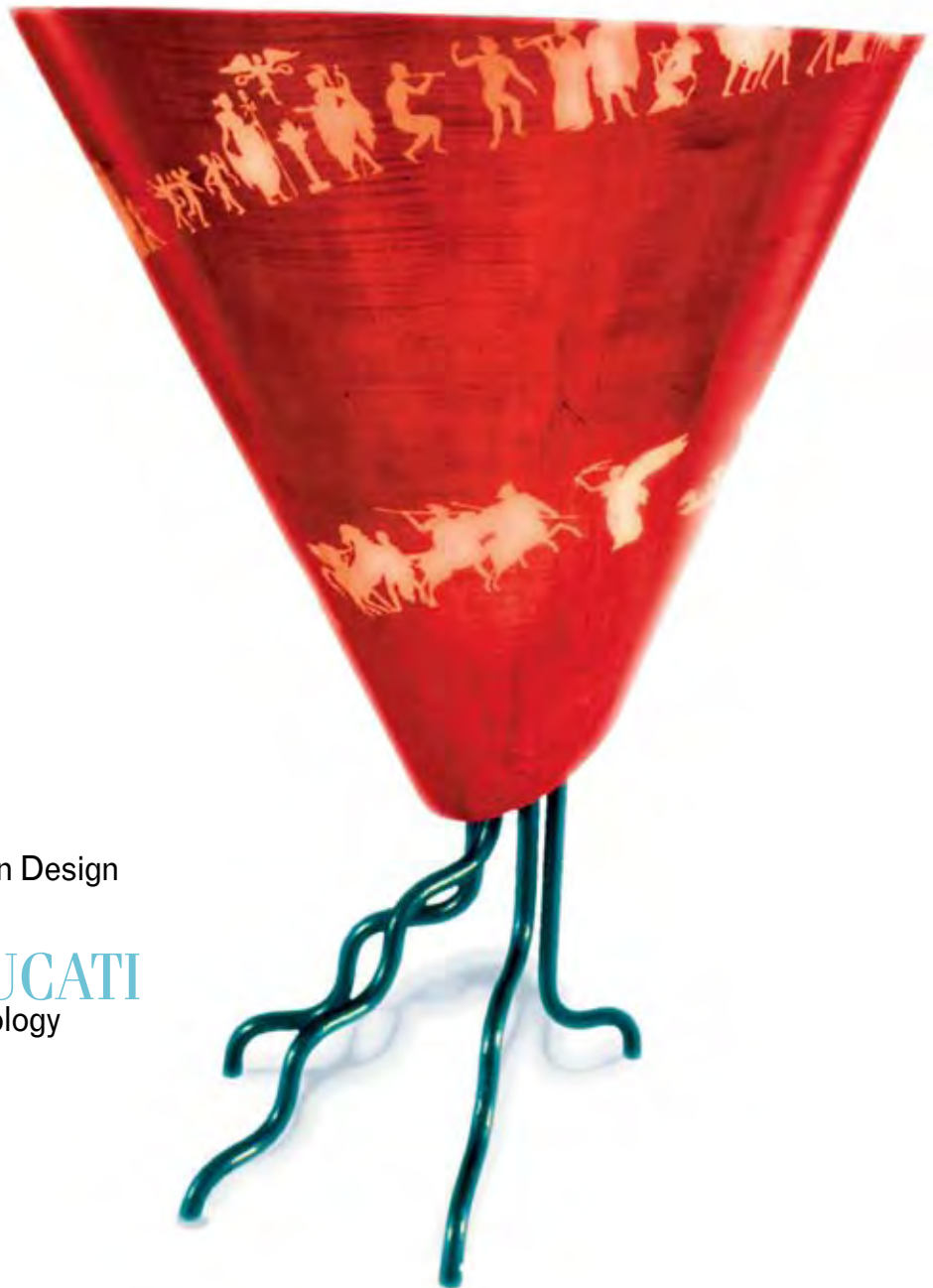




December 2007 - Vol.4 No. 4
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Italy-America Chamber of Commerce Southeast, Inc.



ART BASEL

Discovering Southern Italian Design

FERRARI & DUCATI

Champions of Italian Technology

INTERVIEW

Prof. Camillo Ricordi

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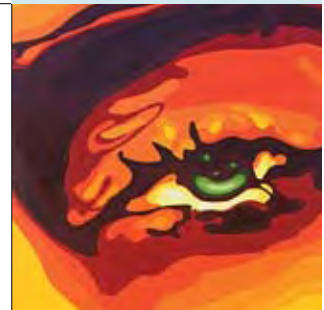
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Cover: "Vesuvius" floor lamp from Mundus Vivendi collection

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Giampiero Di Persia
President

Editorial

For the third consecutive year the Chamber has obtained its best economic results ever, allowing us for the first time to amass a financial reserve that will consent us to improve services and support to our associates and businesses. We are extremely proud but also aware of our heightened responsibility as a representative for a growing number of businesses and institutions.

In essence, 2007 closes with three important developments:

- The Italy-America Chamber of Commerce has achieved a level of financial and organizational stability necessary to solidify its role as an increasingly incisive and “authoritative” force in promoting commercial ties between Italy and the Southeast United States.
- According to our recent research, the Italian business community continues to grow in Florida and Georgia. The Chamber represents a reliable partner for the Italian business community both for its valuable institutional representation and its role in enriching the community by facilitating the arrival of new entrepreneurs in to the local economic fabric.
- Our promotional efforts are increasingly successful both in Italy and Florida, as evident by the requests we receive from numerous commercial actors, from Fiera Milano, to the Port of Olbia, to the Vibo Valentia Chamber of Commerce, to Enterprise Florida.

I would also like to highlight the success of our networking initiatives, from the Italian Cooking Show to the “Aperitivo” evenings. In addition to offering a wonderful opportunity to be together, these events effectively publicized our genuine culinary traditions among American consumers.

2008 will be rich with initiatives, which we will prepare for with utmost professionalism and a reinvigorated and developed staff. Among other things, we are anticipating two important delegation visits from the Apulia and Campania Regions. We also foresee further integration among the Italian Chambers of Commerce in the NAFTA area, with whom we are organizing a major upcoming conference in Rome. We will also be working more closely with the Italian Chambers of Commerce in the Caribbean--an area of prime interest for Miami--in order to facilitate mutual awareness among our associates and promote new business opportunities.

In closing, I wish all of you, dear readers of .it Italian Trade, a serene Christmas and a prosperous New Year. ■

Per il terzo anno consecutivo, la Camera ha ottenuto il suo miglior risultato economico di sempre, consentendoci per la prima volta di costituire una riserva finanziaria atta a migliorare i servizi agli associati e prevedere supporti alle imprese. La cosa ci inorgoglia e allo stesso ci responsabilizza sul nostro ruolo di referente per un sempre maggior numero di aziende ed istituzioni.

Essenzialmente, il 2007 si chiude con tre indicazioni importanti:

- La Italy-America Chamber of Commerce ha raggiunto una stabilita' finanziaria ed una strutturazione interna tali che le permettono di essere sempre piu' incisiva ed “autorevole” nel promuovere i flussi commerciali tra Italia e Sud-Est degli USA.
- La comunita' d'affari italiana continua a crescere in Florida ed in Georgia, come evidenziato da una nostra recente ricerca. Tale comunita' trova nella Camera un partner affidabile, che ne esalta il valore nelle sedi istituzionali e ne favorisce l' arricchimento, con l' ingresso di nuovi imprenditori nel tessuto economico locale.
- La nostra azione promozionale trova un sempre maggiore riscontro sia in Italia che in Florida. Lo testimoniano i tanti attori commerciali che chiedono la nostra assistenza: da Fiera Milano al Porto di Olbia, dalla Camera di Commercio di Vibo Valentia a Enterprise Florida.

Mi preme segnalare anche il successo delle nostre iniziative di networking; dall' Italian Cooking Show alle serate “L'Aperitivo”, che al di la' del piacere dello stare insieme, hanno pubblicizzato efficacemente, tra i consumatori americani, i nostri prodotti genuini della filiera agro-alimentare.

Il 2008 si presenta ricchissimo di iniziative, che prepareremo con la consueta professionalita', con uno staff rinnovato e potenziato.

Ci aspettiamo tra le altre, le visite di importanti delegazioni dalla Regione Puglia e dalla Regione Campania.

Vedremo, inoltre, un' ulteriore integrazione con le Camere italiane dell' Area Nafta, con le quali stiamo studiando una grande conferenza a Roma e anche con quelle dell' area caraibica, un' area di primario interesse per Miami, per facilitare la mutua conoscenza tra le nostre aziende associate e promuovere nuove occasioni di business.

Non mi resta che augurarvi, cari lettori di .it Italian Trade, un sereno Natale e un prospero anno nuovo. ■

ART BASEL

Discovering Southern Italian Design



Interior Design by Mundus Vivendi has represented one of the major events that have animated the Miami Design District during the week of Art Basel. Presented by the Productive Activities Division of the Campania Region and by Fiera Milano, Mundus Vivendi has had its American launch in Miami, after three years of exhibitions at the Milan Triennale.

Fifteen emerging designers from Naples have created home furnishing inspired by the volcano Mt. Vesuvius. The force of the Four Elements is reflected in these objects that evoke the energy of the volcano itself.

At the same time, the exhibition has been a unique promotional opportunity for the Campania's businesses that participated to a trade mission organized by the Italy-America Chamber of Commerce.

Twelve company brands were able to present their products through business-to-business meetings with the most qualified importers to Florida who were obviously impressed by originality of the designers.

The support from the Campania region has been essential in allowing these small companies to become visible in the American market and to verify first hand the potential of commercializing their products. The stage could not be more appropriate; Art Basel, in fact, does not only represent

the major contemporary art fairs in the United States, but also an international market for interior design.

From December 5 to 9, the beautiful space of Poltrona Frau was converted into a dark container, wisely illuminated, such that the objects made in Campania were able to shine and thus be admired by the thousands of visitors who invaded the streets of the Design District of Miami for the entire week.

The exhibition, which counted on the auspices of the General Consulate of Italy, was preceded by a presentation event on December 4th for trade and media.

Judging by the many articles published by American magazines, it seems that Campania's design has debuted best-in-style in Florida. This event has rendered possible that producers that suffer greatly from competitive Asian prices have been able to interface themselves with a market that appreciates the quality and excellence of the Made in Italy brand. For our Chamber of Commerce, Mundus Vivendi has represented the biggest event during this calendar year, which furthermore consolidates the collaborative relation with Fiera Milano and paves the way for further Italian institutional-commercial presence in Miami during an event like that of Art Basel, not to be missed by experts and enthusiasts around the world. ■

Art Basel

Alla Scoperta del Design Campano

Interior Design by Mundus Vivendi ha rappresentato uno dei maggiori eventi che hanno animato il Miami Design District durante la settimana di Art Basel.

Presentato dall'Assessorato alle Attività Produttive della Regione Campania e da Fiera Milano, Mundus Vivendi ha avuto il suo lancio americano a Miami, dopo tre anni di esibizioni alla Triennale di Milano.

Quindici designers emergenti provenienti da Napoli e dintorni hanno creato oggetti per la casa ispirati al Vesuvio ed alla forza degli elementi che il grande vulcano racchiude e simbolizza.

Un'occasione promozionale unica per le aziende campane del settore che, in contemporanea con la mostra, hanno organizzato una missione commerciale, coordinata dalla Camera di Commercio Italiana a Miami.

Dodici marchi campani hanno potuto presentare le loro produzioni attraverso incontri B2B con i più qualificati importatori della Florida, ovviamente impressionati dalla qualità e dall'originalità dei designers campani e delle aziende che li rappresentano.

Il sostegno della Regione Campania è stato indispensabile per permettere a queste piccole realtà produttive di affacciarsi sul mercato americano e verificare di prima mano le potenzialità di commercializzazione dei loro prodotti.

Il palcoscenico non poteva essere più adatto; Art Basel infatti non rappresenta più solo la maggiore fiera d'arte

contemporanea negli USA, ma anche un happening internazionale per l'interior design.

Dal 5 al 9 dicembre, il bellissimo spazio di Poltrona Frau è stato riconvertito in un contenitore oscuro dove brillavano, sapientemente illuminati, gli oggetti made in Campania, ammirati dalle migliaia di visitatori che hanno invaso le strade del Design District di Miami per l'intera settimana.

La mostra, che ha contare con il patrocinio del Consolato Generale d'Italia, è stata preceduta da un evento di presentazione il 4 dicembre, per operatori del settore e media specializzati.

A giudicare dai tanti articoli pubblicati dalle riviste USA, sembra che il design campano abbia debuttato nel migliore dei modi in Florida. La manifestazione ha reso possibile che le aziende di un comparto che soffre molto della concorrenza asiatica sui prezzi abbiano potuto interfacciarsi con un mercato che apprezza la qualità e l'eccellenza Made in Italy.

Per la nostra Camera di Commercio, Mundus Vivendi ha rappresentato il maggior evento in calendario quest'anno. La Camera consolida ancora di più il rapporto di collaborazione con Fiera Milano, che opera come struttura di appoggio all'internazionalizzazione per diverse regioni italiane, e apre la strada per ulteriori presenze istituzionali-commerciali a Miami, durante una manifestazione come Art Basel, ormai imperdibile per gli addetti ai lavori e gli appassionati di tutto il mondo. ■





2007 Moto GP World Champion: Ducati Desmosedici
(Photo: www.ducati.com)

The greatness of the little ones

Lesson from Ferrari and Ducati sport victories

by Nevio Boccanera

Italians have a passion for excellence in everything they do and maybe in no field than motors is this statement truer. Their natural inclination for design and mechanics mixes with an instinct for speed and racing. No wonder the fastest cars and motorcycles on the planet are produced in Italy.

Legendary brands Ferrari and Ducati won their respective 2007 World Championships, overcoming the strong competition from major Japanese, German, French, and British corporations.

"It is a triumph of Italian technology," declared Luca Cordero di Montezemolo, president of Fiat Group and Ferrari, commenting on the victory of his red cars in the Formula 1 Championship last October in Brazil. He is right, if we think that, in a sport like Formula 1, technology innovation counts for a 90%.

Everybody in America knows that Ducati, Ferrari, Maserati, and Lamborghini are among the most valuable and selected machines one can find in the market. But not everybody knows that the factories producing these wonderful objects are con-

centrated in the Northern Italian region of Emilia Romagna, an area not bigger than Miami-Dade County, between the provinces of Modena and Bologna.

From an economic point of view, it is interesting to try to understand why this tiny area has been able to develop such a specialization for sport cars and motorcycles.

The role of the Italian industrial districts, sometimes criticized in the new global economy for contributing to the survival of clusters of small companies, is still valid if we talk about high-end quality and niche products.

When Enzo Ferrari decided, in 1947, to build his cars in Modena, he knew that he could count on hundreds of qualified engineers and mechanics coming from Officine Reggiane, producers of fighters' aircrafts during WW II in the nearby city of Reggio Emilia.

The human factor, forged by old productive traditions is essential in the development of the Italian industrial districts and their contribution to fields such as mechanics, interior design or fashion.

In Modena one can breath the passion for motors as can be done in Vicenza for goldsmith or in Fermo for shoemaking. It is not something that can be created artificially or copied. Products come from a specific culture and sensibility of thousands of people, as well as the exchange of information and competition among them. This is why it is natural for small Italian companies to be innovative and present objects that one is always surprised by.

Monopolies are never good for quality and customer satisfaction. For Ferrari is good to have a competitor like Lamborghini 35 miles away.

Luckily, China is not yet able to produce Lamborghinis, Parmigiano Reggiano cheese or Zegna suits. Big industrial corporations and their huge investments have not been able to silence the roar of those mechanical factories in Emilia Romagna.

Although Ferrari is owned by Fiat, it has proudly kept its identity and "artisan way" of producing cars since its inception. The case of Ducati is even more striking: The independent company from Bologna with just 40,000 motorcycles produced every year is capable of racing better than a multinational company like Honda, whose production surpasses 10 million pieces per year.

The significance of the Italian victories goes beyond the sport and even technological implications. It is a statement against homogenization of industrial products, in an era when everything is manufactured in Asia and created by a melting pot of international engineers. It is the revenge of the small and local against the superpower of the big and global. That is why Italy is so proud of these successes.

Can this industrial diversity survive the empire of homogenization? Can we continue to enjoy industrial products generated by the cultural and technical humus one can find just in a definite region?

It is easy to despair in a big city where there is a Starbucks beyond every corner and all the new buildings look the same, and the skyline of Miami is not different from that of Shanghai. But when a red car wins over all the gray ones, old fashion returns. ■





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Campioni del made in Italy

Lezione dalle vittorie di Ferrari e Ducati

di Nevio Boccanera

Gli italiani esprimono una passione per la qualità e l'eccellenza in qualsiasi cosa producano. Probabilmente non c'è settore dove questa affermazione è più veritiera che quello dei motori. Negli italiani l'inclinazione naturale per il design e la meccanica si sposa con l'istinto per la velocità e le gare. Nessuno si sorprende, quindi, nel constatare che le auto e le motociclette più veloci al mondo siano prodotte proprio in Italia.

Marchi leggendari come Ferrari e Ducati sono reduci da esaltanti vittorie mondiali, quest'anno, superando l'agguerrita competizione di grandi multinazionali giapponesi, tedesche, francesi e britanniche.

“E' un trionfo della tecnologia italiana” ha dichiarato Luca Cordero di Montezemolo, commentando la vittoria delle rosse di Maranello, lo scorso ottobre, nel Gran Premio del Brasile e la consacrazione di Kimi Raikkonen, come nuovo campione del mondo. Ed ha ragione, se pensiamo che, in uno sport estremamente competitivo come la Formula 1, l'innovazione tecnologica influisce per un 90%.

Tutti, in America, sanno che macchine come Ducati, Ferrari, Maserati o Lamborghini sono tra le migliori e le più esclusive che possano essere trovate sul mercato. Ma non tutti sanno che le fabbriche che producono questi meravigliosi oggetti sono concentrate in un'area non più grande della Contea di Miami, tra le province di Modena e Bologna.



Da un punto di vista economico è interessante cercare di capire per quale motivo, in quel piccolo pezzetto di pianura padana, sia stato possibile sviluppare una specializzazione così marcata per le auto e le moto sportive.

Il ruolo dei distretti industriali, spesso criticato dai paladini della globalizzazione, per aver mantenuto in vita reti di piccole aziende è ancora valido se parliamo di prodotti di nicchia, di altissima qualità.

Quando Enzo Ferrari decise di avviare la produzione delle sue auto a Modena, nel 1947, sapeva che avrebbe potuto contare su centinaia di ingegneri ed operai specializzati provenienti dalle Officine Reggiane di Reggio Emilia, che producevano caccia per l'Aeronautica Militare durante la seconda guerra mondiale.

L'elemento umano, forgiato da antiche tradizioni produttive, è stato essenziale nello sviluppo dei distretti industriali italiani ed al loro contributo a settori come la meccanica, la moda o l'interior design.

A Modena la passione per i motori la si può respirare, come a Vicenza quella per l'oreficeria o a Fermo quella per la produzione di scarpe.

Non è qualcosa che si può creare artificialmente od imitare. I prodotti emergono da una cultura comune e da sensibilità specifiche di migliaia di persone, che si scambiano informazioni giornalmente e, perché no, competono tra loro.

Ecco perché è naturale per le piccole e medie aziende italiane essere innovative e presentare prodotti sempre in grado di sorprendere il pubblico.

I monopoli non sono mai utili per la qualità dei prodotti e la soddisfazione dei clienti. Per Ferrari avere un concorrente come Lamborghini a soli 50 km di distanza non può che essere positivo.

Fortunatamente in Cina non sono ancora capaci di produrre autonomamente Lamborghini, forme di Parmigiano Reggiano o gli abiti sartoriali di Ermenegildo Zegna. I grandi gruppi internazionali, pur investendo pesantemente, non sono riusciti a spegnere il “rombo dei motori” proveniente dalle “anti-globalizzate” fabbriche in Emilia Romagna. Fabbriche che traggono la loro forza proprio dall'essere così radicate sul territorio locale, pur essendo internazionali.

Benché posseduta dalla Fiat, la Ferrari ha mantenuto orgogliosamente la sua identità e il suo “metodo artigianale” di produrre auto. Ducati ha un percorso ancora più sorprendente: l'azienda di Bologna, con solo 40 mila moto prodotte annualmente è capace di competere e fare meglio di una multinazionale come Honda, che di moto ne produce 10 milioni all'anno.

Il significato di queste vittorie italiane va al di là delle implicazioni sportive ed anche di quelle tecnologiche. È un proclama contro la omogeneizzazione dei prodotti industriali, in un'era dove tutto è fabbricato in Asia ed ideato da un melting-pot di ingegneri internazionali (spesso e volentieri asiatici pure loro). È la rivalse del piccolo e locale sul grande e globale. Ecco perché l'Italia è così orgogliosa di questi successi sportivi.

Può questa “bio-diversità” industriale, così minacciata, sopravvivere all'impero dell'uniformità? Potremo continuare ad usufruire di prodotti genuini, generati da un humus culturale e tecnico che può essere trovato solo in specifiche regioni?

È facile perdere ogni speranza in una grande città, dove dietro ogni angolo c'è uno Starbucks e tutti i nuovi edifici si assomigliano, a Miami come a Shanghai. Ma quando un'auto rossa vince, lasciandosi alle spalle tutte le auto grigie, ritorna la fiducia. ■

Bicentennial of Casa Ricordi

The world's most important publisher of opera - Casa Ricordi- was founded in 1808 in Milan, Italy.

On January 19th 2008, Orchestra Miami will present a gala concert celebrating the bicentennial of the founding of Casa Ricordi. This celebration will also serve as a fundraiser for both Orchestra Miami and the Frost School of Music at the University of Miami. In recognition of Casa Ricordi's unparalleled importance in the world of opera, Orchestra Miami Director Elaine Rinaldi has invited Metropolitan Opera stars Aprile Millo, Eduardo Villa, Mark Rucker, Eglise Gutierrez and Gregory Schmidt to join Orchestra Miami in arias, duets and ensembles by Gioacchino Rossini, Gaetano Donizetti, Giuseppe Verdi and Giacomo Puccini.

Casa Ricordi is important in the history of music, not only for their longevity, but most importantly for the unique

relationship fostered between the publishing house and the composers: Casa Ricordi was the first company in history to recognize the "diritti d'autore" (composer's rights, which today we recognize as Intellectual Property Rights), whereby the composers gained much-needed income from their own compositions.

Without this unique innovation and the close relationships that were fostered between the composers and Casa Ricordi, it is reasonable to say that we would not be enjoying the extensive wealth of compositions which we enjoy today, compositions which are the foundation of our modern operatic tradition and the basis for this beloved art form.

The concert will take place at the Miami-Dade County Auditorium. Tickets are available at www.ticketmaster.com ■



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8c Competizione, the new supercar from Alfa Romeo (Photo: www.alfaromeo.com)

Foreigners On Top of the Luxury Automobile Market

by Krystle Cacci

Even though the President of the United States rides in a Cadillac, more than three out of four Americans who buy a luxury car are opting for a European or Japanese model. General Motors, Ford Motor and Chrysler sold fewer than half of all light vehicles in the United States for the first time in July 2007. Foreign brands, however, captured 78.3% of the luxury market.

Lexus, Toyota's luxury brand and the market leader, reported a 5.2% gain in sales in the first eight months of the year, com-

pared with January – August 2006. BMW's sales were up 8.7%, and Audi was up 10.8%. Audi, Volkswagen's premium brand, said that it had set a target of more than doubling US sales by 2015. The carmaker's sales hit a low point of about 12,500 in 1994, and it considered pulling out of the US. Now, Audi sales are about to reach 95,000 this year.

Lexus, Acura, and Infiniti (Nissan's luxury brand) brands are much bigger competitors in the US than in Europe. GM, Ford and Chrysler gave foreigners an opening in the 1990s by fo-



Car shopping

cusing on SUVs and pick-up trucks. Ford neglected Lincoln, its luxury brand and instead acquired four European-based carmakers: Jaguar, Volvo, Land Rover and Aston Martin. Lincoln sales have also fallen behind Honda's Acura.

Cadillac seemed to persevere in 2002 with a myriad of new models, including the CTS and Escalade SUV. Sales, however, have been down 10% this year. The vehicle analysis division of JD Power says that domestic brands do not have image-enhancing, top-of-the line models to compete with the various BMW and Mercedes models.

After 1992, the European Community ushered in a new era of freer competition that created a more even playing field for imported cars. Fiat, for instance, nearly went broke as its Italian market share fell, but in the long run the French and Italians hung on and have come back in Europe stronger than before. Today, they can afford to invest in the U.S. market, thus making their products much more suitable for U.S. buyers, especially in terms of quality.

The Fiat 500 minicar could come to the U.S. and compete with BMW's Mini and Mercedes' Smart car in the next few years. Fiat quit selling cars in the U.S. under the Fiat brand in the mid-1980s; it had a poor quality reputation summed up by the acronym, "Fix It Again, Tony." (Fiat also owns the Maserati brand, which it reintroduced in the U.S. market in 2002, after a 12-year absence.) Alfa Romeo quit in 1995, after a shaky alliance with Chrysler. The No. 1 Alfa dealer in the U.S. sold only 28 cars in 1994, according to Automotive News.

But Fiat Auto CEO Sergio Marchionne has said Alfa would return to the U.S. market, but not before the end of 2008 (if the exchange rate euro-dollar will allow it). Alfa Romeo's mainstream models are the Brera Coupe and Spider convertible. The brand also has shown a high-end sports car, the 8C Competizione, at auto shows. And speculation persists on whether the company could export a higher-performance version of the tiny, redesigned Fiat 500 to the U.S. market. It would compete with the Mercedes Smart car and BMW's Mini brand.

It doesn't seem that Europe and Japan are the only ones which have a competitive edge anymore; the Chinese have come out of left field with designs which have made the Germans wrinkle their nose. To BMW, the CEO, a Chinese sport utility vehicle, is a blatant knockoff of BMW's popular X5. The company even went so far as to file a suit to prohibit the CEO's sale in Germany by Shuanghuan Automobile, the Chinese carmaker and manufacturer of the CEO. This did not prevent, however, Shuanghuan's European importer from revealing the CEO at the Frankfurt Motor Show in September 2007.

The Germans were not the only ones who sneered at the copycat presentation. DaimlerChrysler decided to take legal action against Shuanghuan to prevent it from selling the Noble, a subcompact vehicle with a striking resemblance to Daimler's Smart minicar. The Noble and CEO scenarios are two reasons why European executives doubt the Chinese will be genuine competitors in the coming years. ■

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Italian Investments in the Southeast

A Panel Discussion Seminar presented by the Italy-America Chamber of Commerce, Southeast

On September 20 in the elegant setting of the Bankers Club in Downtown Miami the Italy-America Chamber of Commerce, Southeast, presented an highly informative seminar on Italian Investments in the Southeast of the United States, following the results of a recent census on subsidiaries of Italian corporations operating in the Southeast of the United States including Florida, Georgia, South Carolina, Alabama and Mississippi, carried out by the Chamber's staff.

Seven speakers presented and thoroughly analyzed the topical subject of Italian Investments in the Southeast from many different perspectives, ranging from the legal, to the financial, to the governmental and institutional ones.

Hon. Marco Rocca, Consul General of Italy, started the happening with a warm welcome and introduction, and he was followed, in order, by Mr. Giampiero Di Persia, President of the Italy America Chamber of Commerce, Southeast, Mr. Carlo Ferrari, Italian Trade Commissioner, Mr. Chandler R. Finley, Fin-

ley & Bologna International's Partner, Mr. Ash Ramkhalawan, Citibank's Vice President Middle Market Banking Segment, Ms. Pamela Fuertes, Beacon Council's Vice President, Manny Mencia, Enterprise Florida's Vice Presidente and Prof. Tomislav Mandakovic, Associate Dean of the Chapman School of Business -FIU, who concluded the seminary as the moderator of the vibrant round table, questions and answers session.

In particular, Mr. Giampiero Di Persia, President of the Italy America Chamber of Commerce presented the project that was developed to monitor the influx of Italian investments in this fast growing area of the United States and lead to the detection of 179 Italian companies, mainly in the industries of furniture, machinery, industrial parts, transportation, fashion and apparel, yacht, constructions, telecommunications and chemical products. "The results of the survey reflects the energy and zest of our entrepreneurial community and the interest with which Italy seeks business opportunities in this area of the USA", said Mr. Di Persia as a conclusion of his presentation.

An effervescent reception at the Bankers Club ended the seminar, in perfect tune with the energy and liveliness of the entire event. The reception coincided with a very special occurrence for the Italy-America Chamber of Commerce: the official inauguration ceremony of its new office, located in the same tower of the Bankers Club, the landmark building One Biscayne Tower.

For this special occasion, more than 150 guests gathered at the new location to assist a ribbon cut ceremony by Consul General of Italy - Amb. Marco Rocca and celebrate, as one, such an important achievement in the life of the organization.



Prof. Mandakovic, Dean of the Chapman School of Business at Florida International University



Mr. Di Persia, IACC President

Investimenti Italiani nel Sud Est degli USA

Una tavola rotonda presentata dalla Italy-America Chamber of Commerce, Southeast in occasione dell' inaugurazione della nuova sede

Giovedì 20 settembre, nell'elegante scenario del Bankers Club di Miami, la Camera di Commercio Italo-Americana (IACC) ha dato vita ad un interessante seminario sugli investimenti italiani nel sud est degli Stati Uniti, prendendo spunto da un censimento camerale, recentemente pubblicato, sulle 179 aziende italiane presenti in Florida, Georgia, South Carolina e Alabama e Mississippi.

Sette relatori hanno presentato ed analizzato in profondità l'argomento molto attuale degli investimenti italiani nel sud-est degli USA sotto i molteplici profili legale, finanziario, commerciale ed istituzionale.

L' Amb. Marco Rocca, Console Generale d'Italia a Miami, ha dato inizio al seminario, seguito, in ordine, da Carlo Ferrari, Direttore dell' ufficio ICE, da Chandler R. Finley, avvocato di Finley & Bologna International, Ash Ramkhalawan, Vice Presidente del Middle Market Banking Segment della Citibank, Pamela Fuertes Vice-Presidente del Beacon Council (ente per la promozione economica della contea di Miami), Manny Mencia, Vice Presidente di



Manny Mencia, Senior Vice President of Enterprise Florida

Enterprise Florida (ente per la promozione economica dello Stato della Florida) e il Prof. Tomislav Mandakovic, Preside della Chapman School of Business della Florida International University che

ha concluso il seminario, assumendo anche il ruolo di moderatore, in una energetica tavola rotonda finale aperta agli interventi da parte del pubblico presente.

In particolare, Giampiero Di Persia, Presidente della Italy America Chamber of Commerce ha presentato i risultati del progetto di censimento nato dall'esigenza di monitorare il flusso di investimenti italiani in una parte degli USA in grande crescita, che ha riportato la presenza di 179 aziende italiane, riconducibili principalmente ai comparti dell' arredamento, macchinari, componentistica, trasporti, moda e accessori, ceramica, industria nautica, costruzioni, telecomunicazioni e prodotti chimici.

“Gli esiti della ricerca riflettono l'energia e l'entusiasmo della nostra comunita' imprenditoriale e soprattutto l'interesse con il quale l'Italia sta cercando opportunita' di business in quest' area degli USA”, ha affermato il Presidente Di Persia a conclusione della sua presentazione.

Un ricevimento per ospiti ed autorita` sempre al Bankers Club, ha preceduto l' inaugurazione della nuova sede della IACC, situata nello stesso edificio del Bankers Club, lo storico One Biscayne Tower.

Per l' occasione, un centinaio di ospiti si sono riuniti presso i nuovi uffici, ovviamente arredati con mobili italiani, per assistere alla cerimonia ufficiale del taglio del nastro da parte dell' Ambasciatore, Marco Rocca e per celebrare questo importante passo nella vita dell' organizzazione.



Audience at the Bankers Club



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One Biscayne Tower, location of the Italy-America Chamber of Commerce office in Downtown Miami.



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1. IACC new office reception area.
2. Mr. Di Persia, IACC President, Mr. Turturiello, Italian Deputy Consul, Hon. Rocca, Consul General and Hon. Rich Glorioso, Florida State Representative.
3. Discovering the new office of the Chamber
4. Prof. Sanchez and Mrs. Caly from FIU greeting Rep. Glorioso
5. Guests from the Museum of Contemporary Art (MoCA)



6

- 6. Mr. Di Persia, Mr. Turturiello, Hon. Rocca, Hon. Glorioso and Mr. Facilla
- 7. Mr. Mencia and Mr. Pelosi
- 8. Ribbon Cut ceremony in the new office by the Consul General of Italy and the President of the Italy-America Chamber of Commerce
- 9. IACC staff and board members From the left: Marta Fedi, Silvia Cadamuro, Roberto Degl' Innocenti, Francesca Tanti, Giampiero Di Persia, Nevio Boccanera.
- 10. Meeting room in the new IACC office.



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Prof. Camillo Ricordi

by Silvia Cadamuro

As the foremost expert in the world on cellular transplants for the treatment of diabetes, Professor Ricordi directs the Diabetes Research Institute at the University of Miami and collaborates with numerous Italian research institutes. Professor Ricordi is also an active member of the Italian community in Miami, as well as an honorary member of our Chamber of Commerce.

Professor Ricordi, you are a pioneer in the field of diabetes research. What are the prospects for a cure for a disease that affects millions of families around the world?

I am certainly optimistic about the possibility of discovering a cure for diabetes within the next five to eight years. More progress has been made in the field in the last five years than in the previous twenty. We are just now beginning to see the light for a cure at the end of the tunnel. It is necessary however to dedicate sufficient energy and resources to reach that goal. With this objective in mind, our Diabetes Research Institute (www.diabetesresearch.org) has launched an unprecedented initiative that links scientists and distinguished research centers from around the world via a "Tele-science system." This network enables teams of scientists who reside oceans or continents apart to collaborate on common projects as if they were working in the same laboratory, observing or discussing the same images in the same multi-photon microscope. In essence, we hope to increase the funds and number of projects dedicated to research on diabetes, in addition to improving the level of communication, collaboration, and efficiency of the scientific activities dedicated to that end. Our initiatives are based on the industrial models of research and development related to the "milestone based management" method and the "phase and gate" decision-making strategies.

Professor, why did you decide to make Miami and the University of Miami your home?

I had the opportunity to move to Miami in 1993 while I was still working at the transplant center in Pittsburgh with Professor Thomas Starzl. The opening in Miami of the largest international center dedicated entirely to discovering a cure for diabetes—particularly in its most severe form (childhood diabetes)—proved to be both a temptation and a challenge too strong to resist. The prospect of becoming part of a unique, and incredibly generous community also played a role in my decision. From my very first visit I felt part of a big family and a project so important that I could not refuse the offer to direct the new center. Miami soon became my favorite city in the United States, due in part to my great love for the sea and fishing. The fact that my wife Valerie and our children grew to feel at home in Miami was also an important factor in my decision.

How do you see the future of medical research in Italy? Are there signs of improvement?

Although there are certainly signs of improvement in some cases, overall the lack of adequate grants and the difficulty in ef-

fectively pursuing a cure with limited resources remains a problem. For example, the Diabetes Research Institute's current annual budget is more than 35 million dollars, a figure similar to the budget of a diabetes Telethon for all of Italy. Unfortunately, Italy is a country which still invests little in research. In fact, in relationship to its GDP, Italy (along with Portugal) is among the European countries which invest the least in research.

You come from a family that made recording history. In January there will be an important event commemorating the 200th anniversary of Casa Ricordi. Would you like to make a comment?

There will be a concert on January 19, 2008 at the Miami Dade Auditorium (www.ricordi.us) with Opera stars from the New York Metropolitan who have generously dedicated their time to this event which will benefit Orchestra Miami and the University of Miami's Frost School of Music.

The idea behind this ceremonious concert grew out of the preparations for the celebration of the 200th anniversary of Casa Ricordi (in Milan, Italy there will be a concert at the Teatro alla Scala on January 11 in addition to other celebrations over the course of the next three years). As a representative of both the seventh generation of the Ricordi family and of the first generation which has not contributed to the field of music, I felt compelled to honor the generations before me. The concert is a tribute to our forefathers, from Giovanni Ricordi, to my father Carlo Emanuele (Nanni) who founded Ricordi Dischi in 1958 and who celebrates its 50th anniversary on the 200th anniversary of its parent company, Casa Ricordi. We established a foundation (Fondazione Ricordi per la Musica e la Medicina), which, in addition to promoting the concert, is producing a commemorative book for the 200th anniversary of Casa Ricordi (1808-2008). It is my wish to release to the public several documents of historical value that were handed down from generation to generation in the Ricordi family over of period of 200 years, as well as to reprint the unabridged version of the book Giulio Ricordi had published in 1908. The book and a commemorative medallion will be part of a limited edition collection given to the supporters of the concert and the foundation during the January 19th event (for information and tickets: www.ricordi.us or www.orchestramiami.org) which will feature public figures from the world of politics and music including Renata Scotto, who is arriving from Chicago to be the Honorary Chairperson of the event together with Patricia and Phillip Frost. ■



Prof. Camillo Ricordi

by Silvia Cadamuro

Conosciuto come il maggior esperto mondiale di trapianti cellulari per la cura del diabete, il Prof. Ricordi dirige il Diabetes Research Institute dell'Università di Miami e collabora con numerosi istituti di ricerca in Italia. Il Prof. Ricordi è anche un membro molto attivo della comunità italiana a Miami, nonché socio onorario della nostra Camera di Commercio.

Prof. Ricordi, Lei è un luminaire della ricerca sul diabete. Quali sono le prospettive per la cura di una malattia che condiziona milioni di famiglie nel mondo?

Sono senz'altro ottimista sulle possibilità di sviluppare una cura del diabete entro i prossimi 5-8 anni. Nel nostro campo, c'è stato più progresso negli ultimi 5 anni, che nei 20 anni precedenti e siamo ad un momento in cui si può vedere chiaramente la luce alla fine del tunnel. Sarà tuttavia necessario concentrare energie e risorse per permettere di raggiungere tale obiettivo. In questa direzione, il nostro istituto di ricerca sul diabete (Diabetes Research Institute, www.diabetesresearch.org) ha lanciato un'iniziativa senza precedenti, collegando scienziati e centri di ricerca selezionati in tutto il mondo, tramite un sistema di Telescienza che permette di sviluppare progetti tra gruppi di ricercatori che si trovano in continenti diversi. Attraverso questa rete, teams di scienziati che lavorano su obiettivi strategici comuni, saranno collegati come se si trovassero fisicamente, nello stesso laboratorio; per esempio guardando e discutendo le stesse immagini, allo stesso microscopio multifotonico, anche se di fatto fisicamente separati da continenti o oceani. Stiamo quindi cercando di aumentare non solo i fondi e il numero di progetti, ma anche il livello di comunicazione, collaborazione ed efficienza del processo di produttività scientifica finalizzata, imparando molto, in questo senso, da modelli di ricerca e sviluppo industriali, basati su "milestone based management" e processi decisionali basati su strategie "phase and gate".

Perché ha scelto Miami e la sua Università per vivere e lavorare?

L'opportunità di trasferirmi a Miami è arrivata nel '93 quando lavoravo ancora al centro trapianti di Pittsburgh con il Prof. Thomas Starzl. L'apertura a Miami del più grande centro internazionale dedicato interamente alla cura del diabete, e soprattutto della forma più severa (diabete giovanile) è stata una sfida e una tentazione troppo forte per me. Ha contribuito senz'altro il fatto di poter diventare parte di una comunità unica, di una generosità mai incontrata precedentemente. Mi sono sentito fin dalla prima visita parte di una grande famiglia e di un progetto troppo importante... Non ho potuto rifiutare la proposta di direzione di questo nuovo centro. Miami è diventata subito la mia città preferita negli Stati Uniti, essendo anche un amante del mare e della pesca. Anche mia moglie Valerie (dopo qualche anno) e i nostri figli si sono trovati molto bene e questo è stato anche un fattore molto importante.

Come vede il futuro della ricerca medica in Italia? Ci sono dei segnali di miglioramento?

Ci sono senz'altro segnali di miglioramento in realtà isolate, ma il problema rimane la mancanza di finanziamenti adeguati e quando uno deve decidere dove può essere più produttivo a livello di risultati verso una cura, deve tener conto di che strumenti e infrastruttura può avere a disposizione per andare avanti in maniera efficiente. Per esempio, quest'anno il nostro budget di ricerca qui al Diabetes Research Institute è di oltre \$35 milioni... una cifra vicina al budget di Telethon per tutta l'Italia. L'Italia rimane purtroppo un paese dove si investe poco in ricerca. Infatti, rispetto al PIL siamo agli ultimi posti in Europa, insieme al Portogallo.

Lei viene da una famiglia che ha fatto la storia della discografia. A gennaio ci sarà un grande evento commemorativo del bicentenario di Casa Ricordi. Ce ne vuole parlare?

L'evento sarà un concerto il 19 gennaio 2008 al Miami Dade Auditorium (www.ricordi.us) con stelle dal Metropolitan di New York che hanno generosamente donato la loro partecipazione a questo evento, i cui profitti andranno a beneficio di Orchestra Miami e della Frost School of Music dell'Università di Miami.

L'idea di questo Concerto celebrativo è nata in occasione dei preparativi per le celebrazioni del Bicentenario di Casa Ricordi (a Milano ci sarà un concerto al Teatro alla Scala l'11 gennaio e altre celebrazioni che dureranno un triennio). Come rappresentante della settima generazione di Ricordi, e della prima generazione che non ha contribuito in alcun modo alla musica, mi è sembrato opportuno rendere omaggio alle generazioni che mi hanno preceduto. Un tributo quindi ai nostri avi, da Giovanni Ricordi a mio padre Carlo Emanuele (Nanni), che ha fondato la Dischi Ricordi nel 1958 e che celebra quindi i 50 anni assieme ai 200 della casa madre. Abbiamo formato una fondazione (Fondazione Ricordi per la Musica e la Medicina) e oltre al concerto stiamo producendo un libro commemorativo del bicentenario (Casa Ricordi 1808-2008), che deriva anche dal mio desiderio di rendere pubblici alcuni documenti di valore storico che sono stati tramandati nella famiglia, di generazione in generazione da duecento anni, oltre alla ristampa integrale della pubblicazione voluta da Giulio Ricordi nel 1908, in occasione del primo centenario. Il libro e un medaglione commemorativo, sono in fase di produzione limitata e verranno offerti in omaggio ai sostenitori del concerto e della fondazione in occasione dell'evento del 19 gennaio (per informazioni e biglietti: www.ricordi.us oppure www.orchestramiami.org) a cui parteciperanno personalità politiche e del mondo della musica, tra cui Renata Scottò, che verrà a Miami da Chicago per l'occasione e che sarà la Chairperson Onoraria dell'evento, insieme a Patricia e Phillip Frost. ■

Sardinia and Broward County enhance Seaports cooperation

by Francesca Tanti



View of Port Everglades, Ft. Lauderdale, Florida (Photo: www.broward.org/port)

From the 13 to the 17 of November 2007, a delegation representing the Port Authority of Olbia and Golfo Aranci (Sardinia Island-Italy), headed by the President Paolo Piro, was in a business visit in Miami and Fort Lauderdale areas.

Besides establishing contacts and promoting their port, with many important cruise lines, the delegation's visit came

along as part of an ongoing collaboration project with Port Everglades in Broward County.

Started on March 14, 2007, with the signature of an international sister seaports agreement between the two Ports, this project, marked a new collaborative relationship with unique opportunities for both Sister Ports to exchange know-how,

practical experience and operational methodologies.

While Fort Lauderdale ranks number two port in the cruise ship industry in the World, with almost 3.5 million cruise passengers in 2007, Port of Olbia is number one in Italy, in the ferry sector, accomplishing a strategic task in the entire Sardinian transportation system, both for passengers and private vehicles, with an estimated 5 million passengers in 2007.

The objective of this project is clear: to exchange experiences on topics such as cruise operation management, security management, passengers' hospitality, and ferry services, through a series of studies, seminars and visits for both ports.

A first Sardinian delegation had already the opportunity to spend a 3-day workshop in Fort Lauderdale, on the subject of port security, at the end of July.

Last November, another delegation attended a second series of studies on tourism management with reference to the cruise ship sector, and visited Port Everglades facilities for an overview of their cruise operations.

Since the beginning of this sister seaports relation, the Italy-America Chamber of Commerce Southeast has been playing an essential role, not only with regard to the official signature of the agreement, but also and more importantly, with regard to the actual carrying out, development and evolution of this agreement into an ongoing co-operational project. During their visit in Florida, with the coordination of our Chamber and the assistance of Port Everglades and the Consulate General of Italy, the Sardinian delegation carried out a full agenda of introductory meetings with executives of some of the biggest cruise lines, including Carnival, Disney, Royal Caribbean and Norway, which gave them the unique opportunity to present their Ports' current infrastructures and operations, and in particular, promote their potentials for the future.

Thanks to the new shift in Olbia and Golfo Aranci Port Authority's marketing policy, tending to favor the cruise ship traffic over the ferry one, Port of Olbia has seen a significant increase in the number of port calls so far planned for 2008, passing from 54 in 2007, to well above 90 in 2008, in the period going from the end of March to the end of October.

During these meetings, the announcement of significant infrastructures improvement soon to be completed in Port of Olbia, also aroused lively interest among the cruise lines' interlocutors present. With a 187 meters long and 10 meters deep wharf, just recently completed, 2 brand-

new ones, each 270 meters in length and a new passenger terminal for the same area all expected to be fully operational by the end of 2008, and the city's international airport extreme proximity, Port of Olbia is ready to propose itself as a cruise ship homeport. Considering in addition that, to coincide with the 2009 G8 to be held at Maddalena Island in Sardinia, the international airport is slated to soon undergo a significant enlargement, the ultimate Port Authority's objective of making Olbia homeport realistically becomes feasible and undoubtedly within their reach.

We can most certainly maintain that this entire experience of Port of Olbia's delegation in Florida has become a forefront example for other Italian ports with an aggressive marketing and promotional agenda.

With more than 38.9 million tourists a year, Italy ranks fourth among the world's top tourism destinations. History, culture, traditions, cuisine make Italy a traveler's dream place, and Americans are among those who particularly fall under the irresistible charm of our Italian cities.

For these reasons, the different cruise lines have always considered our country one of their top destination, making calls in many of our Italian ports. At the present moment, their interest towards Italy has increased even more due to the dollar/euro unfavorable exchange rate that has made cruise vacations one of the few affordable solutions for Americans to visit our country. As a consequence, it becomes essential for the cruise lines starting exploring and considering other smaller and less congested ports, in addition to the usual ones, closer to the most compelling cities. New destinations and a multiplicity of alternative excursions are becoming their new focus of attention within the cruise vacation industry. Although the most famous and popular Italian cities such as Rome, Venice and Florence will always be portrayed in the customers' imaginary as true dream places, and therefore considered as irreplaceable destinations, off the beaten track towns and villages, otherwise missed by tourists, can and should become additional and complementary destination to the traditional and customary cruises' itinerary.

After the successful experiences with the Port of Napoli in 2006 and the Port of Olbia this year, the Italy-America Chamber of Commerce has become an essential marketing and promotional intermediary for many Italian Ports, thanks to its authority, a steady presence in Florida, home of the cruise industry, together with a consolidated knowledge and experience of the sector. ■

Olbia e Ft. Lauderdale valorizzano la cooperazione portuale

di Francesca Tanti

Dal 13 al 17 novembre scorsi, una delegazione dell'Autorità Portuale di Olbia e Golfo Aranci, guidata dal presidente Paolo Piro, ha effettuato un viaggio d'affari a Miami e Fort Lauderdale.

In aggiunta all'attività promozionale del porto sardo presso le compagnie crocieristiche presenti in zona, questa visita è stata anche parte di un progetto di collaborazione in corso con Port Everglades, nella Contea di Broward.

Avviato il 14 marzo 2007, con la firma del gemellaggio tra i due porti, questo progetto ha dato vita ad un rapporto di collaborazione con opportunità uniche di scambio di know-how e metodologie operative.

Il Porto di Fort Lauderdale si attesta al secondo posto a livello mondiale nel settore crocieristico con circa 3 milioni e mezzo di passeggeri nel 2007; mentre il Porto di Olbia è il primo in Italia, nel settore traghetti, svolgendo un compito essenziale per la Sardegna, sia con riferimento al traffico passeggeri che veicoli privati, per un totale di circa 5 milioni di passeggeri nel 2007.

L'obiettivo di questo progetto è chiaro: realizzare uno scambio di conoscenze in temi come gestione delle opera-

zioni crocieristiche, gestione della sicurezza, ospitalità passeggeri, e servizi traghetti, attraverso una serie di studi, seminari e visite nei rispettivi porti.

Alla fine dello scorso luglio, una prima delegazione sarda ha effettuato una visita a Fort Lauderdale per uno stage di 3 giorni sul tema della sicurezza portuale. La seconda delegazione, guidata dal Presidente Piro, ha partecipato ad uno stage sulla gestione del turismo crocieristico, comprendente visite guidate alle strutture portuali di Port Everglades per una visione d'insieme delle operazioni crocieristiche.

Sin dagli inizi di questo gemellaggio, la Italy-America Chamber of Commerce Southeast ha svolto un ruolo essenziale, non soltanto con riferimento alla sua sottoscrizione ufficiale, ma anche e soprattutto alla sua attuazione pratica. Durante la visita in Florida, grazie all'opera di coordinamento della nostra Camera e all'assistenza di Port Everglades e del Consolato Generale d'Italia a Miami, la delegazione olbiese ha potuto effettuare una serie d'incontri con dirigenti e funzionari di alcune delle più grandi compagnie crocieristiche, come Carnival, Disney, Royal Caribbean e Norwegian. Il Presidente Piro ha avuto la preziosissima opportunità di illustrare i piani di sviluppo infrastrutturale



It is not the Caribbean. It's Sardinia

ed operativo del Porto di Olbia ad interlocutori che guardano con grande attenzione alle potenzialità del mercato crocieristico nel Mediterraneo.

Ultimamente l'Autorità Portuale di Olbia ha concentrato i suoi sforzi di marketing, sul traffico crocieristico rispetto a quello traghetti, tanto è vero che il porto sardo sta sperimentando un incremento significativo nel numero di attracchi pianificati passando dai 54 del 2007 a più di 90 nel 2008.

Durante questi incontri promozionali, l'annuncio di significativi miglioramenti a livello di infrastrutture portuali, ormai in fase di ultimazione, ha suscitato un grande interesse in tutte le compagnie crocieristiche incontrate. Se infatti consideriamo il nuovo molo appena completato di 187 metri di lunghezza e 10 metri di pescaggio, i 2 nuovi moli di 270 metri ciascuno ancora in fase di costruzione, assieme ad un apposito terminale passeggeri, la cui ultimazione e completa funzionalità è prevista per la fine del 2008, e la estrema vicinanza dell'aeroporto internazionale, il Porto di Olbia si candida con forza a diventare uno dei principali scali del Mediterraneo.

L'intera esperienza del Porto di Olbia in Florida può essere definita, senza ombra di dubbio, un esempio di politica promozionale di successo per tutti gli altri porti italiani, che spesso limitano la loro azione di marketing a presenze fieristiche.

Le varie compagnie crocieristiche hanno sempre considerato l'Italia come una delle loro destinazioni privilegiate, facendo scalo in molti dei nostri porti. In questo periodo il loro interesse verso il nostro paese è cresciuto ulteriormente a causa dello sfavorevole tasso di cambio dollaro/euro che ha praticamente reso la crociera una delle poche opportunità alla portata dell'americano medio per visitare l'Italia. Diventa inoltre essenziale, per le compagnie del settore, cominciare ad esplorare e considerare anche porti minori e meno congestionati, in aggiunta a quelli usuali in prossimità delle città più richieste.

Nuove destinazioni insieme ad una molteplicità di escursioni alternative stanno diventando il nuovo punto d'interesse dell'industria crocieristica. Sebbene le città d'arte come Roma, Venezia e Firenze sono e rimarranno sempre mete ideali nell'immaginario del turista medio americano, città ed attrazioni naturalistiche al di fuori dei tradizionali circuiti, possono e dovrebbero diventare destinazioni complementari agli itinerari crocieristici tradizionali.

Dopo le esperienze estremamente positive avute con il Porto di Napoli nel 2006 e con il Porto di Olbia quest'anno, la Italy-America Chamber of Commerce si presenta come un referente affidabile per molti altri porti italiani, grazie alla sua presenza stabile in Florida, area leader nel settore crocieristico, e ad una consolidata conoscenza dei maggiori players dell'industria. ■

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Spectacular 2007 NIAF Gala

Rudolph W. Giuliani, presidential candidate and former New York City Mayor, and Nancy Pelosi, Speaker of the U.S. House of Representatives, received standing ovations from the 3,000 guests attending the National Italian American Foundation's (NIAF) 32nd Anniversary Awards Gala on Saturday October 13, 2007 at the Hilton Washington & Towers.

Giuliani and Pelosi each received NIAF Special Achievement Awards in Public Service at the black-tie gala, highlighting the increased prominence of Italian Americans in U.S. leadership. Louis Freeh, former director of the FBI and NIAF's general counsel, and Governor of Arizona Janet Napolitano presented the awards respectively.

Academy Award-winning director Martin Scorsese gave an emotional tribute to Jack Valenti. Scorsese launched the Jack Valenti Institute, which will fund Hollywood internships for young Italian Americans interested in pursuing careers in film.

Ellen Pompeo, star of the ABC drama "Grey's Anatomy," came to the podium to receive a NIAF Special Achievement Award in Entertainment. Holding the award high above her head, she exclaimed,

"This is for everyone who has sacrificed and left their country to follow one's dream," in reference to the sacrifices made by her grandparents, who immigrated to the U.S. from Italy.

During the evening, was introduced a video tribute to Luciano Pavarotti, with remarks by legendary actress Gina Lollobrigida. Former NIAF Board Members Ambassador Peter F. Secchia and Lee Rizzuto each pledged \$1 million toward a \$3 million goal to endow the NIAF Voyage of Discovery Program, which enables young Italian Americans to see Italy for the first time.

Other notables in attendance included Italy's Ambassador to the United States H.E. Giovanni Castellaneta, U.S. Ambassador to Italy Ronald P. Spogli, Supreme Court Justices Samuel Alito, Jr. and Antonin Scalia, Gen. Peter Pace, recently retired chairman of the Joint Chiefs of Staff, President of Georgetown University John J. DeGioia.

A delegation from Florida attended the event, including Consul General Marco Rocca, Italy-America Chamber of Commerce (IACC) Board Members Art Furia and Joe Raia and IACC Executive Director Nevio Bocanera. ■

Commissione CGIE per i paesi anglofoni

di Cesare Sassi, Presidente Comites Miami

Negli ultimi anni si è discusso parecchio ed in diverse sedi riguardo ai vari problemi incontrati dagli italiani emigrati negli Stati Uniti e purtroppo la maggior parte di essi non aveva ancora trovato delle valide soluzioni.

Finalmente, nel Settembre 2007, si sono riuniti a Miami i senatori incaricati per gli italiani all'estero, l'unico senatore USA, l'unico deputato USA, il primo consigliere d'Ambasciata in USA, il Console Generale di Miami, i consiglieri anglofoni del Consiglio Generale degli Italiani all'Estero, i presidenti dei Comites USA e le delegazioni dei giovani degli USA, del Canada, del Sudafrica e dell'Australia.

Tutti quanti i partecipanti, prescindendo dalle appartenenze partitiche o territoriali e con spirito assolutamente costruttivo, hanno affrontato i problemi in sospenso ed hanno tracciato delle proposte concrete per i nostri governanti.

Il problema più sentito era il riacquisto della cittadinanza italiana per i connazionali che l'avevano persa prima del 1992, quando non era ancora possibile ottenere la doppia nazionalità; durante la riunione sono state definite delle procedure, in ottemperanza con le leggi già in vigore, che permetteranno di porre fine velocemente e definitivamente a questa discriminazione.

Altro aspetto da doversi affrontare con la dovuta urgenza era la riforma delle leggi istitutive del CGIE, dei Comites e di tutte le rappresentanze degli italiani all'estero; sono state redatte alcune

proposte di legge, che verranno presentate al più presto dalle apposite commissioni parlamentari.

Argomento molto sentito era l'organizzazione della rete consolare e sono state valutate alcune proposte per una sostanziale riorganizzazione, ivi comprese le attuali procedure per il voto all'estero.

Ancora una volta si è ribadita l'importanza della diffusione della lingua e della cultura italiana negli Stati Uniti e sono scaturite delle idee per sensibilizzare ulteriormente i nostri attuali governanti e per allocare meglio la destinazione dei fondi disponibili.

Riguardo alle pensioni, sono emerse delle proposte tecniche per rivedere gli accordi bilaterali Italia/USA e per ridurre l'imposizione fiscale USA, nella totalizzazione delle due pensioni.

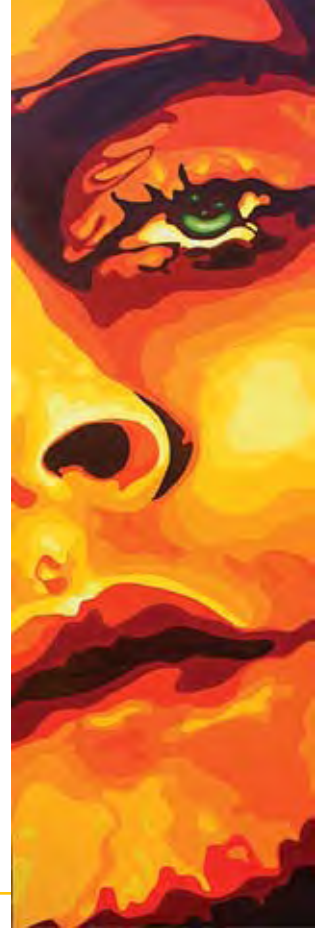
Riguardo alla sanità, sono stati avviati dei nuovi progetti che permetteranno una maggior assistenza ai nostri concittadini residenti negli USA, anche quando si trovano in Italia.

Molto è stato discusso sulla RAI International e sulla stampa in lingua italiana negli USA e si sono raggiunte delle proposte unanimi per ottenere un miglioramento nella qualità e nel servizio.

Interessanti sono stati gli interventi delle delegazioni giovanili e si è deciso di inserire in ogni Comites un'apposita commissione di lavoro per ascoltare le proposte dei giovani e per elaborare dei nuovi indirizzi, soprattutto per quanto riguarda il loro inserimento e la loro formazione. ■

EUArt

Massimo Giordano: Senza Titolo,
oil on canvas (courtesy of EUArt)



EUArt is a new annual event-tour bringing European artists to the US and American artists to Europe. For its inaugural season, EUART opens with a tour of art exhibitions and events on the East Coast, with the Patronage of the Italian Government and the Italian Institute of Culture of New York. The 2007 tour opened in Miami on November 1st with a reception at the Consulate General of Italy and then moved to the new prestigious Centre Cultural of the Alliance Francaise – Società Dante Alighieri (SW 8th Street, Miami) as the first inaugural event for

the Centre. EUART will then get on the road bringing European flair to several cities of the US East Coast, including Sarasota, New York and Boston, before closing in April 2008. EUArt 2007 features sixteen established and recognized artists (including Daze, Lodola, Colin), as well as three up-and-coming, to be displayed through several collective shows. Revenues from the sale of paintings and external contributions will be devoted to the organization of EUART Europe 2008 for the promotion of new American artists in Europe. ■

For information and details: www.euart.org

Oro D'Autore



Oro D'Autore - Contemporary Goldsmith's Art Collection has been showed, last November, in Miami Beach, during the Jewelers International Showcase (JIS).

Oro D'Autore is a unique collection created by world-famous designers (among them: Mario Botta, Pietro Cascella, Gio' and Arnaldo Pomodoro, Bruno Munari) and manufactured by 87 Italian goldsmith firms, especially from the area of Arezzo, Tuscany.

Each piece of the collection is not to be reproduced or to be sell on the market. The collection is formed by more than 200 pieces, produced from 1978 until today.

Oro d'Autore represents an extraordinary promotional vehicle for Italian goldsmith production.

On Thursday, November 20, the Italy-America Chamber of Commerce, the Italian Trade Commission and the Consulate General of Italy have coordinated a fashion-show at Gemma Lounge on Lincoln Road to celebrate the arrive of the exhibition in Florida.

The event has been possible thanks to the organization of Assicor (Italian Jewelers Association) and Promos-Chamber of Commerce of Milan. ■

Photo by Tiziana Costamagna
(www.tittifoto.com)

2008 Membership Directory of Italian chambers in the Caribbean and Andean regions

Next March, Italian chambers of commerce in the Caribbean and Andean regions will publish a directory with all the contact information of over 1500 companies and professionals affiliated to these organizations.

It is a big step towards the integration of our chambers, whose members very often operate within the same business circle and have commercial exchanges with partners located in various countries in both regions.

The project include the Italian chambers in Miami, Mexico City, Santo Domingo, Caracas, Bogota', Quito and Lima.

This will be a very useful tool for, not only locating potential suppliers and/or partners with similar interest for Italian culture, products and services, but for reaching very specific targets of businesses.

The 3,000 copies of the Directory will be published in Italian, English and Spanish and sent to members and public institutions by direct mail.

Full page color advertising spaces are already available at \$ 1,000. For more information please contact info@iacc-miami.com ■

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New Investment

The Italian multinational company Brembo, which has 23 factories in 12 countries and an annual turnover of 800 million euros, has acquired the brakes division of the Michigan company Hayes-Lemmerz.

The "super-euro" has helped Brembo in its strategy to expand in the North American market. The total value of the purchase is 58 million dollars. From now on, 15% of the over 16 million cars produced every year in the United States will have Brembo brakes.



Purchase of an iconic brand

Luxottica Group S.p.A. a global leader in eyewear, and Oakley, Inc., a worldwide specialist in sport performance optics, announced on Nov. 14th the completion of the merger between the two companies for a total purchase price of approximately US\$2.1 billion. Oakley, based in Foothill Ranch, California, will now be a wholly-owned subsidiary of Luxottica Group and, as a result of the completion of the merger, Oakley's shares have ceased to trade on the New York Stock Exchange.

This event marks the launch of a new Group with extraordinary potential, including expected consolidated pro forma net revenues for fiscal year 2007 of US\$8.5 billion.

Luxottica provides a global platform to showcase the Oakley innovative and iconic brands while enhancing its international distribution capabilities. Luxottica owns 5,800 optical and sun retail stores in North America, Asia-Pacific, China and Europe and a strong brand portfolio that includes Ray-Ban, the world's best selling sun and prescription eyewear brand in the world, as well as, among others, license brands Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Prada, Versace and Polo Ralph Lauren.

The Group's products are designed and manufactured in six Italy-based high-quality manufacturing plants and in two China-based plants.



Global Leader

With the integration of iTouch, the Italian company Buongiorno Spa has become leading company in mobile entertainment worldwide.

The company has now direct connections to more than 100 telephone carriers throughout the world including Vodafone, Cingular, Sprint, Orange, O2, TIM and Telefonica, and access to over 2 billion mobile users.

The integration of iTouch, whose acquisition announced in July 2007 will be completed by the end of the year and will have a total cost of 141 million dollars.

After the acquisition, Buongiorno will have a team of more than 1,100 professionals in 20 countries

As a matter of fact the Group is market leader in Europe and in the United States and has recently opened operations in emerging markets such as Latin America, Middle East and Africa.

Miami is the location chosen by the Group for its Americas headquarters.



macef



milano January 18-21, 2008

Another great edition of MACEF, the International Home Show, will be held in Milan from January 18 to 21. This edition's promotional campaign features a new slogan: "where the world is at home".

At MACEF you will find everything related to the home, from table and kitchenware, to furnishings, decorations, textiles, design objects, giftware and more.

More than 2800 companies will be participating (roughly 25% coming from abroad), covering a total space of more than 150 thousand square meters (more than 1.6 million sq. ft.).

These figures make MACEF one of the biggest and most attractive trade shows in the world for operators in the home goods industry.

Last edition (September 2007) registered more than 75,000 visitors (all professionals).

The upcoming edition will present new innovations from the traditional layout. It will be organized in five worlds, each dedicated to a specific class of products: Table and Kitchen; Furnishing and Decoration; Gifts; Classic; Bijoux, Gold and Accessories. Given the vast array of products, this layout facilitates the visitor's search for the products he/she is most interested in. Our Fiera Milano Desk offers special travel packages for US buyers that want to attend the trade show. Contact us for further details.



International Tourism Exchange

February 21-24, 2008

Bit–The International Tourism Exchange, the largest exhibition in the world dedicated to Italian tourism products, presents its 28th edition.

The record-breaking numbers registered in 2007--5,000 exhibitors from 120 countries and 150,000 visitors from 145 countries (including 108,000 professional players)-- confirm the exhibition's role as the undisputed Italian capital of tourism, as well as the largest market place in the world for the Italian business system. BIT 2008 builds on this success, continuing the Thursday through Sunday calendar and the multi-target formula

which was well received by the tourism operators: four days dedicated to the tourism operators and a full weekend open to a traveling public that can benefit from an extensive array of products dispersed throughout the nine pavilions organized for the exhibition.

This edition will enhance even more effectively the Italian tourism product, which continues to maintain its position at the highest institutional and business levels, and will take on an increasingly international flavor as the number of new countries in attendance from the previous edition continues to grow.

Fiera Milano Desk Info Line: Ms. Silvia Cadamuro - trade@iacc-miami.com - T. 305.577.9868.

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New Members

The Italy-America Chamber of Commerce Southeast proudly announces its new members for the months of September, October, and November 2007.

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Mr. Marco Ferri
Partner
2525 Ponce De Leon Blvd., Suite 1225
Coral Gables, FL 33134
Phone: 305-779-3579
Website: www.avilarodriguez.com
Business Category: Law Firm

Daniels, Kashtan, Downs, Robertson, & McGirney

Ms. Lorella Nerini Dal Pezzo
Attorney at Law
3300 Ponce De Leon Blvd.
Coral Gables, FL 33134
Phone: 305-448-7988
Website: www.dkdr.com
Business Category: Law Firm

D | K Philips

Mr. David Philips
President
702 W 51st Street
Miami Beach, FL 33140
Phone: 305-403-0777
Business Category: Law Firm

Il Sandalo Corp.

Mr. Fabio and Ms. Jessica Tesorone
Owners
240 Worth Avenue, Suite 4L
Palm Beach, FL 33480
Phone: 561-805-8674
Website: www.ilsandalo.com
Business Category: High-end Retail Women Shoes

Business Members

Ad Maiora LLC

Ms. Eliana Li Pani
President
3680 NW 73rd Street
Miami, FL 33147
Phone: 305-696-0235
Website: www.coffee-trend.com
Business Category: Importer of Fine Italian Food

BD Insurance Inc.

Mr. Benjamin DeMeo
Exclusive Agent
3111 SW 27 Avenue
Miami, FL 33133
Phone: 305-443-8948
Business Category: Insurance Agency

Boteco Brazilian Bar

Mr. Stefano Carniato
President
916 NE 79th Street
Miami, FL 33138
Phone: 305-674-6905
Website: www.botecomiami.com
Business Category: Hospitality-Restaurant/Bar

Catherine Ammala Nissen

Ms. Catherine Ammala Nissen
President
1346 Tuscany Blvd.
Venice, FL 34292
Phone: 941-497-5533
Business Category: Fashion Designer

C.C.I.A.A. di Vibo Valentia

Mr. Antonio Gallo Cantafio
Executive Director
Viale G. Matteotti, 1
89900 Vibo Valentia - Italy
Phone: [39] 0963-44461
Business Category: Chamber of Commerce

Frasca (D.B.A.) Etruria Inc.

Mr. Marco Grillo
3145 Commodore Plaza
Coconut Grove, FL 33133
Phone: 305-443-3142
Website: www.frascacucinatoscana.com
Business Category: Italian Restaurant

Kaufman, Rossin & Co.

Mr. Christian Daulong
Senior Accountant
2699 South Bayshore Dr.
Miami, FL 33133
Phone: 305-646-6096
Website: www.kaufmanrossin.com
Business Category: Certified Public Accountants

Italian Food Culture, Inc.

Mr. Stefano Carniato
President
2575 Collins Ave., Suite C-6
Miami Beach, FL 33140
Phone: 305-674-6905
Website: www.piola.it
Business Category: Restaurant

Nando Trattoria

Mr. Nando Sorrentino
Owner
2500 E Hallandale Beach Blvd.
Hallandale, FL 33009
Phone: 954-457-7379
Website: www.nandostrattoria.com
Business Category: Italian Restaurant

National Italian American Foundation

Mr. Arthur J. Furia
Regional Vice President
2 S. Biscayne Blvd., Suite 3400
Miami, FL 33131
Phone: 305-376-6092
Website: www.niaf.org
Business Category: Not-for-profit charitable organization

Oro & Piu' Gioielli Srl

Mr. Livio Padovan
President
Via Roma, 48
34074 Monfalcone - Italy
Phone: [39] 048140851
Website: www.italianglamor.com
Business Category: Jewelry Wholesale-Agent

Salviati & Santori Inc.

Mr. Rick Cazan
Executive Vice President
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Phone: 305-599-4130
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Contact: Mr. Angelo Angiollieri - Call: 305-757-7735

Caffé Milano

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Caffé Milano | 850 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Antonio Rizzi or the Manager - Call: 305-532-0707

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Fox Café | 834 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Antonio Rizzi or the Manager - Call: 305-534-7100

Piola South Beach

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Piola South Beach | 1625 Alton Rd | Miami Beach, FL 33139
Contact: Mr. Marco Pagliaroli - Call: 305-674-1660

Piola Hallandale

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Contact: Mr. Andrea Rainis - Call: 954-457-9394

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Via Quadronno | 320 San Lorenzo Ave | Coral Gables, FL 33145
Contact: Mr. Francesco A. Campagna - Call: 305-476-1160

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Contact: Mr. Ben Neji - Call: 305-759-0122

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Contact: Ms. Lilianna Penaranda - Call: 305-447-8219

The Chedi Hotel - Milan (Italy)

The Chedi Hotel - Milan (Italy) Special for Italy-America Chamber of Commerce members Contact: Mr. Jorge Grassi - Call: +39-02-3631888 - Mail to: prenotazioni@thechedimilan.com

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Contact: IACC staff - Call: 305-577-9868

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Cosabella

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Cosabella | 8888 SW 136th Street | Miami, FL
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Contact: Mr. Maurizio Paglialonga (call: 786-201-0480) or Mrs. Laura Reitano Taylor (call: 786-201-1145)

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Contact: Ms. Eliana Li Pani - Call: 305-696-0235

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Contact: Mr. Marco Ferri - Call: 305-779-3579

Finley & Bologna International

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

Morano International

First legal consultation will be free of charge for all members.
Contact: Ms. Marcella Manca - Call: 305-673-9273

Salussolia & Associates

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TRADE SHOWS

Upcoming trade shows and exhibitions in the USA and Italian markets

.Italy

.Jan 9-12

Fashion
73° PITTI IMMAGINE UOMO
Florence Fair Center, Florence
www.pittimmagine.com

.Jan 13-20

Fine Gold Jewelry
VICENZAORO WINTER
Vicenza Fair Center, Vicenza
www.vicenzafera.it

.Feb 21-24

Tourism
B.I.T.-INTERNATIONAL
TOURISM EXCHANGE
Milan Fair Center, Milan
www.bit.expects.it

.Feb 18- 25

Fashion & Lifestyle
MILANO MODA DONNA
Milan Fair Center, Milan
www.cameramoda.it



.Feb 26-29

Footwear
MICAM-SHOEVENT
Milano Fair Center, Milan
www.micamonline.com

.USA

.Jan 8-16

Home Furnishings
ATLANTA INTERNATIONAL
HOME FURNISHINGS MARKET
AmericasMart, Atlanta, GA
www.americasmart.com

.Jan 22-24

Air Conditioning - Heating Industry
AHR EXPO
Javits Convention Center, New York City, NY
www.ahrexpo.com

.Feb 14-18

Boats and Yachts
MIAMI INTERNATIONAL
BOAT SHOW & STRICTLY
SAIL MIAMI
Miami Beach Convention Center,
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www.miamiboatshow.com



.March 10-13

Cruise Industry
SEATRADE
Miami Beach Convention Center,
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www.cruiseshipping.net



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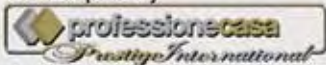
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