenuti il Presidente, Avv. Marco Ferri, il Consigliere Delegato per l'ufficio Italiano, Avv. Giancarlo Pelosi, il Segretario Avv. Joe Raia, il Tesoriere, Avv. Massimiliano Teia, il nuovo Segretario Generale, Avv. Miriann Guazzini, ed il Segretario Generale uscente, la Dott.ssa Silvia Cadamuro.





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Museum in Music
event, in collaboration
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NOVEMBER 2010 INP co-organizes the **VASARI 500. Il Restauro Aperto**. In collaboration with **R.I.C.E R:C:A** and with **Comune di Arezzo**. Restoration of the Pala **L'Incoronazione della Vergine** by **Giorgio Vasari**, signed and dated 1539, open to the public, inside the **Corte d'Onore** of **Palazzo Comunale**.

DECEMBER 2010 **MIAMI Design District**, INP produces the **KEN SCOTT** textiles exhibition, in collaboration with the **Italian Cultural Institute** in **Washington DC**.



OCTOBER 2010
INP is the PR and
Press Office for the
Opening of **IACCSE**
(Italy-America
Chamber of
Commerce South
East) in **Milan**.



MARCH 2011 INP produces **BAROQUE PAINTING IN LOMBARDY FROM THE PINACOTECA DI BRERA**. Fifty artworks of Pinacoteca di Brera will travel to the US for an exhibition at the **Brogan Museum (Smithsonian)** of **Tallahassee, Florida**. Under the **Auspices of Presidenza della Repubblica Italiana, Ministero per i Beni e le Attività Culturali e Ambasciata Italiana in USA**.

DECEMBER 2010 INP organizes the first **Italian Pavilion** at **ART BASEL MIAMI: EXHIBITALIA**. In collaboration with **CABRINI e ASSOCIATI** and **EUART**.

JUNE 2011 INP produces **VASARI 500th Anniversary**. US exhibition of **L'Incoronazione della Vergine** by **Giorgio Vasari** dated 1539.



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OPPORTUNITIES IN PALM BEACH COUNTY

BY MICHAEL MITRIONE, ESQ. - GUNSTER



In 2011, the Italian American Chamber of Commerce plans to expand its presence to Palm Beach County. As the IACC seeks new markets for its members, Palm Beach answers with a host of solutions and opportunities.

As any savvy international business person knows, the world is flat because of economic globalization. In order to grow your business, you must be global. South Florida serves as a conduit for European and Asian markets to Central and South America. Palm Beach County's strategic location is ideal for trade, since it is located between Miami and Orlando and within easy reach of all the major air and sea ports throughout the state. Palm Beach County falls within the Miami Customs District, which, in 2006, accounted for 65% of total exports from the State of Florida (from the U.S. Department of Commerce and USITC). The county boasts a state-of-the-art transportation and logistics system which includes an international airport with a Federal Inspection Facility and a seaport with a Foreign Trade Zone. These ports have easy access to two major interstates and two major railways. Furthermore, the Port of Palm Beach is the fourth busiest container port in Florida and passes approximately 2.3 million tons of cargo annually.

As the largest county in the state, numerous business interests have set their sights on Palm Beach County as a strategic location for their expansion plans. Palm Beach County is home to a growing number of diverse companies and continues to attract industries that have an eye on the future, including aviation, aerospace and engineering; medical devices; life sciences; banking and financial services; and communications and information technology. Aviation industry giants such as B/E Aerospace, Lockheed Martin and Pratt & Whitney Rocketdyne have a presence here and Palm Beach County has grabbed the global spotlight as a medical research hub with the addition of the Max Planck Florida Institute and Scripps Florida. Other companies with significant international operations include G4S Wackenhut (security services), IBM Corporation, Biomet 3i (dental implants), ADT (machinery), Siemens (telecommunications), GE Healthcare (medical systems) and Anspach Effort (power surgical tools).

International trade aside, real estate is one of the largest opportunities in south Florida for a European investor. Palm Beach County is experiencing its most affordable prices in nearly a decade. For commercial interests, depressed prices and abundant inventory have created a buyer's market. The residential housing market, including apartment buildings and single-family homes, is flush with opportunity. Additionally, a weaker American dollar gives an investor more leverage in this down economy. As the dollar strengthens and the

La Italy America Chamber of Commerce ha pianificato nel 2011 di ampliare la sua presenza nella contea di Palm Beach. L'area di Palm Beach risponde all'esigenza della IACC SE di individuare nuovi mercati per i suoi soci con una moltitudine di soluzioni e di opportunità.

Come ogni imprenditore esperto sa, l'economia mondiale si è appiattita a causa della globalizzazione. Per espandere i propri affari, bisogna essere globali. Il Sud della Florida serve alle società Europee ed Asiatiche come passaggio tra i mercati del nord, centro e sud America.

La contea di Palm Beach è una location ideale per gli scambi, in quanto si trova tra Miami ed Orlando ed è facilmente raggiungibile da tutti i porti ed aeroporti dello stato. La Contea di Palm Beach rientra nel Miami Custom District, che nel 2006 ha generato circa il 65% delle esportazioni di tutta la Florida. Vanta un sistema logistico e di trasporti a regola d'arte che comprende un aeroporto internazionale con un Servizio di Ispezione Federale (Federal Inspection Facility) ed un porto con un'area per il commercio internazionale (Foreign Trade Zone). Questi porti hanno facile accesso a due autostrade principali ed a due ferrovie. Inoltre il porto di Palm Beach è il quarto porto più trafficato della Florida con un passaggio di approssimativamente 2.3 milioni di tonnellate di carico l'anno.

In quanto contea più grande dello stato, molte attività commerciali hanno investito in Palm Beach come luogo ideale per i loro piani di espansione. La contea di Palm Beach è la sede di un numero crescente di società e continua ad attrarre imprese con uno sguardo al futuro, come l'ingegneria aerospaziale, i dispositivi medici, la medicina, i servizi bancari e finanziari, la comunicazione e l'IT. Sono presenti giganti dell'industria aerospaziale come B/E Aerospace, Lockheed Martin e Pratt & Whitney Rocketdyne, ed ultimamente, il mondo ha puntato i riflettori sulla contea come centro di ricerca medica, con l'aggiunta del Max Planck Institute of Florida e Scripps Florida. Anche altre società con significative attività internazionali incluse la G4S Wackenhut (security services), IBM Corporation, Biomet 3i (dental implants), ADT (machinery), Siemens (telecommunications), GE Healthcare (medical systems) and Anspach Effort (power surgical tools) hanno deciso di trasferirsi a Palm Beach.

Al di fuori del commercio internazionale, il settore immobiliare è una delle migliori opportunità per gli investitori europei nel sud della Florida. La contea di Palm Beach sta offrendo sugli immobili i prezzi più convenienti dell'ultima decade. Gli interessi speculativi, la depressione dei prezzi e la grande disponibilità hanno creato un mercato ideale per i compratori. Le opportunità del mercato immobiliare, incluse le proprietà, gli appartamenti e le villette sono numerose.

Inoltre il dollaro sempre più debole favorisce l'investimento da parte di compratori stranieri in un'economia in calo. Con il successivo rafforzamento del dollaro, e la ripresa del mercato immobiliare gli investitori vedranno ritorni importanti sui loro investimenti.

La qualità della vita a Palm Beach è veramente quella di una dolce vita. Oltre a 150 corsi di golf, 45 miglia di costa e infinite attività culturali, Palm Beach vanta un ottimo sistema scolastico che include corsi universitari e collegiali di 2 e 4 anni. Recentemente, la Florida Atlantic University, Palm Beach Atlantic University, Palm Beach State College and Northwood University hanno ampliato i loro campus per poter provvedere adeguatamente alla preparazione e all'educazione della forza lavoro. Tasse basse, accesso ad un ottimo

FOCUS

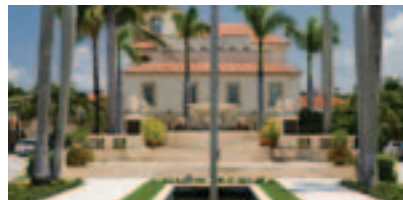
IACC Expansion

real estate market begins to recover, the investor will see a return on their investment.

Life in Palm Beach County truly is la dolce vita. In addition to 150 golf courses, 45 miles of coastline and endless cultural activities, we boast a quality education system which includes two-year and four-year colleges and universities. In recent years, Florida Atlantic University, Palm Beach Atlantic University, Palm Beach State College and Northwood University have expanded their local campuses to assure they can provide an educated and skilled workforce. Low taxes, access to quality healthcare and a temperate climate also make business in Palm Beach County a pleasure.

The Italian American Chamber is an ideal partner for Palm Beach County as the U.S. economy rebounds and European markets continue to strengthen. Providing both a cultural playground and a focus on business, this jewel in South Florida will continue to support a sophisticated, diverse and thriving business climate.

Michael V. Mitrione is a shareholder and member of the Board of Directors of Gunster, Florida's "Law Firm for Business." Mr. Mitrione has over 35 years experience in corporate law, with an emphasis on mergers and acquisitions; private equity and venture capital transactions; corporate finance and securities; and counseling financial institutions. Mr. Mitrione is the chairman of the Northern Palm Beach County Chamber of Commerce and former chairman of the Business Development Board of Palm Beach County. He is active with the Italian American Chamber of Commerce and the National Italian American Foundation and he speaks Italian.



servizio sanitario e un clima temperato, fanno sì che fare affari a Palm Beach sia veramente un piacere.

La Italy America Chamber of Commerce è un partner ideale per la contea di Palm Beach data la ripresa dell'economia americana ed il rafforzamento del mercato Europeo, offrendo spunti culturali così come fornendo sostegno alle società, questo gioiello continuerà a sviluppare un clima economico vivace, sofisticato e distintivo".

Michael V. Mitrione è azionista ed è membro del Consiglio di Amministrazione di Gunster, "Law Firm for Business" in Florida. L'avvocato Mitrione ha oltre 35 anni di esperienza in diritto societario, con particolare attenzione in materia di fusioni e acquisizioni, private equity e operazioni di venture capital, finanza aziendale, valori mobiliari e consulenza delle istituzioni finanziarie. L'avvocato è inoltre il presidente della Northern Palm Beach County Chamber of Commerce and ex presidente del Business Development Board of Palm Beach County. L'avvocato Mitrione parla italiano, collabora con la Italy America Chamber of Chamber of Commerce e partecipa attivamente alle iniziative della National Italian American Foundation.



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Inauguration IACC SE Charleston

BY SERGIO FEDELINI



Outside the MSC offices in Charleston, South Carolina

In an effort to truly reach out to the territory in its jurisdiction, the Italy-America Chamber of Commerce Southeast (IACC SE) celebrated the opening of desk in Charleston, South Carolina on Monday November 8, 2010 at the office of Mediterranean Shipping Company USA (MSC (USA)). The inaugural reception was attended by over 150 dignitaries, local authorities and business people.

Sergio Fedelini warmly and charismatically welcomed the evening's guests to the offices of MSC (USA) in Mt. Pleasant. Mr. Fedelini, Vice President of MSC (USA) and Honorary Consul of South Carolina, has been appointed Area Vice President of the IACC Charleston office which covers the entire state of South Carolina and the port city of Savannah in Georgia.

Remarks were then made by the Honorable Consul General of Italy for the Southeast – Marco Rocca, who noted that the Consulate of Italy and the Chamber were born 6 months apart (the Chamber is the elder). From their "birth" in 1991, Mr. Rocca commented on how he has seen the Chamber grow from a small "infant" to an "adult" – with over 160 members and offices in Miami, Palm Beach, Milano and now Charleston.

Marco Ferri, President of the IACC SE, then shared with the guests the history of the IACC SE and where the IACC SE is heading for the future. Through a power-point presentation, Mr. Ferri illustrated the ties that already exist between Italy and South Carolina and the various Italian industries with notable exports to the US. Mr. Ferri acknowledged the importance of extending and expanding the existing relationships between South Carolina and Italy, and how the IACC SE can be instrumental in creating and fortifying these ties.

South Carolina has very strong ties with Italy, with about 100,000 South Carolinians of Italian heritage and 1500 Italian residents.

South Carolina is one of the most business-friendly states in the USA and is attracting many Companies from all over the USA and many foreign countries also because the access provided by the Port of Charleston and the many incentives at different levels which are available to new and existing business.

Also present at the inauguration were: Luca Gregorio (VP MSC (USA) and IACC SE Board Member), the Mayor Billy Swails of Mt. Pleasant, the Honorary Consul of Mexico Mr. Jose Hernandez, and Ms. Miriann Guazzini, Executive Director of the IACC SE.

The evening was brightened by the colorful presence of a red Ferrari, a Maserati and a baby-blue 1959 Bianchina. The night was filled with the songs of la vecchia Italia sung by tenor opera singer Riccardo. The guests were then entertained by the magic tricks of Charleston-celebrity entrepreneur Paolo, of Paolo's Gelatos. The first three members were

Con l'intento di estendere la propria presenza in tutto il territorio di sua giurisdizione, la Italy-America Chamber of Commerce Southeast (IACC SE) ha celebrato l'apertura di un nuovo ufficio a Charleston, in Carolina del Sud, lunedì 8 Novembre, 2010. All'inaugurazione, presso la sede della Mediterranean Shipping Company Usa (MSC USA), erano presenti più di 150 invitati, autorità locali e imprenditori.

Sergio Fedelini, Vice presidente di MSC (USA) e Console Onorario della Carolina del Sud, ha accolto con calore e carisma gli ospiti nell'ufficio di Mt. Pleasant. Il Dott. Fedelini, è stato inoltre nominato Vice Presidente della IACC di Charleston, che copre l'intero stato della Carolina del Sud e la città portuale di Savannah, in Georgia.

Il Console Onorario dell'Italia nel Sudest degli Stati Uniti, Marco Rocca, ha osservato che il Consolato Italiano e la Camera di Commercio sono nati a distanza di sei mesi l'uno dell'altra (la Camera è stata istituita prima). Il Console ha ricordato come la Camera, sin dalla sua nascita nel 1991, sia cresciuta ed arrivata a contare, ad oggi, più di 160 membri e uffici a Miami, Palm Beach, Milano e Charleston.

Il Presidente della IACC SE, Marco Ferri, ha rievocato la storia della Camera e annunciato la direzione futura della stessa; ha proseguito illustrando i legami che esistono tra l'Italia e la Carolina del Sud e le imprese Italiane che esportano negli USA. Il Dott. Ferri ha riconosciuto l'importanza dell'estensione ed espansione delle relazioni esistenti tra Italia e Carolina del Sud e, come la Camera possa dare un contributo decisivo nel creare e rafforzare questi legami.

La Carolina del Sud ha, infatti, dei legami molto forti con l'Italia, e conta circa 100 000 abitanti di origine Italiana e 1500 residenti Italiani. È uno degli Stati che incoraggia di più l'imprenditoria e attrae numerose società dal resto della nazione e da altri paesi, anche grazie alla presenza del Porto di Charleston e all'offerta incentivi per imprese nuove o già esistenti.

Erano inoltre presenti all'inaugurazione: Luca Gregorio (VP MSC USA e Membro del Consiglio di Amministrazione della IACC SE), il Sindaco di Mt. Pleasant Billy Swails, il Console Onorario del Messico Jose Hernandez e la Dott.ssa Miriann Guazzini, Segretario Generale della IACC SE.

L'evento è stato ravvivato anche dalla presenza di una Ferrari rossa fiammante, una Maserati e una Bianchina celeste del 1959. La serata è stata inoltre allietata dalle canzoni de La vecchia Italia, cantate dal tenore Riccardo, mentre gli ospiti sono stati intrattenuti dai giochi di prestigio del celebre imprenditore Paolo, della Paolo's Gelatos di Charleston. I primi tre membri sono stati annunciati nel seguente ordine: Nexen Pruett, LLC di Charleston, SC; Holcombe Bomar, PA di Spartanburg, SC ed infine Intermodal Cargo Services di Savannah, GA.

Prima dell'evento, il Presidente Rocca ha incontrato varie personalità provenienti dall'area di Charleston: il primo incontro si è tenuto con i membri del Consiglio di Amministrazione della Charleston-Spoleto Initiative (fondata dopo l'accordo di gemellaggio tra le due città); in seguito ha visitato il College di Charleston che conta più di 700 studenti di Italiano ogni anno ed ha incontrato il Professore di letteratura e lingua Italiana

also announced in order: Nexen Pruett, LLC of Charleston, SC; Holcombe Bomar, PA of Spartanburg, SC; and Intermodal Cargo Services of Savannah, GA.

Before the Event, Mr. Rocca met with various leaders from the Charleston area. First, Mr. Rocca met with board members of the Charleston – Spoleto Initiative (established after the “Sister City” Agreement between the two cities). He then toured the College of Charleston and met Italian Studies Prof. Massimo Maggiari, an institution that boats over 700 students of Italian each year. Later that day, Mr. Ferri, Ms. Guazzini and Mr. Rocca had meetings with representatives of Clemson University (Greenville, SC), delegates of the South Carolina Department of Commerce and members of the Italian community at large of Charleston, SC.

The new office of the IACC South Carolina is located on the third floor of the Mediterranean Shipping Company’s new office building at 700 Watermark Blvd. in Mt. Pleasant, SC 29464.

Bill Emery, former Senior Executive with Panasonic and Luca Scamardella, MSC Import Manager, will assist Mr. Fedelini in the initial phase of recruiting new members, establishing the new office and launching a program rich of interesting events and activities for the Italian community in South Carolina and everyone in the state interested in Italy.

“I have been promoting business from and to Italy since I came to the USA in 1978...for me it is a natural thing to do.....and now, acting on behalf of the Chamber, I can only do it better... because I can count on a team of professional people from the Miami office, the many years of experience of the IACC Miami, an already strong membership...”

“In South Carolina, which is my second home, I want to create a team of people from all different business sectors to help me to sell South Carolina to the people in Italy and to sell Italy to the people in South Carolina...”- said Sergio Fedelini.

Massimo Maggiari. Più tardi, il Presidente Ferri, la Dott.ssa Guazzini e il Console Onorario Rocca hanno avuto un incontro con i rappresentanti della Clemson University (Greenville, SC), i delegati del Dipartimento di Commercio della Carolina del Sud e i membri della comunità Italiana di Charleston, SC.

Il nuovo ufficio della Camera si trova al terzo piano dell'edificio della MSC USA al 700, Watermark Blvd., Mt. Pleasant, SC 29464. Bill Emery, ex Direttore di Panasonic e Luca Scamardella, Import Manager di MSC, assisteranno il Dott. Fedelini nella fase iniziale, cercando nuovi membri, avviando l'ufficio e lanciando un programma ricco di eventi e attività per la comunità Italiana nella Carolina del Sud e chiunque sia interessato all'Italia.

“Ho promosso l'imprenditoria da e per l'Italia sin da quando sono arrivato negli Stati Uniti, nel 1978... per me è naturale farloed ora, rappresentando la Camera, posso solo fare meglio...perchè conto su di un team di professionisti dall'ufficio di Miami, sull'esperienza della Camera e su una forte e consolidata partecipazione in qualità di membro...”

“Nella Carolina del Sud, che è la mia seconda casa, voglio creare una squadra di persone provenienti da diversi settori che mi aiutino a promuovere la Carolina del Sud in Italia e viceversa” ha aggiunto Sergio Fedelini.



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An Introduction to 'Green' Design and Construction

THE GREEN COMMITTEE LOOKS TOWARDS A SUSTAINABLE TREND OF OPPORTUNITIES

BY ING. DANILO NANNI, PE, LEED AP (GREEN COMMITTEE OF THE IACC SOUTHEAST)



Gli edifici e la progettazione 'LEED'

È un concetto ben chiaro che lo sviluppo futuro delle città in cui viviamo dovrà essere basato su un utilizzo delle risorse equo e accurato. Riassumendo in una parola, dovrà essere sostenibile da un punto di vista sociale, ambientale ed economico.

Secondo i dati del US Green Building Council, gli edifici negli Stati Uniti sono responsabili del 39% delle emissioni di CO₂, del 40% del consumo di energia, del 13% del consumo di acqua ed in generale del 15% del PIL annuo. Questo mostra in termini inequivocabili l'importanza del legame tra la progettazione e la costruzione di edifici e le sue implicazioni sulla qualità dell'ambiente.

Il problema principale diventa quindi come sviluppare in pratica un edificio realmente 'verde' valutando l'impatto dei materiali, delle tecnologie e di tutte le variabili significative. Per nostra fortuna esiste uno standard largamente accettato negli Stati Uniti, con delle linee guida dettagliate ad uso della progettazione: il LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ sviluppato dallo USGBC.

La normativa LEED si focalizza su 5 aree chiave che interessano sia la salute umana che la salvaguardia dell'ambiente: sviluppo di siti sostenibili, risparmio e razionalizzazione dell'uso dell'acqua, efficienza energetica, selezione dei materiali, qualità degli ambienti interni. Tutti gli edifici sono valutati tramite una "scorecard", che elenca in dettaglio i punteggi ottenibili ed i conseguenti livelli di certificazione, dalla semplice fino alla platinum (vedi sito www.usgbc.org).

Alcune strategie 'verdi' utilizzate con profitto a Miami

Ho lavorato in qualità di ingegnere civile e strutturista alla progettazione di svariati edifici 'verdi' a Miami (cito tra questi 1450 Brickell Avenue, poi costruito, Biscayne Landings, un "town center" completamente progettato e Sonesta Resort, costituito da edifici residenziali attualmente in fase di progettazione) oltre che negli Emirati Arabi Uniti. Di seguito elenco alcune note frutto delle passate esperienze di progettazione.

Una maniera efficace e molto comune per ottenere dei punti LEED consiste nel risparmiare cemento riducendone la quantità all'interno della miscela di calcestruzzo e sostituendolo con le ceneri d'alto forno. Per chiarezza, lasciati aggiungere che queste ceneri sono uno dei residui generati dalla combustione del carbone e si ottiene generalmente dalle ciminiere delle centrali a carbone. Chimicamente queste ceneri sono una "pozzolana". Un calcestruzzo che ne contenga la giusta dose (solitamente tra il 20% e il 40%), è solitamente più forte e duraturo e più resistente agli attacchi chimici.

Una seconda strategia, abbastanza ovvia e conosciuta, per ottenere punti LEED consiste nell'utilizzare acciaio riciclato. Ogni anno milioni di tonnellate di prodotti di acciaio sono riciclati, incluse lattine, automobili e materiale da costruzione. La maggior parte dell'acciaio prodotto oggi contiene da un minimo del 25% ad un massimo del 100% di contenuto riciclato. Va da sé che questo rappresenta una grande opportunità di business ecologici ed infatti un gran numero di imprese di ogni dimensione sono già nel campo della raccolta e della vendita dei rottami di ferro.

Essenziale per qualsiasi LEED è l'efficienza energetica. Pensiamo ad esempio all'impatto economico per un edificio di uffici. I costi operativi si riducono in maniera significativa limitando la richiesta di energia dell'edificio dovuta in larga misura all'aria condizionata. Un efficace isolamento termico è in questo caso una necessità. Questo è il motivo per cui gli infissi ad alta efficienza sono così importanti e popolari. Sono in grado di aumentare l'isolamento termico dell'

The buildings and the 'LEED' Design

It is a sound concept that future urban development should be based on a fair and carefully planned use of resources. In a word, it should be sustainable, from a social, environmental and economic perspective.

According to the US Green Building Council (USGBC), buildings in the United States are responsible for 39% of CO₂ emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year. This demonstrates the importance of intelligent design in the construction of buildings and their implications in the environment at-large.

The main concern is how to develop an entirely 'green' building gauging the impact of materials, technologies and all relevant variables. Fortunately, there is already a widely accepted benchmark in the US, with detailed guidelines for environmental design planning: the LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ developed by USGBC.

SOLAR PANEL – EXAMPLE OF ENERGY EFFICIENCY

LEED design focuses on five key areas concerning human and environmental health: sustainable site development, water conservation, energy efficiency, environment-friendly material selection and quality. All buildings are rated with a scorecard which ranks the levels of certification according to the points earned, from Certified to Platinum (see www.usgbc.org for any reference).

Some strategies successfully implemented in Miami

As a structural engineer of a few green buildings in Miami such as: 1450 Brickell Ave, Biscayne Landings, and Sonesta Residential Resort (currently in the planning phase) and other buildings in the United Arab Emirates, I have implemented successful strategies.

BUSINESS

An Introduction to 'Green' Design and Construction

The primary method to earning points through the LEED system consists of saving cement by reducing its amount within the concrete mixture and replacing it with fly ash. Fly ash is one of the residues generated by the combustion of coal and is generally collected from the chimneys of coal-fired plants. Chemically, fly ash is 'pozzolana'. Concrete with the right amount of fly ash (a usual percentage falls between 20% and 40% in weight) typically becomes stronger, more durable and more resistant to oxidation.

A second quite obvious and popular approach to gaining LEED points (in the US) is to use recycled steel. Each year, millions of tons of pre- and post-consumer steel products, including used steel cans, automobiles and construction materials, are recycled. Most steel products contain at least 25% recycled content, some up to 100%. Needless to say, this represents a 'green' investment opportunity. Many companies, whether small or big, are already in the business of collecting and selling 'scrap' metal.

To conform to the LEED standards, every project needs to be strictly energy saving. As for the economic impact of an office building, the operational costs are significantly reduced by limiting the amount of energy consumption which means keeping the air-conditioned spaces effectively insulated. For instance, high performance windows commonly used to improve the insulating level of the building, reduce the effects of solar rays, and air conditioning costs.

More 'green' thoughts

In Miami, a common practice is to use post-tensioned concrete in construction. It consists in placing a few steel pillars (shown in the picture below) in concrete slabs, stretched to their limit. The steel works similar to rubber, tensioning the concrete slab once released. Since concrete resists effectively to compression and poorly to tension, this technology results in a 33% reduction of concrete not to mention steel and excavation efforts.

POST TENSIONED CONCRETE – EFFECTIVE IN REDUCING MATERIAL

Autoclaved Aerated Concrete (AAC), a masonry product originally developed by both Sweden and Germany, combines the advantages of low thermal conductivity and low air-infiltration with high thermal mass. After having designed buildings in the United Arab Emirates with AAC blocks, a material commonly used in this region, I understand how critical it was to set air conditioning energy consumption to acceptable limits.

Despite all the benefits mentioned AAC is not readily utilized in the Florida market. I believe it is an unexploited 'green' opportunity.

AAC BLOCKS – A GREEN OPPORTUNITY FOR MIAMI

The Green Committee of the IACC Southeast

The Green Committee is made up of a team of professionals, active in different segments of Florida and the Southeastern United States, with the goal of assisting its members and Italian companies in taking advantage of the 'green/ LEED' business opportunities.

Our initiative is driven towards a win-win end result, benefiting the environment as well businesses.

Chamber members are encouraged to contact us with questions or comments while we continue to contribute to a sustainable environment.

edificio riducendo direttamente e indirettamente il riscaldamento dovuto ai raggi solari e di conseguenza riducendo l'utilizzo dell'aria condizionata.

Qualche altra 'idea verde'

Le lastre orizzontali (la struttura dei piani, per intendersi) in calcestruzzo post-compresso sono la norma per i grattacieli di Miami. Senza perdersi in dettagli, la tecnologia consiste nel porre all'interno delle lastre di cemento alcuni trefoli (cavi) di acciaio e di portarli quasi alla tensione di snervamento. Così facendo i cavi si allungano. Successivamente, i trefoli vengono rilasciati e comportandosi come un elastico cercano di ritornare alla lunghezza originaria. La lastra di calcestruzzo impedisce però che ciò avvenga e la compressione risultante esalta le caratteristiche strutturali del calcestruzzo. Con questa tecnologia si risparmia circa il 33% della quantità di calcestruzzo altrimenti necessaria, oltre a riduzioni addizionali dei tonnellati dell'acciaio. Le fondazioni sono più piccole e di conseguenza gli scavi ridotti.

CALCESTRUZZO POST-COMPRESSO – EFFICIENTE NEL RISPARMIO DEL MATERIALE

Il calcestruzzo areato in autoclave (AAC), un prodotto per murature sviluppato originariamente in Svezia e Germania, ha una bassa conduttività termica, un'altissima resistenza al fuoco e buone caratteristiche strutturali. Progettando edifici negli Emirati Arabi Uniti, dove il prodotto è molto popolare, mi sono reso conto di quanto sia importante per mantenere il consumo energetico per aria condizionata a livelli accettabili. Nonostante tutti questi benefici questo tipo di muratura non è molto presente nel mercato della Florida; la sua commercializzazione potrebbe costituire un'opportunità non sfruttata di green business.

MATTONI AAC – UN' OPPORTUNITÀ VERDE PER MIAMI

Il Comitato 'Verde' della IACC Southeast

Il Comitato 'Verde' è composto da un team di professionisti, che operano in vari rami dell'economia della Florida e del sud est degli Stati Uniti. L'obiettivo è quello di aiutare i soci ed in generale le aziende italiane a sviluppare nuove opportunità commerciali green/leed.

La finalità è quella di promuovere gli affari, favorendo uno sviluppo sostenibile. I soci della camera sono incoraggiati a contattarci con domande e commenti aiutandoci a migliorare il nostro contributo allo sviluppo sostenibile.



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Doing Business in Latin America

STEPS FOR A SUCCESSFUL EXPANSION INTO THE REGION

BY RAFAEL RECALDE, ESQ.

RAFAEL@RECALDELAW.COM

Many European businesses were left behind in previous decades, as major American corporations plowed their way into Latin America. During this time, American companies became the region's trusted brands in products ranging from toothpaste and hair gel to cars and computers.

This past decade, however, European companies have started to enter Latin America with force, due to a lack of involvement on behalf of the United States and a tightening in relations between Latin America and the European Union.

While Latin America still presents an important market to European and American companies, businesses looking to enter the Latin American market are well advised to enter the region not only for the region's consumers, but also for its production and customer service potential.

When expanding a business into Latin America, my approach usually threefold:

1. Find a strong local partner for presence and distribution.
2. Engage a trusted local manufacturing and back office processing partner.
3. Use the guidance of an experienced and connected consultant.

The Local Strategic Partner

Developing strong local partnerships or joint ventures in Latin America is crucial. Whether you are selling products or services to the public or to the private sector, Latin America is filled with red tape. It is not rare for even the smallest of private buyers to behave more like slow moving bureaucracy than a small private venture, often requiring local presence and a visit to your facilities. A strong local distributor will already have the presence, the relationships, and the know-how that is necessary for getting beyond the red tape. Don't try to reinvent the wheel by immediately setting up your very own local branch. Rather, find local distributors, and enter into distribution agreements to obtain the best results. One tip is to look for distributors who are aggressively pushing sales in both the private and public sectors. Even though government sales require patience, the rewards can be enormous when your local partner is successfully engaged in public sector sales.

The Business Processing Partner

As an American or European company entering Latin America, you may find it particularly tough to break into a market in which your average consumer earns less than your company's lowest paid employee back in the US or Europe. I always advise my clients that in order to sell to the Latin American market, one must also cut costs by bringing other aspects of business, such as manufacturing and customer service, into the region.

If you are in manufacturing, consider a plant in Brazil, Mexico, or Peru. These all offer strong infrastructure, reliable and affordable labor, access to raw material, and reduced freight rates for distribution throughout the region. You may also find assembly points that can help you take advantage of existing trade pacts, such as Mercosur and the Andean Community. These manufacturing and assembly considerations become essential when competing with Chinese imports, or with local manufacturers that are

Negli anni passati, molti imprenditori europei hanno avuto difficoltà ad affermarsi nel mercato Latino Americano, perchè preceduti dalle grandi compagnie Americane. In quegli anni, le imprese Statunitensi hanno dominato con i loro marchi, vendendo dai dentifrici al gel per capelli, dalle automobili ai computer.

Ad ogni modo, negli ultimi dieci anni, le imprese europee hanno iniziato ad entrare con forza nel mercato Latino, grazie alla carenza di interesse nei confronti degli Stati Uniti e l'avvicinamento tra l'America Meridionale e l'Unione Europea.

L'America Latina rappresenta un mercato importante sia per l'Europa che per gli Stati Uniti, e le imprese che vogliono entrarvi non sono solo mosse dall'interesse verso i consumatori locali, ma anche dalla produzione ed ai potenziali servizi di assistenza clienti.

Per investire in America Latina, suggerisco generalmente un approccio costituito da tre fasi:

1. *Trovare in loco un partner solido in termini di presenza e di distribuzione.*
2. *Ingaggiare un produttore locale fidato ed un collaboratore per il back office.*
3. *Agire sotto la guida di un consulente esperto e ben introdotto.*

La scelta dei partner strategici

Sviluppare partnerships o join ventures solide in America Latina è fondamentale: la nazione funziona attraverso una grande rete burocratica, sia per vendere servizi o prodotti sia per operare nel settore privato o pubblico. Non è raro che anche i più piccoli tra gli acquirenti privati si comportino come dei burocrati (piuttosto che come piccole imprese private), richiedovi una presenza locale e una visita presso le vostre sedi.

Un solido distributore in loco sarà invece già presente e avrà le relazioni e il know-how necessario per superare le lungaggini burocratiche. Non vi suggerisco di aprire da subito una vostra filiale in loco, piuttosto, se volete ottenere un risultato migliore, trovate dei distributori e concludete con loro degli accordi. La chiave è quella di individuare distributori





prioritized by buyers and exempt from the region's various import tariffs.

For customer service, a Latin American call center is essential. Forget India and the Philippines, with their English-only, heavily accented call center agents who often make the fact of an outsourced service so obvious as to offend many customers.

Latin American call centers can provide you with the agents that you need, with impressive credentials and flawless abilities in multiple languages. Call centers like the one operated by www.trueassistant.com can seamlessly handle customer service, sales, and tech support aspects of your business, as well as back-office processes such as invoicing, accounting, marketing, translations, research, reports, and similar processes.

This type of outsourcing can greatly cut your business's expenses, while letting you focus on your business's core functions. This applies to all businesses, small and large alike, regardless of whether or not they are selling to Latin American consumers.

The Right Consultant

It is well known that Latin America relies heavily on connections. Any person with business experience in Latin America will tell you that everything moves faster when you have the right people moving all the pieces for you.

But this does not mean that you have to be a Latin American Oligarch to do serious business in the region. While the locals are generally either "born with it" or not, foreigners in Latin America, with the right introduction, can have almost automatic "street-cred" with the region's upper class.

You and your business consultant should work with local attorneys to guide you not only with tasks such as incorporating, permitting, and licensing (all of which sound simple enough but can be a nightmare in Latin America), but the right business consultant should also connect you with the right strategic business partners.

Rafael Recalde is an attorney in the United States, and a Latin American business consultant with experience throughout the region.

che puntano a realizzare vendite sia nel settore privato che pubblico perchè, anche se le vendite nel settore pubblico richiedono pazienza, la ricompensa può essere grande.

Un partner che assista il cliente

Per le imprese statunitensi o europee, è particolarmente difficile penetrare nel mercato latino dove il consumatore medio guadagna meno dell'ultimo dipendente della società in Europa o negli Stati Uniti. Consiglio sempre ai miei clienti che, per vendere nel mercato Latino, bisogna tagliare i costi, delocalizzando nella regione alcune attività dell'impresa, come la produzione o il servizio di assistenza.

Nel caso della produzione, si possono considerare Brasile, Messico o Perù, che offrono infrastrutture, mano d'opera affidabile ed a basso costo, accesso alle materie prime e costi di trasporto ridotti per distribuire in tutta l'area. Si può ricorrere a dei centri per l'assemblaggio così da trarre vantaggio da accordi commerciali esistenti quali Mercosur e Andean Community. Queste considerazioni sulla produzione diventano essenziali per competere con le importazioni dalla Cina o con produttori locali a cui i consumatori danno la priorità ed evitare i vari dazi doganali sulle importazioni.

Per quanto riguarda il servizio clienti, un call center in America Latina è essenziale: non bisogna neanche considerare di localizzarlo in India o nelle Filippine, dove i centralinisti parlano esclusivamente inglese con forti accenti che rendono così ovvia la delocalizzazione da offendere alcuni clienti. I call center latini hanno, invece, centralinisti con ottime credenziali e capacità impeccabili di parlare più lingue. Call center come www.trueassistant.com si occupano di assistenza clienti, vendite e supporto tecnico per l'impresa, attività di back office quali fatturazioni, contabilità, marketing, traduzioni, ricerche, report e altri servizi affini. Esternalizzare queste attività permette di tagliare enormemente le spese mentre consente di dedicarsi alle funzioni principali dell'impresa. Ciò vale per tutte le società di piccole e grandi dimensioni, senza distinzione tra quelle che operano in America Latina o meno.

Il consulente giusto

È noto a tutti che in America Latina contano molto le conoscenze. Chiunque ha un pò di esperienza concorderà nel dire che le cose vanno più veloci quando le persone giuste lavorano per te. Ma questo non significa che bisogna essere un oligarca per fare buoni affari nella zona, infatti, mentre gli imprenditori locali possono avere tali relazioni o meno, gli stranieri, con la giusta presentazione, possono quasi automaticamente ottenere le credenziali giuste per l'alta società.

È necessario lavorare con il proprio consulente ed avvocati locali per seguire gli aspetti relativi alla registrazione e alle licenze (che sembrano semplici da fare ma possono essere un vero incubo in America Latina), un buon consulente potrebbe anche occuparsi delle relazioni con i partners giusti. Rafael Recalde è avvocato negli Stati Uniti e consulente con esperienza in tutto il Latino America.



Quick Sofa, design Studio Cappellini, 2004
Progetto Oggetto Lamp, design Marcel Wanders, 1998

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Investing in Art

INCORPORATING ART & COLLECTIBLES INTO YOUR ESTATE PLAN

BY RACHEL L. DRUDE, ESQ., LL.M.



“Each time you purchase a piece of art, you’re investing in a piece of history and in another person’s life.” (Diane Overmyer, Artist)

This December, thousands of artists, art galleries, art lovers and investors from around the world will converge for Art Basel Miami Beach 2010, one of the most prestigious art shows worldwide. Whether investing in art for love, money, or both, collectors of all types of art and collectibles should incorporate their collections into their overall estate plans. This article will discuss important considerations for art collectors in planning for the acquisition and disposition of their fine art and collectibles.

Discuss Your Collection With Your Heirs. A few months ago, my mother called to ask whether there were any specific items I wanted to receive under her and my father’s Last Wills. After wincing at the thought of one day losing my beloved parents, I told her that I always adored the Edgar Berebi stemware she buys for my father every Christmas, birthday and Father’s Day. Truth be told, he must have more than thirty pieces. When my sister found out about my selection, she gasped, wishing that she had thought of the stemware, because of the money she would have made when she sold them.

Contrary to what many collectors may think, their heirs may have no interest in preserving their collection, whether it be fine art, jewelry, gems, collectibles or antiques (collectively referred to in this article as “art”). While some feel an emotional involvement with their collections, others view them as disposable assets akin to stocks, bonds and real estate. Thus the first step in art succession planning is discussing your wishes regarding your collection with your heirs. If maintaining the integrity of your collection is important to both parties, then an estate planning attorney can implement the disposition of your collection to your heirs in a comprehensive estate and gifting plan. If, however, your heirs are not interested in preserving your collection, there are several charitable planning techniques that can not only keep your collection intact, but can also generate substantial income, gift and estate tax benefits.

Art Collector vs. Art Dealer. As a starting point, generally art collectors who are not art creators fall under one of two designations: dealer or collector. An art dealer is a person who buys and sells art to the public in the ordinary course of a trade or business, and therefore the art is held as inventory rather than as an investment. When an art dealer sells a work of art, he or she recognizes ordinary income and does not receive any special tax rate on any gain (capital gain). On the other hand, when a collector sells a work of art,

“Ogni volta che compri un’opera d’arte, investi su un pezzo di storia e sulla vita di un’altra persona”. (Diana Overmyer, artista)

Questo dicembre, migliaia di artisti e gallerie, amanti dell’arte e investitori da tutto il mondo si incontreranno all’Art Basel Miami Beach 2010, una delle più prestigiose mostre d’arte a livello mondiale. Tutti i collezionisti, o per amore o per denaro o per entrambi, potrebbero pensare di includere delle opere d’arte nel proprio patrimonio. Questo articolo suggerirà importanti considerazioni per la pianificazione degli acquisti di opere d’arte e oggetti da collezione.

Sentire il parere degli eredi.

Qualche mese fa, mia madre mi chiamò per chiedermi se ci fosse un oggetto in particolare che volessi ricevere in eredità, in modo tale da specificarlo nelle loro testamento. Dopo aver superato il pensiero che arriverà il giorno in cui perderò i miei amati genitori, le ho risposto che desideravo la cristalleria di Edgar Berebi che ha regalato a mio padre ogni Natale, compleanno e festa del papà. E che, a dire il vero, ad oggi conta più di trenta pezzi. Quando mia sorella ha saputo della scelta, è rimasta a bocca aperta rimpiangendo di non aver pensato prima alla cristalleria e ai soldi che avrebbe potuto ricavarne dalla vendita.

Contrariamente a quello che pensano molti collezionisti, gli eredi possono non avere alcun interesse a mantenere le loro collezioni, siano esse delle meravigliose opere d’arte, gioielli, pietre preziose, oggetti da collezione o di antiquariato. Mentre alcuni sono legati emotivamente, altri considerano le collezioni solo come beni simili alle azioni, alle obbligazioni ed agli immobili.

Quindi, il primo passo da fare è quello di sentire le volontà degli eredi riguardo ai propri beni: decidere con loro di mantenere integre le collezioni, è importante per entrambe le parti, in modo tale da fissare delle precise disposizioni in merito con un avvocato. Nel caso in cui gli eredi non mostrino interesse, ci sono numerose tecniche di beneficenza da utilizzare per mantenere le collezioni intatte e allo stesso tempo generare dei ricavi dalle stesse, regali e benefici fiscali.

Collezionisti d’arte vs. Commercianti d’Arte

Generalmente, i collezionisti d’arte che non sono artisti, cadono in una delle seguenti definizioni: collezionista o commerciante. Un commerciante d’arte è chi compra e vende arte al pubblico e, che considera la stessa alla stregua di merce, piuttosto che di un investimento. Quando un commerciante vende un’opera d’arte, riceve un ricavo ordinario e non beneficia di aliquote fiscali particolari o reddito da capitale. Mentre per i collezionisti, vendere un oggetto d’arte genera normalmente un reddito di capitale.



it generally generates capital gain. The remainder of this article will only discuss charitable planning with art in the hands of an art collector.

Income Tax Benefits & The Related Use Rule. When art that is contributed is long-term capital gain property (held for one year or more), the charitable contribution will qualify for a fair market value income deduction for federal income tax purposes, provided the contribution meets the related use rule, which requires that the charity use the art in a manner consistent with the charity's exempt purpose. Otherwise, the deduction will be limited to the donor's cost basis (generally what the donor paid for the art), or fair market value if it is less than cost basis.

For example, if a painting contributed to an educational institution is used by that organization for educational purposes by being placed in its library for display and study by art students, the use is a related use; but if the painting is sold and the proceeds used by the organization for educational purposes, the use of the property is an unrelated use. The regulations provide that a contribution of art meets the related use rule if: (i) the donor establishes that the artwork is not in fact put to an unrelated use by the donee charity; or (ii) at the time of the contribution, it is reasonable to anticipate that the artwork will not be put to an unrelated use by the charity.¹

Other Charitable Gifting Strategies. The Internal Revenue Code permits many other exciting charitable planning techniques for art and collectibles, including, for example:

- **Fractional Interest Gifts of Artwork.** For example, if a donor gives a museum a 1/2 interest in a painting, then he or she will be entitled to an income tax charitable deduction equal to the value of 1/2 of the painting and will be able to display the painting in his or her home for half of the year, with the painting residing at the museum for the other half of the year. The expectation of most museums, as well as the Internal Revenue Service, however, is that the artwork will eventually belong exclusively to the organization to which the initial fractional interest was donated.²
- **Charitable Remainder Trusts ("CRT").** Generally, CRTs provide for the eventual transfer of trust property to charity after the property has been held for a period of time to generate

¹ In the case of a contribution of art to a museum, if the object donated is of a type normally retained by such museum or other museums for museum purposes, it generally will be reasonable for the donor to anticipate that the object will not be put to an unrelated use by the museum, whether or not the object is later sold or exchanged by the museum.

² The Internal Revenue Code requires a donor to recapture the charitable contribution deduction by including it in income if both of the following statements are true: (i) the donor contributed a fractional interest in tangible personal property after August 17, 2006, and (ii) the donor does not contribute the rest of his/her interests in the property to a qualified organization on or before the earlier of: the date that is 10 years after the date of the initial contribution or the date of the donor's death. If the donor must recapture the deduction, he/she must also pay interest and an additional tax equal to 10% of the amount recaptured.

Il resto dell'articolo tratterà esclusivamente di piani di beneficenza riferibili ai collezionisti d'arte.

Vantaggi fiscali e le regole di utilizzo connesso alla beneficenza.

Quando l'arte contribuisce al reddito di capitale di lungo termine (se tenuta almeno da un anno), le donazioni di beneficenza sono detraibili delle tasse (federali), laddove rispettino i requisiti previsti e cioè, che gli oggetti d'arte siano usati in maniera coerente allo scopo della beneficenza. Altrimenti, la detrazione sarà limitata al costo di base dell'opera d'arte, generalmente il prezzo pagato, o il prezzo di mercato se questo è inferiore al costo di base.

Ad esempio, la donazione di un quadro a un ente che si occupa d'istruzione, si qualifica come uso coerente alla beneficenza qualora l'opera sia usata per scopi educativi come l'esposizione in biblioteca e lo studio da parte degli studenti d'arte. In caso contrario se il quadro è venduto e il ricavo usato dall'ente per scopi educativi, l'uso dell'opera non è coerente con lo scopo della beneficenza.

La norma prevede che la donazione di opere d'arte è coerente con la beneficenza se: 1) il donatore stabilisce che l'opera d'arte è da utilizzare in maniera coerente con lo scopo benefico, o 2) che al tempo della donazione, è ragionevole pensare che l'opera non sarà usata per scopi non correlati alla beneficenza.

Altre strategie di donazione

L'Internal Revenue Code (nrd il testo unico sulle imposte statunitensi) consente altre interessanti strategie di beneficenza per arte e collezioni, incluse:

- **Partecipazione frazionata di oggetti d'arte.** *Se un donatore, ad esempio, riconosce al museo la partecipazione di un 1/2 del quadro, a sua volta beneficerà di una deduzione fiscale per beneficenza sul reddito di un 1/2 del valore dell'opera e potrà esporre il quadro in casa per metà anno, mentre per l'altra metà questo verrà conservato in un museo. L'aspettativa della maggior parte dei musei e del Internal Revenue Service è che l'ente che inizialmente ne dispone la metà acquisisca l'intera proprietà dell'opera.*

- **Charitable Remainder Trusts ("CRT").**

¹ Nel caso di donazioni a un museo, se l'oggetto donato è della stessa tipologia conservata nel museo o da altri musei, è generalmente ragionevole prevedere per il donatore, che l'oggetto sarà usato per scopi correlati e che non verrà in seguito veduto o scambiato dal museo.

² L'Internal Revenue Code Statunitense richiede al donatore di dedurre la donazione includendola nel proprio reddito se le seguenti dichiarazioni sono veritiere: 1) che il donatore ha contribuito alla partecipazione frazionata di un bene tangibile di proprietà personale dopo il 17 Agosto, 2006 e 2) che il donatore non doni il resto della sua partecipazione a un'organizzazione qualificata prima di quella data ovvero 10 anni dopo l'inizio della partecipazione o la morte del donatore. Per dedurla fiscalmente, il donatore deve pagare gli interessi e una tassa addizionale pari al 10% dell'ammontare dedotto.

an income stream for one or more noncharitable beneficiaries. If appreciated artwork is contributed to a properly structured CRT, in addition to a current income tax deduction, the trustee can sell the artwork without recognizing capital gain. This technique is beneficial for donors seeking to convert an illiquid asset (e.g. a work of art) into an income-producing asset without recognizing capital gain.

Importance of Inventory & Appraisals. Whether for love, money, or both, after acquiring objects, collectors must take care of them. Be sure to maintain an up-to-date inventory of your art, antiques and collectibles, including a qualified appraisal and valuation. Keep track of changes whenever you buy or sell art, loan or gift a piece to another person or entity or structure a gift to charity, and always insure your collection against loss or damage.



Generalmente, i CRT (ndi fondi residui di beneficenza) provvedono all'eventuale trasferimento di proprietà di opere usate per un periodo di tempo non a scopo di beneficenza al fine di generare flussi di reddito ad uno o più beneficiari. L'opera d'arte donata ad un fondo CRT strutturato offre, oltre alla riduzione delle tasse correnti, la possibilità di vendere l'opera senza riconoscere il reddito generato al fiduciario. Questa strategia è vantaggiosa per i donatori che cercano di convertire un bene immobilizzato in un bene che genera flusso di cassa, senza riconoscere il reddito da capitale.

L'importanza dell'inventario e della stima

Che sia per amore, soldi o per entrambi, dopo aver acquistato oggetti d'arte, i collezionisti dovrebbero prendersi cura di questi. Essere sicuri di avere un inventario aggiornato delle opere, collezioni e antichità con una stima qualificata e perizia. Tenere nota dei cambiamenti qualora si acquisti o venda arte, si facciano prestiti e donazioni e assicurare sempre la collezione contro perdite e danni.



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INTERVIEW

Vito Di Bari

INNOVATION DESIGN AND MILANO EXPO 2015

BY SANDRA FALCON



Before moving to Florida, Vito Di Bari had been a Professor of "Design and Management of Innovation" for 20 years at both the Polytechnic University of Milan and at Bocconi University, two of the top ranking European universities. Selected as one of the contending innovation designers for World Expo 2015 in Milan, he proposed to showcase a futuristic Milan where, Di Bari states, "man will be the protagonist" becoming the master of his time and an integral part of the world through a virtual environment. Di Bari has taken elegant designs inspired by the genius of Italian creativity and synthesized it with engineering in hopes of finding practical solutions for the future.

Prima di trasferirsi in Florida, Vito Di Bari è stato professore di Design e Gestione dell'Innovazione per 20 anni, presso due delle migliori università Europee: il Politecnico di Milano e l'Università Luigi Bocconi. Ha contribuito come Innovation Designer al World Expo del 2015 proponendo un'avveniristica Milano, dove "l'uomo sarà il protagonista" e diventerà padrone del suo tempo e parte integrante del mondo mediante un ambiente virtuale. Di Bari ha combinato il design elegante, ispirato dal genio della creatività italiana, con l'ingegneria, nella speranza di poter trovare soluzioni pratiche per il futuro.

What has been your contribution to *Milan Universal Expo 2015*?

In che modo ha contribuito all'Expo 2015 di Milano?

I presented 25 solutions which helped secure the 2015 Expo bid for the city of Milan. I designed innovations such as sidewalks with built in sensors to adapt to you and your feet as you walk, buildings painted with nanotechnology infused paint that changes color as the day progresses, and sunglasses which allow you view the city as it was centuries and millennia ago. At the Expo, we will be marveled by technologies and innovations that seem as unreal as these ideas. But that's how we move forward, by taking ideas and figuring out how to make them reality. But when people ask me which solutions, out of the 25 that I designed, I treasure the most; my response is the first holographic park in the world that will be capable of displaying buildings and monuments up to 30 meters (about 98 feet) high. It will show the things that made Milan the city it is, the people that helped found it, but it will appear out of thin air, and can be shut off like a light switch.

Ho presentato venticinque soluzioni che hanno aiutato a vincere la scommessa della città per l'Expo 2015. Ho progettato innovazioni quali marciapiedi dotati di sensori che si adattano all'uomo e al suo passo, edifici rivestiti di quadri realizzati con nanotecnologie e che cambiano colore durante il giorno ed occhiali da sole che permettono di vedere la città come era nel passato, secoli e millenni addietro. All'Expo saremo meravigliati al vedere tecnologie ed innovazioni che sembrano irreali, tanto quanto questi progetti. E così che andiamo avanti, raccogliendo idee e immaginando come realizzarle. Quando mi chiedono quale sia la mia preferita, tra le 25 soluzioni che ho ideato, rispondo sempre che è il primo parco olografico al mondo capace di mostrare edifici e monumenti sopra i 30 metri (circa 98 piedi) d'altezza e che mostra quello che caratterizza Milano e le persone che l'hanno fondata, facendole apparire e scomparire dal nulla, come se ci fosse un'interruttore della luce.

Kenneth Narrow, Nobel Prize Winner in Economics, titled you the "Engineer of Dreams." What does this mean?

Kenneth Narrow, premio Nobel per l'economia, l'ha definita l'ingegnere dei sogni. Cosa voleva dire?

I re-design everyday objects augmenting them with hidden future technologies that you cannot see, which allows the Italian design to come through; this results in objects that are not only beautiful, but also allows them to do the unimaginable. It is engineering, but it is also dreams coming true. I think of solutions that some people would suggest are 'unreal' or something of a 'dream'.

Io reinvento gli oggetti di uso quotidiano migliorandoli con tecnologie future nascoste e che permettono al design italiano di emergere: così facendo creo oggetti che non sono solo belli, ma che permettono di fare cose inimmaginabili. È ingegneria, ma è anche un sogno che diventa realtà. Io penso soluzioni che alcuni potrebbero considerare come irreali o dei sogni.

INTERVIEW

Vito Di Bari

You were the project leader of innovative communication projects for some of the most reputable companies such as Universal Studios, SKY, MTV, Coca Cola and Barilla, what would you advice companies do to prepare for future marketing trends?

The only thing I can advise them to do is to do what I do –listen to people when they talk about their problems. Businesses exist to provide a service, and the service should satisfy a need. Thus, in order to bring your business into the future, it is crucial to understand the needs of potential customers. And then, once we will have understood the needs, we can all try to do more for people in understanding their “unknown needs”; what I mean by this is understanding what people do not realize they need, but they would know it to be useful if they were experts of advanced technologies, such as nanotechnology to name one, and then make these things a reality.

As a professor of Innovation Design at Bocconi University and Design and Management of Innovation at the Polytechnic University of Milan, how do you prepare your students for the future economy?

I encourage my students to follow my process: look at the facts, listen to the people carefully, think out of the box and perform in a way that will yield excellent results for the companies with which they work. I believe that the client must be delighted, not just satisfied. We are entering a new era made by intelligent machines that will enable us to do things that we cannot even imagine presently.

What prompted you to move your work from Milan to Miami?

I felt that a city like Miami has so much to offer because of its true passion and vocation for whatever is "next, cool and trendy", mixed up with a great love for stylish design. I am confident Miami can offer the right style, inspiration, and talent that are needed to create a nouvelle vogue of internationally acclaimed innovation design.

In 2015, Italy will host the world exhibition and Italian genius in design and engineering will be at the forefront along with designers and innovators from the world over. As the City of Milan prepares to showcase the genius of Italian innovation at Expo 2015, Vito Di Bari stands to see his designs marvel its visitors.



Lei è il responsabile dei progetti di comunicazione innovativa per alcune delle più importanti compagnie quali Universal Studios, SKY, MTV, Coca Cola and Barilla, cosa consiglierebbe alle aziende per prepararsi alle future tendenze di mercato?

L'unica cosa che posso suggerire loro è di fare quello che faccio io: ascoltare le persone quando parlano dei loro problemi. Gli affari esistono per offrire un servizio, e il servizio dovrebbe soddisfare un bisogno. Quindi, per portare il proprio business nel futuro, è cruciale capire i bisogni della potenziale clientela ed in seguito fare il possibile per capire anche quelli a loro sconosciuti. È necessario capire tutto quello di cui non hanno ancora realizzato di aver bisogno, ma che considererebbero utile se fossero degli esperti di tecnologie avanzate (come la nanotecnologia per citarne una) ed, infine, trasformarlo in realtà.

Come professore di Innovation Design presso l'Università Bocconi e di Design e Gestione dell'Innovazione al Politecnico di Milano, come prepara i suoi studenti per l'economia futura?

Li incoraggio a seguire il mio metodo: guardate i fatti, ascoltate attentamente gli altri, pensate fuori dal comune e lavorate in modo da eccellere. Credo che i clienti debbano essere estasiati, non soltanto soddisfatti. Stiamo per entrare in una nuova era fatta da macchine intelligenti che consentiranno di fare cose che oggi neanche immaginiamo.

Cosa l'ha spinto a trasferire il Suo lavoro da Milano a Miami?

Miami ha tanto da offrire, è una città con una vera vocazione e passione per qualsiasi cosa che sia "d'avanguardia, cool e di tendenza", combinato con un grande amore per il design alla moda. Sono sicuro che Miami possa offrire il giusto stile, ispirazione e talento necessari per creare una nouvelle vague di design innovativo e acclamato a livello internazionale.

Nel 2015, l'Italia ospiterà l'Esposizione Mondiale e il genio italiano nel design e ingegneria sarà in prima linea insieme ad altri designer e innovatori da tutto il mondo. In attesa dell'Expo di Milano, Vito Di Bari spera di poter far vedere le sue meraviglie di design ai visitatori.



Italian Universities Opening to the World

BY ANTONIO NANNI, PH.D., P.E., PROFESSOR AND CHAIR, DEPT. OF CIVIL, ARCH. & ENVIRON.

ENGINEERING, UNIVERSITY OF MIAMI, NANNI@MIAMI.EDU.

It is the beginning of the new academic year in Italy and, still, on this side of the Atlantic Ocean the debate on the future of the Italian university system reverberates with the tones of an unsolvable crisis. A tangible sign of uncertainty lies with the fact that some institutions have postponed the start date of classes by almost a month past mid-October. Bad news always makes the headlines, good news seldom does.

As autumn falls upon the tropics and settles in South Florida, there are two new faces among the couple of thousand new students that walk the Coral Gables campus lawns of the University of Miami (UM). Giulia Colombo and Pietro Aresi have recently joined Martino Carrettini and Fabio Tradigo who are about ready to return to Milan. These are four civil engineering students from the Polytechnic University of Milan (PoliMI) who have decided to come to UM for a period of six months to conduct research and complete the thesis necessary to obtain their "laurea specialistica." What these students are undertaking here is identical to the requirements of an American student completing a Master of Science degree (thesis-option) at a U.S. institution.

Before asking them to briefly introduce themselves, I wish to point out the innovation and value of what PoliMI and other Italian institutions are doing. They are allowing and encouraging students in their last year of higher education to pack their bags and conduct research at a foreign institution. They elevate the educational experience of the participating students, provide unprecedented opportunities to them and their Italian advisors, and ultimately contribute to the enhancement of a modern university system. Our gratitude goes to Profs. Federico Perotti, Giancarlo Spinelli, and Luigi Zanzi for their vision and efforts.

This is the good news that rarely makes the headlines, but that I felt needed to be shared. I hope that the readers of .it who operate in the industry take note of the names of these soon-to-be engineers, as I cannot think of better employees for their companies.

Pietro Aresi; pietro.aresi@gmail.com; Date of Graduation: March 29, 2011

When I considered the possibility of doing my thesis abroad, the exchange program director of the Polytechnic University of Milan, Professor Spinelli immediately spoke of an exchange program with the University of Miami. This relationship has solidified thanks to the efforts of Professor Zanzi, who spent his sabbatical year at the University of Miami.

As for the future, I would like to take the most advantage of this opportunity to continue at UM undertaking important research projects on the feasibility of a "water tunnel" linked to the Panama Canal. Once graduated, I would like to join the labor force immediately so that I could marry and start a family.

Martino Carrettini; martino.carrettini@gmail.com; Date of Graduation: December 20, 2010

By now, I have been here six months at UM working on a research project in hopes of presenting my thesis and graduating in civil engineering. This is a rare opportunity,



L'anno accademico è appena cominciato ed il dibattito sul futuro del sistema universitario italiano rimbomba persino oltre oceano con i toni di una crisi irrisolvibile. Un segno tangibile di incertezza è dato dal rinvio delle lezioni di oltre un mese da parte di alcune Università. D'altra parte, le cattive notizie occupano le prime pagine dei giornali mentre, le buone, raramente si vedono.

Non appena arriva il clima mite dell'autunno nel Sud della Florida, ci sono due nuove facce tra le migliaia di nuovi studenti che entrano nel campus dell'Università di Miami (UM) presso Coral Gables. Giulia Colombo e Pietro Aresi, che hanno raggiunto da poco Martino Carrettini e Fabio Tradigo ormai pronti per tornare a Milano. Sono quattro studenti di ingegneria civile del Politecnico di Milano (PoliMI) che hanno deciso di trascorrere un periodo di sei mesi presso l'UM per condurre delle ricerche accademiche e terminare la tesi necessaria per ottenere la "laurea specialistica". I loro sforzi qui sono identici a quelli dei loro colleghi che terminano un Master Of Science (thesis-option) presso una qualsiasi università statunitense.

Prima di chiedere loro una presentazione, vorrei sottolineare l'innovazione ed il valore del PoliMI e delle altre Università Italiane che permettono ed incoraggiano gli studenti all'ultimo anno di corso a fare le valigie e svolgere la ricerca all'estero. Facendo così, elevano la preparazione accademica degli studenti, offrono loro un'opportunità senza precedenti e in ultimo, contribuiscono alla sviluppo di un sistema universitario moderno. La nostra gratitudine va, quindi, ai Professori Federico Perotti, Giancarlo Spinelli e Luigi Zanzi per la loro lungimiranza ed il loro impegno.

Questa è la buona notizia che raramente è presente nei titoli di giornale e sento che dovremmo dividerla. Spero che i lettori che operano nel settore prendano nota dei nomi di questi futuri ingegneri poiché non risalgono alla mia mente migliori dipendenti per le loro imprese.

Pietro Aresi; pietro.aresi@gmail.com; Data di laurea: 29 Marzo 2011

Quando ho ricercato le opzioni possibili per svolgere la tesi all'estero, il responsabile dei rapporti internazionali del PoliMI, il prof. Spinelli, ci parlò subito di un rapporto di scambio con UM. Questo legame è maturato soprattutto per merito del prof. Zanzi, che ha passato il suo anno sabbatico a UM.

Per ciò che riguarda il futuro, vorrei sfruttare al massimo l'occasione di poter seguire a UM lo sviluppo dell'importante progetto di ricerca sulla fattibilità di un "water tunnel" collegato al Canale di Panama.

Martino Carrettini; martino.carrettini@gmail.com; Data di laurea: 20 Dicembre 2010

Mi trovo ormai da sei mesi a UM per svolgere un lavoro di ricerca al fine di presentare la mia tesi per conseguire la laurea in ingegneria civile. Un'occasione unica, dato che dagli atenei italiani, non è mai facile accedere a programmi d'interscambio studenti con l'America.

La possibilità di svolgere questo periodo a UM è stata grandiosa, perché la strumentazione a cui abbiamo avuto accesso ha permesso di effettuare una vera e propria esperienza di ricerca: laboratori, software d'avanguardia, wind tunnels e disponibilità dei professori di condividere la loro ricerca ed i loro esperimenti. Tant'è che, affascinato dall'esperienza

R2B

Italian Universities Opening to the World

given that Italian Universities do not easily admit students to the American exchange programs.

The opportunity of conducting research in this period at UM has been grandiose due to the instrumentation we have had access to, allowing us to go through a real research experience: Laboratory, avant-garde software, wind tunnels and the readiness of the professors to share their research and experiments. Fascinated with the research experience undertaken, I contemplate on the possibility of continuing my studies, hopefully in America, towards a PHD.

Giulia Colombo; giulia.colombo86@gmail.com; Date of Graduation: March 31, 2011

The desire to do my thesis abroad came soon after my Erasmus scholarship in Spain, where I attended the Polytechnic University of Catalunya, or UPC. The choice of coming to the US stemmed from my fascination with the culture, my pursuit to improve my English, and the prestige American Universities have at an international level. Since my arrival in Miami, the thing that struck me the most was the willingness of the many department professors to help us. Their main goal is to see that my experience here is as rewarding as possible.

Fabio Tradigo; Fabio.tradigo@gmail.com; Date of Graduation: December 20, 2010

The experience at UM has certainly been quite significant because it gave me the possibility of coming in contact for the first time with American culture and provided me with the research tools that I might never have had in Italy. The best example of this is the gallery of wind, "Miami Wind" where we had developed pressure measurements in a model we built.

After graduating I would like to do my PhD in America to deepen my interest in certain research fields. The alternative would be to return to Italy, where I would like to work for a construction company, preferably in a building site so that I could finally apply everything I have studied within these five years.

di ricerca effettuata, sto seriamente valutando la possibilità di continuare gli studi, magari in America, per un PHD.

Giulia Colombo; giulia.colombo86@gmail.com; Data di laurea: 31 Marzo 2011

Il desiderio di svolgere la tesi della specialistica all'estero è sorto in seguito all'Erasmus fatto in Spagna, presso la UPC (Universidad Politecnica de Catalunya). La scelta degli Stati Uniti è stata dettata dal fascino suscitato da sempre da questa cultura, dal desiderio di migliorare il mio inglese e dal prestigio delle università americane a livello mondiale. Al mio arrivo a Miami la cosa che più mi ha colpita è stata la grande disponibilità dei vari professori del dipartimento, loro per primi interessati che la mia esperienza presso l'ateneo fosse la più fruttuosa possibile.

Fabio Tradigo; Fabio.tradigo@gmail.com; Data di laurea: 20 Dicembre 2010

L'esperienza a UM è stata sicuramente molto preziosa perché, oltre a darmi la possibilità di entrare a contatto per la prima volta con la cultura americana, mi ha messo in mano degli strumenti di ricerca che in Italia non avrei forse potuto avere. Il miglior esempio è la galleria del vento di "Miami Wind" in cui abbiamo svolto misure di pressioni su un modello da noi costruito.

Dopo la laurea mi piacerebbe proseguire gli studi in America per approfondire il mio interesse verso alcuni campi di ricerca.



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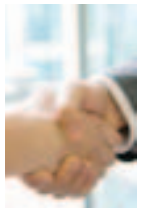
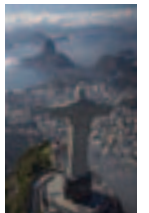


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Business Lounge



Pelliconi Florida, LLC

Pelliconi Group has chosen Orlando as home for its North American operations. Pelliconi Florida, a subsidiary of the Pelliconi Group & C SpA announces its official Grand Opening and Ribbon Cutting ceremony on Monday, October 18, 2010 at their new state-of-the-art facilities in South Orlando.

Three production plants: two in Italy, in Ozzano (Bologna) and Atesa (Chieti), and the third one near Cairo, in Egypt; three foreign subsidiaries and a worldwide network of sales and distribution have allowed the Group to establish itself as the world's largest producer and exporter of crown corks.

Pelliconi Florida specializes in the manufacture of plastic closures for water bottles. Currently most of the Zephyrhills brand of Nestlé waters sold in North America use the caps produced in Orlando by Pelliconi Florida. This new facility is at the vanguard in using the most advanced technology, and in the production of the most environmentally friendly caps currently in the market.

Pelliconi will create a total of 24 positions; ten will be hired immediately and fourteen will be created over the next three years. Pelliconi has chosen an 86,000 square foot facility in Orange County's Central Park, just south of downtown Orlando



Marchionne travels to Florida to meet with Chrysler's retailers

With more than 1,700 people, it was one of the biggest meetings, ever held by an American brand. The meeting between Marchionne and the Chrysler representatives is the first since the manager introduced the quinquennial industrial plan, last November in Auburn Hills. In attendance, there were 700 retailers from Canada, Mexico and the rest of the world. The assembly was held in Orlando, Florida. All the group's new car models were introduced to the retailers, from the Fiat 500 to the Dodge Durango, in all about 30 cars. Marchionne was joined on stage by the CEOs of every single brand the group sells to in US. The manager also explained the decision behind bringing back the Fiat to the US after 25 years. The smallest-sized US (made in Mexico, Chrysler's factory in Toluca) version Fiat will be shown in mid-November at the LA Tradeshow, and will go on the market in January. California, along with the East Coast, could be one of the main markets for the 500. During the meeting, the Fiat board renewed their request to allow the dealers to open on Saturdays. The percentage of Chrysler dealers opened on Saturday is 68% versus Ford's 85%, GM's 90% and Toyota's 95%.

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- servizio di segreteria/reception con smistamento della posta in arrivo/uscital.

Dettaglio Costi: Costo dell'affitto omnicomprensivo delle suddette voci: \$1500 mensili (da pagarsi entro il primo giorno del mese corrente).

Grazie Niccolò (Machiavelli)

BY CLAUDIO PASTOR



It has been almost five hundred years since his death in 1527, and modern man is yet to understand Niccolò Machiavelli. Of all the Italian thinkers of his age, the philosopher most known as author of *The Prince* has proven that in some ways he has understood us better than we have him.

Known as the father of contemporary Political Science, Machiavelli's *The Prince* was the single most influential book in the art of politics since Aristotle's *Politics*. In it he reveals the secrets of political power and the human frailties upon which that power is based. Shakespeare once called him an assassin of morals and to this day he is still synonymous to evil. But does the adjective "Machiavellian" truly deserve the negative connotation it carries?

Niccolò Machiavelli was born in Florence, Italy on May 3, 1469. As a boy, he loved history and the classic readings of the Greeks and the Romans. He admired heroic virtue and courage and was said to detest useless fantasizing. Machiavelli tolerated political murder in the name of the well-being of the State. He justified treason in the name of protecting the State. To him the state was the Florence he so loved together with her citizens in good standing and the Florentine aristocracy. He looked up to Princes and the rulers who had given their people good laws and liberty.

*Sono passati quasi 500 anni dalla sua morte, avvenuta nel 1527, e la figura di Niccolò Machiavelli è tuttora difficile da interpretare. Tra tutti i pensatori italiani dell'epoca, il filosofo, meglio conosciuto come l'autore de *Il Principe*, in qualche modo ha dimostrato di aver capito noi molto di più di quanto noi abbiamo compreso lui.*

*Conosciuto come il padre delle Scienza Politica contemporanea, la sua opera *Il Principe*, è considerata come il libro più influente nell'arte della politica dopo il *Politics* di Aristotele. Ne *Il Principe* rivela il segreto del potere politico e della fragilità umana attraverso la quale questo potere si sviluppa. Shakespeare una volta lo definì come un assassino della morale e ai giorni nostri il suo nome è ancora sinonimo di malvagità. Ma, l'aggettivo Machiavellico merita veramente la connotazione negativa che gli è stata attribuita?*

Niccolò Machiavelli nacque a Firenze, in Italia, il 3 marzo del 1469. Da ragazzo amava la storia e i classici della letteratura greca e romana. Ammirava le virtù eroiche e il coraggio e gli insegnarono a detestare fantasie inutili. Machiavelli tollerava l'assassinio politico per il bene dello Stato e giustificava il tradimento per la sua protezione. Lo Stato era la Firenze dell'epoca, che egli amava così tanto, compresi i suoi concittadini ligi e l'aristocrazia fiorentina, di cui ammirava il Principe e i governatori che garantivano alla gente libertà e un buon governo.

Nel 1494 il dominio dei Medici terminò e così iniziarono gli anni del fanatismo religioso di Girolamo

In 1494 Medici rule ended and so began the years of religious fanaticism of Girolamo Savonarola. After instituting execution by burning at the stake in Piazza della Signoria of Savonarola, the Florentine Republic was established and Niccolò Machiavelli became Secretary to the Second Chancery. In this position he was responsible for matters concerning the State and its territories and for certain aspects of Foreign Relations as well.

In 1500 Machiavelli became the emissary to the court of Louis XII of France. A natural-born political strategist, he accurately determined that it was the apparent weakness of Duke Valentino that gave King Louis XII his greatest strength. This observation proved beneficial to Florentine interests. Machiavelli would often remind the Florentine warmongers that his support for a strong Army did not mean he supported the war. On the contrary, he believed that the most important role of a strong Army was to safe guard the established government institutions of law and order and in doing so protecting, above all, the peace.

In a writing about Titi Livio, Machiavelli shows us that "history is the teacher of our actions". He understood that while Italy was still a series of divided states its destiny would remain in the hands of other powers – the Kings of France and Spain, the Pope, Venice and finally Duke Valentino. The Republic of Florence he so loved had to constantly ally itself with other rulers or depend on mercenaries in order to protect itself.

Finally, in 1506 Machiavelli's desire to give Florence a Militia of its own became a reality. He had keenly studied how the Popes gained power by regularly putting aside Christian morals and by the use of force. Certainly, though Machiavelli, if the State of the Church could do it, so could Florence in order to protect its interests.

In 1512, the Medicis returned to power after 18 years and Machiavelli was arrested as a traitor to the State. A man who lived for Florence was now accused of betraying it.

Much has been said about Machiavelli's smile in one of his portraits and what it could have meant. The philosopher once wrote, "I smile but my smile does not come

Savonarola. Dopo l'esecuzione di quest'ultimo, messo al rogo in Piazza della Signoria, fu istituita la Repubblica Fiorentina di cui Machiavelli divenne segretario della Seconda Cancelleria. Egli era responsabile degli affari di Stato e dei suoi territori e per certi aspetti anche degli affari esteri.

Nel 1500 Machiavelli divenne emissario alla corte di Luigi XII di Francia si rivelò uno stratega nato, avendo determinato con meticolosità che l'apparente debolezza del Duca Valentino rafforzava il potere di Re Luigi XII. Questa considerazione portò beneficio ai Fiorentini ai quali Machiavelli ricordava spesso che, supportare la creazione di un esercito forte non significava essere a favore della guerra. Al contrario, egli credeva che il ruolo più importante di un esercito fosse quello di salvaguardare le istituzioni governative che garantivano la legge e l'ordine e in questo modo proteggere soprattutto la pace.

In uno scritto su Tito Livio, Machiavelli affermò che "la storia è maestra delle nostre azioni". Egli capì, infatti, che fin quando l'Italia fosse divisa in tanti Stati, il suo destino sarebbe stato scritto da altre potenze, quali i re di Spagna e Francia, il Papato, Venezia e il Duca Valentino. La Repubblica di Firenze, che tanto amava, doveva dunque costantemente allearsi con altri governanti o dipendere da mercenari per avere protezione.

Finalmente, nel 1506 il desiderio di Machiavelli di dotare Firenze di un esercito proprio divenne realtà. Egli aveva attentamente studiato il potere del Papato, che metteva da parte la morale Cristiana e usava la forza. Machiavelli, di certo, pensò che se lo Stato della Chiesa fosse in grado di farlo, anche Firenze avrebbe potuto fare altrimenti per proteggere i suoi interessi.

Nel 1512, i Medici tornarono al potere dopo ben diciotto anni e Machiavelli fu arrestato con l'accusa di tradimento allo Stato. Un uomo che aveva vissuto per la sua Firenze, era accusato invece di averla tradita.

Molto è stato detto sul sorriso di Machiavelli in uno dei suoi ritratti ed il suo possibile significato. Il filosofo scrisse: " Sorrido, ma il mio sorriso non viene dal profondo". E' un sorriso presente solo sulle labbra. Era con la sua intelligenza che sorrideva, non con il cuore. Sorrideva alla stupidità che una volta aveva disdegnato. Aveva imparato a non accettare l'autorità come data.. Credeva solo a quello che vedeva e sapeva che in politica non ci sono verità. Aveva appreso che la politica è governata dalle emozioni e non dalle ragioni, come credono molti accademici.



Machiavelli spese in politica quindici anni che lo condussero a scrivere la sua opera più prolifica, Il Principe, dove consiglia ai Capi di Stato come fare a mantenere il potere. Il pensatore Fiorentino sapeva che la libertà di un uomo dipende dallo Stato e lo Stato dipende dai suoi Governanti. Pertanto, un buon Governante che mantiene il potere e difende la Nazione sopra ogni cosa e a qualunque prezzo, in ultimo protegge la libertà dei suoi cittadini. Machiavelli chiarisce che il Principe deve essere un Sovrano di uno Stato di Diritto e di Istituzioni che hanno come fine ultimo quello di servire i cittadini e le loro libertà. Se così non fosse, non varrebbe la pena proteggere lo Stato e difendere il suo Governante e la formula Machiavelliana non potrebbe essere applicata.

Cinquecento anni dopo, se la maggior parte di noi amasse la propria terra come Machiavelli amava la sua, se un maggior numero di politici comprendesse

BUSINESS

Grazie Niccolò (Machiavelli)

inside". Indeed, it is a smile that stays only on the lips. It is with his intelligence that Machiavelli smiles – not his heart. He smiles at the stupidity he once despised. He learned not to accept authority just because. He believed only what he saw and he knew that in politics there were no truths. He realized that politics are ruled by emotions and not reason, as many academics believe.

The 15 years Machiavelli spent in politics led him to author his most prolific work – The Prince. In it, he advises the Head of State on what he needs to do in order to keep power. The Florentine Thinker knew that a man's liberty depends on his State and that the State depends on its Ruler. Therefore a good leader, by keeping power and protecting the nation above all things, and at whatever price, is ultimately protecting the liberty of its citizens. Machiavelli makes clear that the prince must be a ruler of a state of laws and institutions that shall in the end serve his subjects and their freedom. If this were not the case then the State is not worth protecting, the ruler's power is not worth defending and Machiavelli's formula is then not applicable.

Five hundred years later, if more of us loved our land as Machiavelli loved his, if more politicians understood that history is our greatest teacher and if we all despised folly in all its forms as he did, then perhaps we might all better understand the wisdom that lies behind Machiavelli's smile.

A special thank you to Roberto Degl'Innocenti.



che la storia è la migliore maestra e, se disprezzissimo la follia in ogni sua forma come fece lui, allora, potremmo comprendere meglio la saggezza che si nasconde dietro il sorriso di Machiavelli.

Un ringraziamento speciale a Roberto Degl'Innocenti

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DESTINATIONS

“Wolfsonian : Wolfsoniana” A Tale of two Cities

BY BEVERLY BARRETT



L'idolo del prisma (Idol of the prism), 1925 - by Ferruccio Ferrazzi - Wolfsoniana Collection

Bridging the U.S. and Italy, the Wolfsonian in Miami and the Wolfsoniana in Genova are museums of decorative arts and design that connect the vibrancy of art and the evocation of intellectual persuasion. This unique dynamic between the two museums is accentuated by the contrast in settings of the new world city of Miami and the ancient seafaring heritage capital of Genova, which is today the capital of the Italian region of Liguria. Both coastal cities look towards each other across the Atlantic, and the complementary collections in these locations provide an eclectic exchange of arts, culture, and ideas. The objects of the museums reflect the spirited and larger than life personality of the collector, and they create a dialogue between art and politics that is the message. A native of Miami, Micky Wolfson founded the Wolfsonian in 1986, bestowing the name that resonates like that of the national Smithsonian museums in Washington, D.C.

As a graduate student of international relations at Johns Hopkins University in Bologna, Italy, and soon afterwards as a foreign service officer at the U.S. Consulate in Genova, the exposure to the culture and politics of Italy left a marked imprint on Micky. He drew connections between art and ideas, and started a collection of objects from Italy, which is the country that features most prominently in both museums in Miami and Genova. The museums bridge art and ideas, presenting political commentary and evidence of propaganda from systems of government that range from democracy to dictatorship.

The collection is compelling in art that depicts motion and technological progress, such as the work of the Futurists' movement, which was founded one hundred years ago in Italy. Beyond Futurism, the paintings, sculptures, crafts, and decorative arts also reflect the Art Deco, Art Nouveau, and Art Moderne movements. A fixation on transportation, particularly travel by train and ship, and the significance of technological progress are themes laced throughout the collection. The fashion of voyage on grand ocean-liners and the advent of commercial air travel in the early 20th century are depicted among the works that reflect the illustrious combination of culture and commerce.

The Wolfsoniana was given to the City of Genova and Region of Liguria in 2007 to be run by the Fondazione Regionale per la Cultura e lo Spettacolo. Given Italy's laws that art with a provenance of at least 50 years must stay in the country, most of the collection is Italian art. "We think that the Wolfson Collection is a unique collection in Italy. It is the first museum devoted to the decorative and propaganda arts of the 20th century in Italy. Compared to the Wolfsonian, the Wolfsoniana is more focused on the Italian arts from the same period (1880-1945), but the philosophy of the collection is the same," explained Wolfsoniana curator Silvia Barisione.

The Wolfsonian has become branded as a museum of "thinkism" since the museum-goer uncovers the persuasive power of art and design. Art, design, and propaganda - these arts of persuasion revealed through paintings, sculptures, prints, and objects of decorative art - present more than art. They express ideas behind the art. Especially during Miami Beach Art Basel in early December, the Wolfsonian is a destination for the throngs of art lovers on South Beach. Situated in Nervi, the town that hugs the coast on the southern edge of Genova in the heart of the Italian Riviera, the Wolfsoniana presents treasures from an American art aficionado, Micky Wolfson, who has given his gift of passion for art and design back to the country that inspired the collection from the inception. See the Wolfsonian's current exhibition in Miami Beach, Speed Limits celebrating 100 years of Italian futurism, through February 20, 2011, www.wolfsonian.org

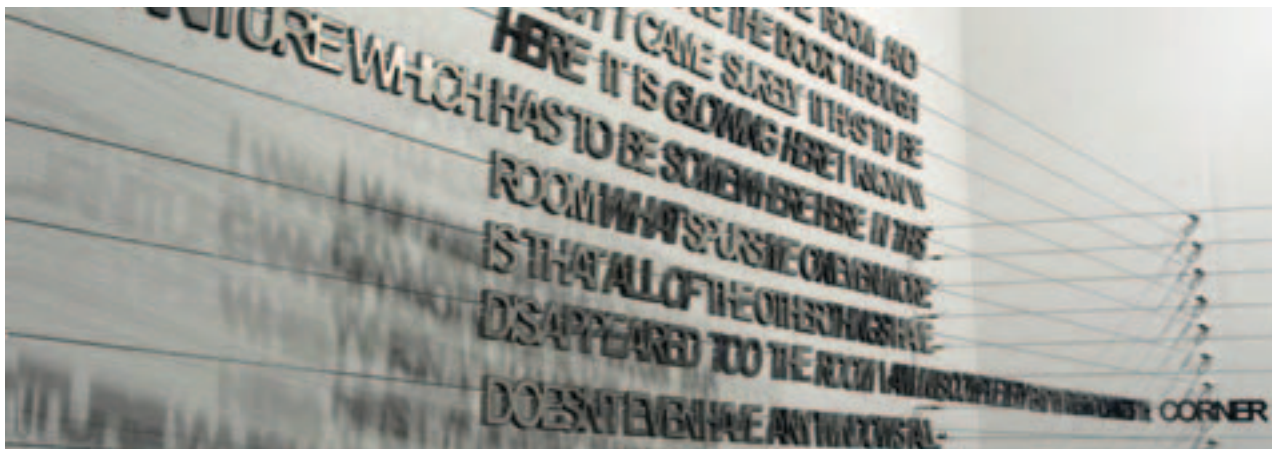


Costantino e Faustino Zatti, Brescia - Writing-desk, 1903-05

PORTFOLIO

Luca Artioli

SERENISSIMA DREAMINGS



Luca Artioli is a contemporary artist, photographer and poet recognized in Europe and around the world. He has worked for years in the most vital artistic circles of world culture such as La Scala of Milano, Hermès, and MontBlanc. A poet in possession of phenomenal range of emotion, Artioli has evolved over the years as an artist that is respected for both his skill with the pen as well as the camera.

FENDI Casa, presented by Luxury Living, was created in 1989 with an aim of 'dressing up' rooms in a style very similar to how FENDI designs its furs, clothes, and accessories. FENDI Casa offers pieces for the entire home inspired by fashion, with a complete collection ranging from contemporary, modern, and classic. Furnishings are characterized by the incredible manufactures and fashion details which include the iconic double 'F' logo and the unique Spy Bag fastener. All Italian made, FENDI Casa's craftsmanship and attention to detail form an integral part in the unabashed extravagance that is FENDI. Luxury Living showrooms can be found in any major city around the globe: Milano, Bologna, Miami, Los Angeles, and Paris.

It is our pleasure to unite two well-known Italian names. Luca Artioli and FENDI Casa join their art and creativity with "Serenissima Dreamings" to pay homage to Venice during Art Basel week. This photo exhibition at the Zadok Art Gallery, in the center of the Wynwood Art District, is inspired by English painter William Turner (1775-1851). With these photos, presented in a twenty-first century pre-impressionist style, Luca Artioli offers us his vision of Venice. Luca Artioli, in this series, resurrects the feeling and impressions that William Turner had when he painted Venice. The colors and the warmth of the city transcend the photos and take us to the 1830's.

In the paintings, we can recognize the buildings, bridges, squares, every detail, from the architecture to the décor are intentionally out of focus, to give us the impression that we are

actually moving into Venice, looking at the big picture because of the over abundance of small details.

We invite you to visit Zadok Art Gallery, that will guest for the winter season and for the first time in Miami, feature a retrospective of Alexander Calder's lithographs and works by Chinese Artist Zhao Bo .

Serenissima Dreamings

Awake,

I lie awake in the folds of time

that dilate and contract

in time with my breathing...

I see waters streets that bring me out to the sky.

Highway after highway of emotions

seem to ride the waves of my heart out of our time

I float between live walls that breath like sponge.

My mind is tide water that goes up and down.

I seek the blue to sleep in,

the sea where dreams can navigate,

and an azure sky

where they can soar free of the weight.

I look for the blue,

in the palaces that sails floating like the galleons of the eternity,

in the gondola that ferry my life without anxiety,

in the lagoon without horizon...

I look for a new renaissance....

Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS



A Customs Brokerage

A Customs Brokerage, Inc a leader in the South Florida international trade community for over 32 years has recently acquired its second company in less than one year providing for an expanded service offering. A Customs Brokerage has added CTE Trucking, Inc. to its subsidiary MANTRA TRUCKING increasing its' total truckers to 26 Full Container Load truckers. A Customs Brokerage offers Customs Brokerage, Freight Forwarding including weekly air and ocean consolidations from ITALY, Warehousing, and Distribution. For more information please visit our website www.acustomsbrokerage.com or call Fernando Rodriguez Tel. (305)805-6797.



Abitare – Minotti

Italian high-end furniture at its best, in the heart of the Miami Design District. From dining to sleeping to simply living ... anything for the house. A family business started in 1937 in Italy, since 1997 in Miami. We just finished an extensive remodeling undertaking to bring Miami the best of our furniture line for the most sophisticated clientele. www.abitareusa.com 21 NE 39th Street, Miami Design District, FL 33137

Tel. 305 573-5200



Beverly Hills International, Inc.

Beverly Hills International, Inc. unveils the new look for the 2010 City of Boca Raton Holiday Boat Parade. The objective was to strengthen and to revitalize the image of the Boat Parade for the people and the community it represents. The branding initiative includes new designs for the logo, advertisements, catalogs, brochures, entry and sponsorship forms, promotional products, and awards for the gala ceremony. For all your branding and advertising needs contact: Nicolas Pancaro at 1-888-799-2001, or visit us at www.bocaratonmg.com . making.marketing.connections



Epoque Hotels New Loyalty Program

Bank your reservations in the best boutique hotels in the world

Each reservation made on www.poquehotels.com gives you money back! Each time you check out of an Epoque Hotel, you will earn 6% of the total room price added to your bank. Once you accrue at least 50 USD, you'll be able to start using your bank. You can make reservations using the banked money and apply it directly to the reservation.

Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS

EPSTEINBECKERGREEN

Epstein Becker & Green, P.C./Hector A. Chichoni

Hector A. Chichoni has established a distinct Immigration Law Group to offer the full range of services you need to facilitate the admission of individuals into the U.S., and to advise companies about visas, permanent residence, employer sanctions, record-keeping and anti-discrimination provisions under current immigration laws and regulations. This fall Hector A. Chichoni will be conducting a seminar regarding Employment Verification Issues for Employers: Form I-9 and E-Verify Training. For more information please contact Hector A. Chichoni at 305-579-3270 or hchichoni@ebglaw.com.



PVG Insurance Group

PVG Insurance Group ("PVG") provides risk management, advisory and insurance brokerage to private clients and corporations worldwide. As part of a comprehensive financial strategy, PVG believes that the client's long term objectives must be complemented with a risk-transfer strategy that is designed to reduce the financial impact of unexpected events. Through customized insurance solutions, PVG helps clients identify, mitigate and manage their risk exposures.

PVG brokerage capabilities allow it to access top-rated insurance carriers for property, casualty, life and health coverage through a disciplined and unbiased underwriting process. PVG works alongside the premier financial, legal, accounting and real estate firms in the country in order to complement their services with those of a boutique insurance advisory firm. PVG's staff is well-versed in managing risks for both domestic and international clients from Europe and Latin America.

For additional information please contact Mr. Fabrizio Segulin, at 2800 Biscayne Boulevard, Suite # 800, Miami, FL 33137. Direct Phone: (305) 722.3883. Cell Phone: (305) 898.3141. Office Phone (305) 722.3850. Fax Phone: (305)722.3851. Email Address: fsegulin@pvginsurance.com Web Page: www.pvginsurance.com



La Voce

La Voce degli imprenditori d'america

is a magazine whose objective is to showcase the ingenuity of the Italian-American entrepreneur. We join the Chambers of Commerce in efforts to promote the Made in Italy concept in the NAFTA area (that includes Central and North America from Mexico to Canada) with a distribution of 30,000 copies. Visit us by clicking on www.lavoce.ca or contact Mr. Arturo Tridico for an interview at 514.781.2424. "Guaranteed satisfaction"



Graspa - group

Graspa Group's five restaurants are gearing up for South Florida's busy season on Lincoln Road and Design District. Noche Latina at Maitardi will officially be held every Thursday with a live band on the third Thursday of every month. Starting November 17th, Maitardi will also host Mai Art series every fourth Wednesday showcasing works by local artists. And expect to see new dishes on Maitardi, Spris and Segafredo's menus, and an eclectic mix of local and national live nightly music acts ranging from funk and Brazilian samba to soul and R&B at Upstairs at the Van Dyke.

Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS



"THE OFFICIAL COFFEE LOUNGE AT ART MIAMI"

Miami's longest running contemporary art fair, will once again electrify the city from December 1 – December 5, 2010. Art Miami will be held in a state-of-the-art 100,000 square foot pavilion in Midtown Miami's burgeoning Wynwood Arts District. Segafredo Zanetti Espresso will be serving coffee and cappuccinos in the exclusive VIP lounge. For more information visit: www.segafredocafe.com - www.art-miami.com



Trend group USA

Trend USA recently participated in Cersaie, the world's largest tile fair in Bologna, Italy. They introduced several new tile collections including seven new colors of Liberty, post-consumer recycled glass mosaic tiles. They also presented, Trend Q, the post consumer-recycled engineered agglomerate in six new matt colors. Trend Q matt is already available and Liberty new collection will be available in the USA starting March 2011. All Trend recycled tile collections can be found on the Trend in Green site: <http://www.trendingreen.com/en-us/>

Attention Members: Publish your company's most recent news and events here by sending an e-mail to info@iacc-miami.com. Please include your company's logo and copy (100 words max).

We will help you to effectively apply proven marketing techniques to increase your success at finding, engaging, and keeping customers.

**FIND
ENGAGE
& KEEP
CUSTOMERS**

Our Services:

- ◆ Strategic Marketing Consulting
- ◆ Marketing Direction and Strategic Intent
- ◆ Segmentation / Targeting / Positioning
- ◆ Marketing Programs
- ◆ Promotional Strategy
- ◆ Events Promotion, Promotional Events
- ◆ Tradeshows Planning
- ◆ Branding and Image Brand Positioning
- ◆ Brand Communication, Logo Design
- ◆ Collateral Promotional Material
- ◆ Packaging Design
- ◆ Web and Interactive Strategy
- ◆ Website Design / Flash Ads
- ◆ E-mail Campaigns
- ◆ Website Optimization
- ◆ Market Research and New Market Services
- ◆ Situation Analysis: Industry Environment, Competition Analysis, Opportunities/Threats, Customer Analysis

**Toll Free 888-799-2001
Local 561-988-6998**

Beverly Hills International, Inc.
1101 S. Rogers Circle, Suite 4
Boca Raton FL 33487
Toll Free 888-799-2001
Local 561-988-6998 Fax 561-988-0083
sales@beverlyhillsusa.com
<http://www.bocaratonmg.com>

bhi,inc.
strategic marketing planning
making marketing connections
www.bocaratonmg.com
888-799-2001



making - marketing - connections

IACC Happenings



1.



2.



3.



4.

**September 16, 2010
ITALIAN COOKING SHOW IV: THE GRAND FINALE
MIA CUCINA-CORAL GABLES**

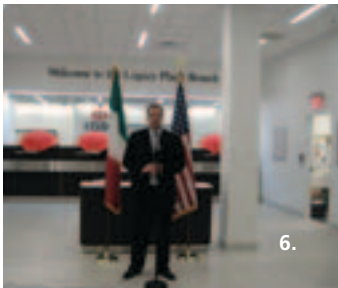
- 1. Subzero & Wolf's Corporate Chef, Will Ratley during the cooking demonstration
- 2. Anthea Pennant (Feeding South Florida)
- 3. Aperol Mixologist, Josh Weese-Holliday

**September 23, 2010
EXPANSION & OPPORTUNITIES IN PALM BEACH**

- 4. (From left) Hon. Marco Rocca (Consul General of Italy in Miami), Francesco Traina (Morgan Stanley Smith Barney), and Joseph Raia (Gunster)
- 5. (From left) Michael V. Mitrione (Gunster) Palm Beach Gardens Mayor & Mrs. David Levy, Marco Ferri (President, IACC SE), Miriann Guazzini (Executive Director, IACC SE), Roberto Tagliero (Trade & Liaison Officer, Consulate General of Italy in Miami)
- 6. Fabio Vozila (VP Senior Premier Relationship Manager, HSBC Bank, USA)



5.



6.



7.

**September 29, 2010
SEMINAR: "FLORIDA AND THE RENEWABLE ENERGY
OPPORTUNITIES IN THE STATE" PRESENTED BY ILONA VEGA
JARAMILLO OF ENTERPRISE FLORIDA, BRICKELL, MIAMI**

- 7. Seminar attendees at the presentation
- 8. Guest speaker Ilona Vega Jaramillo (Enterprise Florida) during the presentation
- 9. Ilona Vega Jaramillo and an attendee



8.



9.



10.



11.



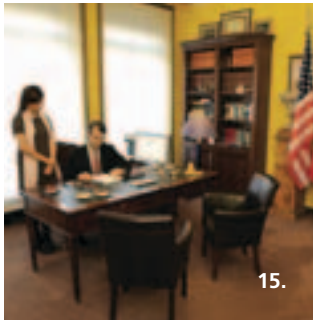
12.



13.



14.



15.



16.



17.



18.



19.

**September 30, 2010
SPAGHETTI & CINEMA: ITALIAN FILM FESTIVAL
CAFFÈ MILANO, MIAMI BEACH**

10. (from left) Claudio Di Persia (IFF), Audrey Contente, Silvia Cadamuro (IACC SE), Analia Sapiris, Francesca Tanti (IACC SE), Miriann Guazzini (IACC SE), Cristiana Grassi, Sandra Falcon (IACC SE)

11. Guests enjoying the Italian dinner

**October 21, 2010
L'Aperitivo Senses
MAI TARDI, DESIGN DISTRICT, MIAMI**

12. (Center) Manny Rodriguez (A Customs Brokerage, Inc.) and guests enjoying the evening

13. Joseph Sellitto (Delverde)

**October 27, 2010
SEMINAR: "HOW TO INVEST IN SIDE-WAYS MARKETS"
GUEST SPEAKER, HANNES HOFMANN JP MORGAN**

14. Attendees during the business seminar

**October 28, 2010
INAUGURATION OF MILAN'S REPRESENTATIVE DESK**

15. (from left) Miriann Guazzini (Executive Director, IACC SE), Marco Ferri (President, IACC SE)

16. Avv. Alessandro Pelosi & Professor Pecchenino with attendees

17. Assessore Alessandro Morelli (Turismo Comune di Milano), Ilaria Niccolini, Avv. Giancarlo Pelosi (Board of Directors, IACC SE), Hon. Carol Z. Perez (US Con. Gen. in Milan)

**October 30, 2010
ABICC GALA DINNER IN HONOR OF MICHELLE BACHELET,
FORMER PRESIDENT OF CHILE & UNDER-SECRETARY-
GENERAL OF UN WOMEN, THE INTERCONTINENTAL HOTEL,
MIAMI**

18. Bi-national Chamber representatives of Florida with Lita Haeger, Chairman and CEO of the Association of Bi-National Chambers of Commerce in Florida (ABICC)

19. (from left) Sandra Falcon & Former President of Chile, Michelle Bachelet

IACC Happenings



20.



21.



22.



23.



24.



25.



26.



27.



28.



29.



30.

November 8, 2010 INAUGURATION OF THE IACC SOUTH CAROLINA CHAPTER

20. Hon. Con. Marco Rocca

21. (from left) Town of Mt. Pleasant Mayor Billy Swails, Tenor Opera Singer Ricardo, Marco Ferri, Mr. Sergio Fedelini (VP MSC), Hon. Marco Rocca, Miriann Guazzini

22. (from left) Mrs. Haydee Rocca, Paolo of Paolo's Gelato Italiano, Hon. Marco Rocca

November 11, 2010 L' APERITIVO VILLAGIO ITALIAN RESTAURANT, MIZNER PARK, BOCA RATON

23. (from left) Joe Raia, Roberto Tagliero, Massimiliano Teia

24. (from left) Joe Calabrese, Fernando Rodriguez, Emanuela Foglietta, David Parrella

November 18, 2010 L' APERITIVO CAFFÉ MILANO, MIAMI BEACH

25. Caffè Milano's Manager, Christian Quarato serves the tasting panel in a battle between Italy vs. Spain

26. (from left) Enrico Carducci, Dario Amaranto, Gianni Tonuitti, Vincenzo Nunziata

November 23, 2010 EUROPEAN CHAMBERS' NETWORKING RECEPTION MAYFAIR HOTEL & SPA, COCONUT GROVE

27. (from left) Irina Janzen (GABC), Miriam Metzger (GABC), David Parrella (IACC SE), Sandra Falcon (IACC SE), Etienne Barennes (FACC), Selma Fates (FACC), Mathias Laglaine (FACC)

December 9, 2010 IACC SE HOLIDAY DINNER

28. Guest of honor table enjoying the holiday celebration.

29. (from left) Sandra Falcon, David Parrella, Miriann Guazzini, Francesca Tanti, Sara D'Anzeo, Emanuela Foglietta

30. Festive centerpieces set beautifully for the IACC SE Holiday Dinner.



31.

**December 16, 2010
Palm Beach Holiday Cocktail: Shop for a Cause**

31. (from left) Miriann Guazzini (Executive Director, IACC SE), Sally Chandler & Nancy Argott (Salvatore Ferragamo), Fabio Vozila (Palm Beach Committee Chairman, IACC SE), Nancy Zingale (Palm Beach Co-Chairman, IACC SE), Joe Raia (Gunster)

32. (from left) Tom Hall (Neiman Marcus), Anthony Luciano (Italian Handbag Designer), Michelle Grassi (Neiman Marcus), Dino Giannako (Akris)

33. Guests enjoying the festive spirit of the evening.



32.



33.

SAVE THE DATE



ANNIVERSARY GALA | APRIL, 2011 | MIAMI, FLORIDA

Featured Sustaining Member: 24 Sunnywine



"Wine is our passion. A strong, simple and pure feeling, drawing its foundation from taste. An indivisible combination, like the origin itself of the word WINE, that in its more remote meaning represents the inevitable act of Loving."

"Imaginarium 2010" is the slogan proposed by quality Italian wines importers, 24SunnyWine Srl, Trieste, Italy and Just Quality Importer, Inc., Miami, FL, for their first wine tasting event, organized in a joint effort with the Italian America Chamber of Commerce, Southeast Miami at the site of the

newly renovated Coral Gables Museum, where the new wine labels were presented by these two dynamic importers in the Miami area. With a stage design embellished by works by artist Desie Papp, eight Italian wine producers (Brugnano, Bucovaz, Diadema, Paltrinieri, Portinale, Progetti Divini, Sansovino, Villa) were introduced, from the most renowned wine regions of production. There were 29 different lines of wine-making products, including custom-made labels showing customers' logos or made in fine ceramics produced by the Italian Etikè, as an innovative packaging solution that would make these products, a very high wine-making quality, really unique. Many guests were able to taste, the best Italian wines such as, the most famous, Prosecco of Valdobbiadene, Lambrusco of Sorbara, IGT from Tuscany and Franciacorta. There were even organic wines from Piemonte and a selection of fine French Champagne wines distributed by Diadema company from Tuscany, which earned the prestigious prize of Wine Spectator Magazine with a 93 to 95 score for its magnificent red wines, embellished by the original Swarovsky crystals featured on the bottles. The soiree promoter, Alessandra Orlich, commented optimistically, acknowledging this wonderful "Made in Italy" tribute event, thanking all the people who shared a great passion for Italian wine.



Italian Wine tasting at the Coral Gables Museum

Featured Sustaining Member: ABTS Meeting Services



LEADING THE TURNAROUND

Despite the economic crisis, international medical business has been steady and continues to grow. ABTS estimates that its U.S. medical association clients' annual meetings alone generate at least \$50 million dollars a year in revenue travel (air, hotel, and basic food-and-beverage). We have seen a shift in awareness of the importance of international attendees despite the initial negative perception in the United States about the correlation between pharmaceutical companies and medical education. The United States is the No. 1 destination for medical meetings, yet often we have seen reluctance or challenges in association

policies in accommodating their international attendees, as well as challenges convincing our global network of planners outside the United States that they can work within the association's structure, taking advantage of the rates and services the association offers. This is changing. There is definitely a trend now toward new partnerships, both domestic and global alliances, to reach mutual goals and drive revenue. We believe this new openness to collaboration and adapted working models has been a factor in turning the economy around.

We work directly with the association management company and housing partner to capture and increase international attendees by enhancing their existing services: internationally friendly group housing, all-inclusive travel packages, and DMC offerings such as ground transportation, dining, and VIP services. Most important, we do not charge our partners or clients for our services, as the transaction fee is taken from the international sponsors, who are accustomed to it. Then, we work as a strategic global sales and marketing partner, recommending, developing, and executing strategies which will further promote and increase the visibility of our client's meeting.



The focus over the last year has evolved from housing to a more comprehensive and integrated global sales and marketing approach. We have been working to actively build alliances for our clients in Europe and Asia. We have added an in-house medical accreditation expert, Dr. Alfonso Negri, who converts CME/medical accreditation for our clients. We have also added a visa-support-services attorney, offering our clients direct access to a highly qualified immigration attorney who helps facilitate visa processing and supports official letters of invitation necessary for travel paperwork.

To support and attract new meetings, we have invested considerably in upgrading our technology and making it more user-friendly for our international planners, as well as hiring seasoned meeting professionals from all backgrounds, who speak a total of over nine languages.

We started in 1995 and have grown to service more than a dozen medical associations. ABTS is striving to set the standard for all medical associations who have international attendees, giving international the same level and quality of service as domestic. We are now living and working globally more than ever before.

Featured Sustaining Member: MagneGas



The world's waters are thick with liquid waste. At home our dependence on fossil fuels has led to the nation's worst environmental disaster on record, and continues to place our servicemen and women in harm's way.

It might seem fantastical to imagine a technology capable of curing all these ills, but such a solution indeed exists - right here and right now. Introducing the MagneGas™ Technology. The life's work of Dr. Ruggero Santilli, the MagneGas™ Technology removes harmful municipal, industrial and agricultural liquid waste from the environment, converting them to a clean fuel, and in many cases, nutrient-rich water perfect for irrigation. The MagneGas™ fuel is a direct, lower emission replacement for natural gas or propane in every application; it can be used in home heating and cooking, and can power industrial vehicles or natural gas-enabled cars. It is also an ideal gas for the \$1 billion metal working market, the first "green" gas alternative in that space.

The MagneGas™ Refineries themselves are quiet, clean and relatively small – they fit on the back of a flatbed truck. They are thus imminently transportable – they could be quickly deployed to support disaster relief efforts at home and around the world.

The year was 1978, and America was mired in the Oil Crisis. Seeking a long-term solution, the Department of Energy called on Dr. Santilli. The Italy-born scientist was then a member of Harvard University and had recently completed research engagements for NASA and MIT. His assignment: create an American fuel from a readily available and cheap American source. The answer to Dr. Santilli was plain - liquid waste.

In the decades that followed Dr. Santilli moved his family to the Tampa area, published more than 250 articles, was nominated for multiple Nobel Prizes and won nearly every international scientific award in existence. Yet at all times he maintained his focus on and passion for his primary objective: to serve the environment and reduce his adopted country's dependence on foreign resources.

With the founding of MagneGas Corporation in 2007 that goal became a reality – he brought to market a commercialized technology that could make a real difference right away; this was no laboratory darling years from practical application. In 2008 the Company took another leap forward when it became publicly traded (OTC BB: MNGA). MagneGas has grown throughout the recession, creating more a dozen American jobs.

Today MagneGas is on the cusp of an extraordinary future. It has customer relationships as far afield as Dubai and Australia, and has sold its first Refinery to a leading Chinese wastewater concern. With that sale MagneGas also secured 20% ownership

of the vast China market, a stake that could bear significant fruit for years to come. MagneGas has acquired a similar share of the European and African markets, dramatically expanding the footprint and market presence of this Florida start-up.

Here in the U.S., MagneGas is starting to receive considerable acclaim in the metal working market, where available fuels like acetylene are dirty and dangerous. MagneGas™ fuel is cleaner, more effective and less expensive than any other fuel, and actually has the unique attribute of emitting over 12% oxygen back into the atmosphere when burned – making it ideal for the confined spaces of shipbuilding or industrial salvage.

The world is taking notice – MagneGas has twice been asked to present to the United Nations and was recently featured on CNNMoney.com. Visit the Investors page at www.magnegas.com to view all media coverage.

As energetic as he was 30 years ago, Dr. Santilli continues to push the Technology in exciting new directions; one such effort is to separate hydrogen from the MagneGas™ for commercial sale. The demand for hydrogen is enormous and will only continue to grow. MagneGas believes it can cleanly produce hydrogen in volume and at a fraction of the cost of typical methods – giving it a dramatic competitive advantage.

This is just the tip of the iceberg for the MagneGas™ Technology. Dr. Santilli envisions municipalities around the country and indeed the world installing MagneGas™ Refineries to make their operations less costly and more self-sufficient. The fuel produced from all sources may eventually replace gasoline in our cars, and entire communities may one day heat their homes from the processing of their own liquid wastes.

Born in Italy and proudly American, Dr. Ruggero Santilli has shown us a vision for a cleaner planet, and has now armed us with the technology to bring about that reality today.

For more information contact:

Justin Davis
Vice President of Domestic Relations
MagneGas Corporation
Justin.Davis@magnegas.com
www.magnegas.com



New Members

THE ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST PROUDLY ANNOUNCES ITS NEW MEMBERS FOR THE MONTHS OF JUNE, JULY AND AUGUST 2010.

Sustaining Members

ABTS Convention Services

Mr. Davide Veglia

President
1111 Kane Concourse, Suite 219 Bay Harbor Islands
Miami, FL 33154
Phone: 305 865 4380
Business Category: Convention services/
Meetings and Events
Website: www.abtscs.com

Beverly Hills International, Inc.

Ms. Monica Caeiro

President
1101 S. Rogers Circle, Suite 4
Boca Raton, FL 33487
Phone: 561-988-6998
Business Category: Marketing Planning, Branding,
Identity, Promotions, Internal Branding and Marketing
(Incentive and Rewards Programs)
Website: www.bocaratonmg.com

Veneta Cucine

Mr. Corrado Bonanno

Manager
2020 NE 163 Street, Suite 100
North Miami Beach, FL 33162
Phone: 305-949-5223
Business Category: Italian Kitchen Cabinets and
Furniture
Website: www.venetacucine.us

Business Members

Alitalia Compagnia Aerea Italiana

Mr. Antonio Temporini

SRVP Alitalia N. America
51 Madison Avenue, Suite 2000
New York, NY 10010
Phone: 212-903-3506
Business Category: Tourism/Transportation
Website: www.alitalia.com

Circo Massimo Entertainment, LLC

Mr. Enrico Carducci

CEO
251 174th Street, # 1412
Sunny Isles Beach, FL 33160
Phone: 786-340-2857
Business Category: Entertainment, Events, Creative
Services
Website: www.circomassimo.net

Consortio America Export

Mr. Giuseppe Monforte

President
Via G. Piazza, 12
10129 Torino
Italy
Phone: [39] 0115097229
Business Category: Non Profit Association
Website: www.federexportpiemonte.it

Crabiz USA LLC

Mr. Davide Zinanni

Manager
2601 South Bayshore Drive, Suite 725
Miami, FL 33133
Phone: [39] 393-984-7801
Business Category: Management Consulting
Website: www.crabiz.it

Global Resources Registry, LLC

Mr. Oliver Demori

Owner
3440 N. Miami Avenue
Miami, FL 33127
Phone: 305-751-5255
Business Category: Sales Representative-Mattress Retailer-
Wholesaler
Website: www.globalresourceregistry.com

Gray Robinson, P.A.

Mr. Milton Vescovacci

Shareholder
1221 Brickell Avenue, Suite 1600
Miami, FL 33131
Phone: 305-913-0351
Business Category: Law Firm
Website: www.gray-robinson.com

Latteria Pizzoni 1861, LLC

Mr. Bruno Bertini

President
1001 Brickell Bay Drive, Suite 1402
Miami, FL 33131
Phone: [39] 335224386
Business Category: Food Service

Marco Q. Rossi & Associati

Mr. Marco Rossi

Principal
48 Wall Street, Suite 1100
New York, NY 10005
Phone: 212-918-4875
Business Category: Law Firm
Website: www.lawrossi.com

IACC NEWS

New Members

THE ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST PROUDLY ANNOUNCES ITS NEW MEMBERS FOR THE MONTHS OF JUNE, JULY AND AUGUST 2010.

Nexsen Pruet, LLC

Ms. Ashley Pace
Marketing Coordinator
205 King Stree, Suite 400
Charleston, SC 29401
Phone: 843-720-1746
Business Category: Law Firm
Website: www.nexsenpruet.com

Sphere.FL, Inc.

Mr. Bruno Bertini
President
1001 Brickell Bay Drive, Suite 1402
Miami, FL 33131
Phone: [39] 335224386
Business Category: Import/Export

Zingale Land Limited Liability Co. (ZLLC)

Ms. Nancy J. Zingale
Partner
11301 W. Teach
Palm Beach Gardens, FL 33410
Phone: 561-624-3136
Business Category: Real Estate
Website: www.tuscanyvillas.com

Upgrade to Sustaining Members

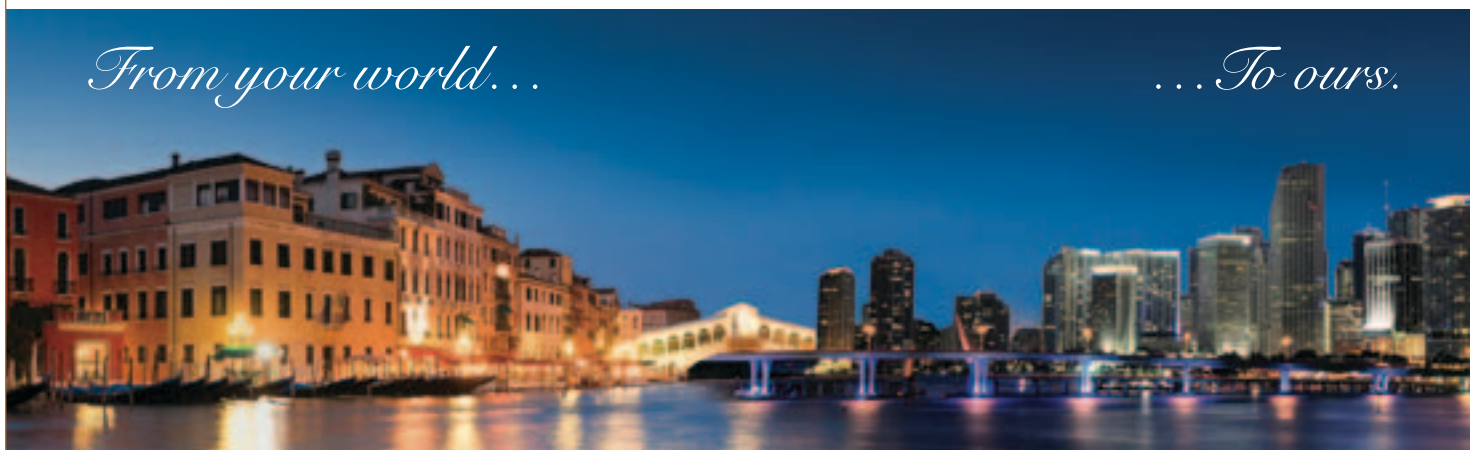
GTS 3000, Inc.

Mr. Francesco Facilla
President
1210 Washington Avenue, Suite 240
Miami Beach, FL 33139
Phone: 305-695-1774
Business Category: Travel agency
Website: www.gts3000.comv



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Distilled Spirits
Medical Devices
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Wine and Coffee
Homeopathic Products
Chocolate and Candy
Processed Meats

Dietary Supplements
Cheese
Pet Foods
Automobiles and Yachts

Our Practice Areas Include:

Commercial Litigation
Business Organizations
U.S. Taxation
Import and Customs

Food and Drug
Commercial Agreements
Customs Quotas

Fuerst Ittleman, PL 1001 Brickell Bay Drive, Suite 2002, Miami, Florida 33131 Tel: 305.350.5690 Fax: 305.371.8989 www.fuerstlaw.com

The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.

Membership Benefits

Dining

660 Mediterranean Kitchen @ The Angler's

All members will receive a 10% discount on lunch and dinner. Offer applies on total bill for food, beverage and alcohol. Must present Membership card. 660 Washington Avenue | Miami Beach, FL 33139
Call: 305-534-9600

Boteco Brazilian Bar

All members will receive a 20% discount on food & beer. 916 NE 79 Street | Miami, FL 33138
Contact: Mr. Angelo Angiollieri
Call: 305-757-7735

Caffé Milano

All members will receive a 20% discount on total bill (food & alcoholic drinks included). 850 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Christian Quarato
Call Caffé Milano: 305- 532-0707

Fox Café

All members will receive a 20% discount on total bill (food & alcoholic drinks included). 834 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Christian Quarato
Call Fox Café: 305-534-7100

La Loggia Restaurant

All members will receive a 20% discount on food & drinks. ID must be presented with a current Membership card. 68 West Flagler Street | Miami, FL 33140
Contact: Mr. Horacio Oliveira or Ms. Jennifer Porciello
Call: 305 373-4800

Piola South Beach

All members will receive a 20% discount on food & soft drinks. ID must be presented with a current Membership card. 1625 Alton Road | Miami Beach, FL 33139
Contact: Mr. Marco Pagliaroli
Call: 305-674-1660

Piola Brickell

All members will receive a 20% discount on food & soft drinks. ID must be presented with a current Membership card. 1250 South Miami Avenue | Miami, FL 33131
Contact: Mr. Angelo Angiollieri
Call: 305-374-0031

Piola Hallandale

All members will receive a 20% discount on all food. 1703 E. Hallandale Beach Blvd | Hallandale, FL 33009
Contact: Mr. Angelo Angiollieri
Call: 954-457-9394

Piola Naples

All members will receive a 20% discount on food & soft drinks. ID must be presented with a current Membership card. 9118 Strada Place, Suite 8170 | Naples, FL 34108
Contact: Mr. Francesco Bissaro
Call: 239-592-5056

Rios Churrascaria Miami

All members will receive a 10% discount. 801 Brickell Bay Dr. #16 | Miami, FL 33131
Contact: Ms. Juliana Azevedo
Call: 305-373-2777

Via Quadronno

All members will receive a 20% discount on food & soft drinks. 320 San Lorenzo Ave. | Coral Gables, FL 33146
Call: 305-476-1160

Travel

Best Western Palm Beach Lakes Inn

Special rates starting at \$99 + tax/daily at the Best Western Palm Beach Lakes Inn. A deluxe continental Breakfast is included. Contact: Ms. Rosalie Denkin - rdenkin@drimc.com
Sales Department: 561-839-1468 (Mon.-Fri. 9-5)

Courtyard Marriot Miami Downtown

Special rates starting at \$99.00+ tax /daily. Subject to hotel availability. Black out dates: Jan 29-31, 2010, Feb 4-7 & 11-15, 2010
Call: 305-374-3000
Phone Central Reservations: 1-800-321-2211

Holiday Inn University of Miami

Special rates starting at \$89.00/daily. Subject to hotel availability. Contact: Ms. Adiana Parra-Simon
Call: 305-667-5611 ext. 7808

Hotel Modigliani (ROME-ITALY)

Special rates starting at Euro 80 (low season) or Euro 140 (high season). Tax, service and breakfast INCLUDED. Via della Purificazione n. 42, 00187 Roma
Tel. 0039 06 42815226
Fax. 0039 06 42814791
info@hotelmodigliani.com
www.hotelmodigliani.com

Interamerican Hotels Corp.

10% discount at the Holiday Inn Port of Miami in Downtown Miami and at the Holiday Inn Express Hialeah/Miami Lakes, upon availability. Call: 305-371-4400 Ms. Nora Machado – Downtown
Call: 305-362-7777 Ms. Rosalyn Long – Miami Lakes

Sonesta Hotels

Special rates starting at \$109.00/daily offered at Sonesta Hotel & Suites Coconut Grove. Subject to hotel availability. Gold Transient Corporate Rates Account N.: IACC200. Contact: Ms. Liliana Penaranda
Call: 305 529-2828
Online: www.sonesta.com/coconutgrove
E-mail Reservation: reservations@sonesta-cg.com
Phone Central Res.: 1-866-306-1183 or 1-800-SONESTA

The Angler's Boutique Resort South Beach

Special Rates available for Studio Suites with 1 King-sized bed:
January 2 – April 17, 2010: \$195.00+
April 18 – June 30, 2010: \$175.00+
July 1– September 30, 2010: \$135.00+
October 1– December 31, 2010: \$175.00+
Black out dates: Super Bowl | Boat Show | South Beach Wine & Food Festival | Winter Music Conference | Memorial Weekend | Labor Day | Thanksgiving Day | Art Basel | New Year's Eve.
Contact: Ms. Estelle Gae – estelle@theanglersresort.com
Call: 786-594-5888

The Bentley Hotels

Special rates starting at \$179.00/daily offered at The Bentley
20% discount off bar on room nights
Contact: Mr. Leo Santos/ Reservation Manager
Call: 305-938-4606

The Setai - South Beach

All members will receive 15% off the best available rate.

Hertz

Special year-round discounts on your daily, weekly, weekend, and monthly rentals for business or pleasure; traveling in the U.S. or worldwide. Your Hertz CDP#1646043 is the key. Call 1-800-654-2210 or visit the Hertz website at www.hertz.com when making your reservation. Then present your Hertz Member Discount Card at the time of rental. It's that easy!

Shopping

24SunnyWine Srl. | Just Quality Importer

All members will receive a 10% discount on the first purchase of their wines. Just Quality Importer | 111 NE 1st Street # 300 | Miami

Call Alessandra Orlich 786-427-9187

Ad Maiora

Mito Espresso Coffee: All members will get a free-use machine with the purchase of 2 cases of Espresso Pods every month. Contact: Ms. Eliana Li Pani
Call: 305-696-0235

Membership Benefits

Cosabella

10% discount on lingerie, sportswear and accessories purchased at store located in: 760 Ocean Drive # 7 | Miami Beach, FL 33139
Contact: Mrs. Valeria Campello
Call: 305-534-4731

Imola Tile

All members will receive a 20% discount on the purchase of our ceramic and porcelain tiles, marble, granite, Mapei setting material and Fila sealers
Call: 786-201-0480 - Mr. Maurizio Paglialonga
Call: 786-201-1145 - Laura Reitano Taylor

Laurenzo's Italian Market

Catering: All members will get 10% discount on catering orders.
Contact: Chef Giancarlo or Antonietta Del Prete at Laurenzo's Italian Market
Call: 305-945-6381

Maya Enterprises, Inc.

15% discount on their Dade County approved Italian style Impact Doors and Windows manufactured in Miami with materials and technology imported from Italy.
Contact: Mr. Diego Cagol
Call: 305-592-2882

Oro Life Florida

10% discount on the purchase of Italian espresso coffee machines.
Contact: Mr. Jason Elsner
Call: 954-316-4401 x 216.

Professionals & Others

Avila Rodriguez Hernandez Mena & Ferri LLP

First hour of initial legal consultation free of charge.
Contact: Mr. Marco Ferri
Call: 305-779-3579

Barba Skin Care

15% for clinical facials. Promo code: IACC VIP
Contact: Tab
Call: 305-573-7200

Cambridge Mercantile Group

No fees on foreign currency wire transfers or drafts. Free assessment of foreign exchange exposure and transaction needs.
Free consultation to assist in formulating an appropriate foreign exchange hedging strategy.
Contact: Manuel Lopez
Call: 305-374-9182

Dynamic Printing

10% discount on all printing.
Contact: Giuseppe Calabrese
Call: 561-706-6462

Finley & Bologna International

First legal consultation will be free of charge for all members.
Contact: Mrs. Stefania Bologna, Esq.
Call: 305-379-7676

Epstein Becker & Green, P.C. /Hector A. Chichoni, Esq.

First half an hour of initial legal consultation free of charge with Hector A. Chichoni.
Contact: Hector A. Chichoni, Esq.,
hchichoni@ebglaw.com
Call 305-579-3270

Pelosi Law Firm & Partners

In the USA: First consultation free of charge and 20% discount on State of Florida legal fees. In Italy: First consultation free of charge and 50% discount on phone calls Italy-USA at their net cost, Italian legal fees, and refund of expenses.
Contact: Mr. Giancarlo Pelosi
Call: +11-39-02-72081809

Dr Raffaella Armstrong DMD

All members and their families will receive a 15% discount on usual fees for dental services in general and cosmetic dentistry. For more information call 305 371 6064 or visit www.miamidental.net.
Raffaella Armstrong D.M.D | 150 SE 2nd Ave., Ste. 604 | Miami

Robert Allen Law

15% Discount on legal expenses.
Contact: Mr. Umberto C. Bonavita
Call: 305-372-3300

Wellness & Entertainment

David Barton Gym

Our South Beach gym is uniquely designed and features world-class training, studios dedicated to original classes, yoga, Pilates, boxing and group cycling, interactive cardio, luxe locker rooms, valet parking, live sets by international DJs and The Spa at David Barton Gym. Exclusive Membership Offer for Members: \$0 Enrollment & \$89/month. Located at 2323 Collins Ave., Miami Beach, FL 33139 inside the Gansevoort South.
Contact: Pier Di Giorgio
(pier.digiorgio@dbgym.com)
Call: 312-799-0079

Equinox South Beach

Exclusive membership offer: \$0 initiation and \$110 a month which includes 2 sessions with a Personal Trainer, 25% off The Spa, 20% off The Shop. For more details contact: Brian Schiller at brian.schiller@equinox.com or call Brian Schiller at 305-673-1172

Hilton Bentley Beach Club

All members will receive a 25% discount on Beach Furniture (beach chairs & umbrellas) and a 15% on all food and beverage. Valet parking \$10.00.
Contact: Mr. Tom Cunha
Call: 305-538-7755

Take advantage of your Membership!

There are lots of benefits reserved to our members. Discover where and how you can save money! Each corporate member can extend benefits up to 5 membership cards for its employees. If you lost your card, we will be glad to send you a duplicate. Just contact us at 305-577-9868 or marketing@iacc-miami.com.



Trade Shows

Italy

January 11-14

Fashion Industry
Pitti Immagine Uomo
Florence Fair Center, Florence
www.pittimmagine.com

January 15-20

Jewelry
Vincenzaoro: First
Vicenza Fair Center, Vicenza
www.firstevent.it

January 28-31

International home show
Macef
Fiera Milano, Rho-Pero, Milano
www.macef.it

USA

February 17-21

Nautical Industry
Miami International Boat Show
Miami Beach Convention Center, Miami Beach
www.miamiboatshow.com

March 03-06

Fashion Industry
Miami International Fashion Week
Shops at Midtown Miami, Wynwood Art District
www.miamifashionweek.com

March 14-17

Cruise Industry
Seatrade Cruise Shipping
Miami Beach Convention Center, Miami Beach
www.cruiseshipping.net

Calendar of Events

January

20

L'Aperitivo

The Angler's Boutique Resort |
Miami Beach, FL

25

Gran Torino Exhibition: VIP
Opening Party
Frost Art Museum

26 - April 18

Gran Torino Exhibition – Italian
Contemporary Art
Frost Art Museum

27

European Cocktail Reception
The Hilton Bentley Hotel | Miami
Beach, FL

February

9

European Business Seminar
Brickell Bay Office Tower, Suite
2110 | Miami, FL

17

L'Aperitivo
Venue TBA

March

9

European Business Seminar
Brickell Bay Office Tower, Suite
2110 | Miami, FL

14-17

Cruise Shipping Miami
Miami Beach, FL

24

L'Aperitivo
Venue TBA

Please refer to our online Calendar of Events via our website at www.iacc-miami.com or the Italy-America Chamber of Commerce Southeast facebook page for upcoming events.

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Postcard



The ninth edition of Art Basel Miami Beach closed on Sunday, December 5, 2010. More than 250 galleries from North America, Europe, Latin America, Asia and Africa exhibited works by over 2,000 artists. The show attracted 46,000 visitors, a record number.

Nella foto la scultura dell'artista italiana Gloria Porcella, Galleria Ca' d'Oro di Roma e Miami
www.ca-doro.com - www.pinksnails.com



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