ORGANIC FOOD
The Global Organic Market

COST REDUCTION
Weathering the Economy in Fine Style

CLEAN TECHNOLOGIES
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INTERVIEW
Enrico Colavita
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The image of Italy in the minds of many around the world is closely and often inexorably tied to perhaps our country's greatest cultural legacy: exquisite cuisine. Certainly, for Italians, eating is more than just one of life's great pleasures; it is arguably the centerpiece. Perhaps only in Italy do expressions like “mangia che ti passa” (eat and all will be better) or “a tavola non si invecchia” (One doesn’t age at the table) exist, reflecting a profound love for food that pervades Italian culture on so many levels. In light of these considerations, it seemed only fitting that we dedicate this edition of .it Italian Trade to the world of food. We explore the controversial topic of Genetically Modified Foods (GMOs), the rapidly expanding and increasingly global organic food industry, and the topic of clean technologies including bio-fuels essential to the international fight against climate change and oil dependence. Moreover, this issue introduces the U.S, in addition to offering a panorama of business opportunities in Southwest Florida and essential cost reduction considerations for your business. Finally, this issue inaugurates the topic of clean technologies including bio-fuels essential to the organic food industry, and the topic of clean technologies including bio-fuels essential to the international fight against climate change and oil dependence. Finally, this issue inaugurates the U.S, in addition to offering a panorama of business opportunities in Southwest Florida and essential cost reduction considerations for your business. Finally, this issue inaugurates the U.S, in addition to offering a panorama of business opportunities in Southwest Florida and essential cost reduction considerations for your business. 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Since 2003 the European Union and the United States have been engaged in a fierce dispute over the safety of genetically modified organisms (GMOs) in food products. Genetically modified foods are food items whose DNA has been altered through genetic engineering. Unlike conventional genetic modification which has been practiced for thousands of years via the preservation of seeds from plants displaying specific traits, and which has been carried out through conventional breeding techniques like cross breeding and the development of hybrid plants, GM foods were first put on the market in the early 1990s.

Today modern techniques in biotechnology allow plant breeders to introduce very specific traits via particular genes into plants. GMOs – which are most commonly derived from plants like soybean, corn, canola, and cotton seed oil -- can produce four general benefits: 1) agricultural – increased yield, 2) environmental – reduced use of pesticides and herbicides, 3) nutritional – improved quality of foods, and 4) disease prevention – foods that work as edible vaccines. Consumers benefit by having foods available to them with increased vitamin, mineral, and nutritional content. The yellow-colored grains of golden rice, for example, are produced by rice genetically altered to make beta-carotene, which the body uses to convert to Vitamin A. Such foods, which can be engineered to combat human disease, offer enormous advances in public health. Perhaps one day children may get immunized by eating foods such as bananas, potatoes, and tomatoes.

The dispute over GMOs began when the US, Canada and Argentina brought a case against the EU to the World Trade Organization (WTO) alleging that the EU
It's in the Genes

imposed a de facto ban on the approval of GMO imports since 1998. The US --- which boasts about two-thirds of the global acreage dedicated to GM crops --- argues that the EU has been violating the WTO’s Agreement on the Application of Sanitary and Phytosanitary Measure (SPS), which permits countries to regulate scientifically justified crops and food products to protect health and environmental conditions. The U.S. has argued that the EU’s ban has not only affected US agricultural exports to Europe (resulting in $300 million a year due to restrictions), but also prevented other countries in the developing world (i.e. Africa) from adopting genetically modified crops and foods that could have improved their agricultural productivity.

Overall, there has been relatively little research on the dangers of GMOs, but so far there is no evidence of environmental damage, or risk to health. Based on five years of research, the EU’s Joint Research Centre stated that “no demonstration of any health effect of genetically modified food products submitted to the regulatory process has been reported so far.” Yet little is known about the long-term health effects of any food…” This statement in 2008 is vastly different from March 2003, where US House Speaker Dennis Hastert reported to the House Agricultural Committee that the EU and other countries argue that genetically modified foods were “new and special,” and questionable for human consumption.

Public concern over GMOs in the European Union (and elsewhere) stems from
both ethical and practical considerations. Opponents of GMOs argue that more research into the long range effects of GMOs on the environment and human health are needed. In other words, since the science of genetically modified foods is so new, they should be “guilty until proven innocent.” Concern over the destruction of ecological biodiversity, the issue of robbing farmers’ needs of those of food consumers all pervade the debate on GMOs. On an ethical level, the notion that GMOs are somehow morally unacceptable and “against Mother Nature” has also been raised. Certainly, the fact that Europeans boast an important cultural and historical connection to their gastronomic traditions -- a cultural factor which is not as pronounced in the U.S., helps explain Euro skepticism toward GMOs.

Many argue that the media in Europe has heavily contributed to the continent’s negative reception of GMOs, particularly since the early 1990s when media coverage and public opinion in Europe became more negative. Many claim that environmental groups like Greenpeace have negatively influenced European attitudes with their one-sided, anti-biotech arguments. Trust in the system and different regulatory histories have also shaped public opinion. Surveys conducted in Europe and the US show highest confidence in international organizations such as the United Nations and the World Health Organization. In the U.S., the USDA and FDA carried the support of 90% and 84% (respectively) of respondents when asked if they trusted a public statement about biotechnology safety. Overall, it appears that trust in the regulatory authorities is higher in the United States than in Europe. Finally, the issue of how the usage of GMOs would affect tourism in the EU has been a point of concern. In 2006 La Repubblica opposed GMOs on economic grounds that were directly connected to Italian agriculture - known for its diverse variety of tomatoes, lentils, and other vegetables. The newspaper lamented that the tourist industry could be indirectly affected in that tourists would no longer be able to enjoy “fresh” and “natural” cuisine. Food imports produced through biotechnology should be less of a problem for European Union countries as the rest of the world adopts them, Dan Rotenberg, European Commission Counselor to the U.S., said at a seminar on U.S. – EU trade relations during the American Farm Bureau Federation’s 90th annual meeting this month. The EU must accept biotech food and feed or it won’t be able to feed its livestock, Rotenberg said, and would then need to import meat from animals fed biotech crops in the U.S. or elsewhere. One can expect the usage of GMOs in the European Union to increase as more positive investigations are found. Until then, both the EU and the US will attempt to create a certain type of global governance by enforcing their regulatory model as the international standard.
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FORMIDABLE FORMAGGIO: U.S. GOVERNMENT REGULATION CAN MAKE IMPORTED ITALIAN CHEESE EVEN MORE VALUABLE

BY: CHRISTINE M. HUMPHREY
PARTNER, FUERST, HUMPHREY & ITTLEMAN

FOCUS

Market in

First implemented in 1995, this two-tiered tariff-rate system created a brand new tariff rates: 25% more! United States, cheese may still be brought in, but importers will pay much higher the prescribed amount of low-tier Italian-style cheese has been imported into the licenses, called “low-tier licenses,” allow importers to bring in specific quantities of States during a specified period of time. FAS administers the quota on Italian-style cheeses by issuing – on an annual basis – special licenses to U.S. importers. These licenses, called “low-tier licenses,” allow importers to bring in specific quantities of cheese, during a specific time period, and pay lower tariff rates on that cheese. Once the prescribed amount of low-tier Italian-style cheese has been imported into the United States, cheese may still be brought in, but importers will pay much higher tariff rates: 25% more!

First implemented in 1995, this two-tiered tariff-rate system created a brand new market in the United States: a secondary market for cheese import licenses. Under federal regulations, cheese import licenses may be bought and sold, subject to certain restrictions. In fact, many cheese importers apply for licenses to import more cheese than they need, simply to allow them to sell their remaining license amount at a later date. How big is this market? In 1996, U.S. Treasury analysts estimated that auctioning these licenses to importers, rather than selling them for a fixed fee (FAS charges $150 per license), would generate between $3.5 and $5 billion annually. Yet very often, rather than selling import licenses for pure profit, importers may sell or trade licenses to leverage inventory values over time. For example, when the quota period begins each January 1st, our importer starts to bring in Romano cheese from

“Ahhhh…the power of cheese,”

The entertaining television ads from the American Dairy Association extol the power of great tasting cheeses upon hungry diners. But the true economic power of the finest culinary cheeses upon the American marketplace cannot be fully appreciated without understanding the highly restricted market for imported cheese products.

In 2008, over 11.3 million pounds of “Italian-style” cheeses, such as provolone and parmesan, were imported into the United States from Italy alone. The vast majority of this cheese was imported under a strict quota and licensing system overseen by the U.S. Department of Agriculture’s Foreign Agricultural Service (FAS).

Quotas control the amount of various products that can be imported into the United States during a specified period of time. FAS administers the quota on Italian-style cheeses by issuing – on an annual basis – special licenses to U.S. importers. These licenses, called “low-tier licenses,” allow importers to bring in specific quantities of cheese, during a specific time period, and pay lower tariff rates on that cheese. Once the prescribed amount of low-tier Italian-style cheese has been imported into the United States, cheese may still be brought in, but importers will pay much higher tariff rates: 25% more!

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“Ahhhh…Cosa puó fare il formaggio!”

Le pubblicità dell’American Dairy Association tendono ad accentuare la squisitèzà del formaggio italiano, specialmente per i palati più ingordi. Eppure, il vero potere economico del formaggio non può essere realmente compreso se si ignorano le rigide restrizioni americane sull’importazione.

Nel 2008, l’importazione di formaggi dall’Italia, tra cui il provolone ed il parmigiano, ha superato i 5 milioni di chili. Gran parte di questi formaggi è stata importata attraverso un sistema di aliquote e di permessi interamente controllato dal U.S. Department of Agriculture’s Foreign Agricultural Service (FAS).

Le quote di importazione vengono comunemente utilizzate per monitorare le quantità di prodotti alimentari introdotti negli USA in un determinato periodo di tempo. La FAS stabilisce annualmente la quantità di formaggio che può essere importata e rilascia un certo numero di licenze speciali per gli importatori americani. Queste licenze, definite di “aliquote-minima”, permettono agli importatori di importare una certa quantità di formaggio, durante un dato periodo di tempo, a cui viene applicata una tariffa doganale ridotta. Una volta raggiunta la quantità di importazione stabilita, sarà ancora possibile importare altro formaggio ma sarà applicata una tariffa doganale significativamente più alta: il 25% in più!

Questo sistema di doppia aliquote sulle importazioni, implementato per la prima volta nel 1995, ha fatto sì che si creasse un mercato del tutto nuovo negli Stati Uniti: un mercato parallelo per la commercializzazione delle licenze d’importazione. Come stabilito dal regolamento federale, con certe restrizioni, le licenze d’importazione di formaggi possono essere acquistate e vendute. Alla luce di questa possibilità, molti importatori richiedono licenze per importare quantità maggiori di quanto effettivamente necessitano semplicemente per poterle poi rivenderle. Quanto è sviluppato questo mercato? Nel 1996, gli analisti del Dipartimento del Tesoro hanno stimato che queste licenze fossero vendute all’asta anziché essere vendute ad un prezzo fisso (il costo della concessione è di $150), genererebbero un profitto annuale che va dai 2,5 a 5 miliardi di dollari. In realtà, spesso gli importatori, anziché vendere le licenze per puro profitto, le utilizzano per calmarli i prezzi d’inventario nel tempo. Ad esempio, all’inizio del periodo di quota, il primo di gennaio, l’importatore può importare il pecorino dall’Italia pagando l’aliquote più bassa. In seguito, quando si sarà raggiunta la soglia di importazione massima, anziché pagare una tassa più alta, l’importatore potrà rivendere ad un altro importatore che ancora non ha raggiunto il limite massimo e continuare ad importare formaggio con l’aliquote bassa. In questo modo, acquistando attraverso la capacità in eccesso di un altro importatore, si riesce a mantenere i prezzi del proprio inventario costanti per tutto l’anno.

Così intesa, la commercializzazione di queste autorizzazioni dovrebbe essere considerata come un’opportunità di guadagno. Queste licenze, infatti, costituiscono per l’impresa un bene che può essere acquistato, venduto o negoziato. L’importatore può ottenere profitto attraverso la loro vendita, può aiutare a mantenere i prezzi stabili attraverso il loro acquisto, oppure favorire una cooperazione con altri importatori per offrire prodotti diversificati a prezzi concorrenziali. Tuttavia, come per altri beni, queste licenze - ed il loro valore - richiedono un’attenzione gestionale. Per esempio,
Italy at the low-tier tariff rate. Later in the year, once the importer’s quota amount under the license has been reached, rather than pay the higher non-license rate, that importer may seek out other importers who still have excess capacity under their licenses. An agreement is reached, and cheese keeps coming in at the lower tariff rate. By buying excess license capacity, our importer is able to keep its inventory prices constant throughout the year.

Companies currently importing Italian-style cheeses from Italy under FAS licenses should see a business opportunity in this secondary market. By viewing these licenses as an asset that can be bought, sold or traded, companies can use the licenses as a means to generate income (by selling), hold commodity prices stable (by buying), or work cooperatively with other license holders to diversify product offerings at competitive prices (by trading).

But like any asset, these licenses – and their value – need to be managed. For example, many importers bring in the majority of their license quota early in the calendar year. As the summer and fall months approach, these same importers may be in the market to buy excess license capacity. It’s at this point that importers with excess license capacity may see the value of those licenses increase, as importers seek to avoid paying the 25% extra tariff.

For importers of cheese from Italy, the time to act is now. By planning for future needs and viewing your license as an asset to be managed, the full power of cheese can make an impact on your company’s bottom line.

Are your curds wheying you down? If you need assistance with import quotas or importation licenses of any kind, or if you have questions on imports or exports in general, contact the attorneys of Fuerst, Humphrey & Ittleman. We can be reached at (305) 350-5690 or info@fuerstlaw.com.

**FDA Joins in Regulating Imported Cheeses, Other Italian Products**

The U.S. Food and Drug Administration (FDA) is the principal federal agency regulating the importation of most foodstuffs into the United States. These regulations address not only Italian-style cheeses, but a cornucopia of other Italian products as well. Whether its cavatelli pasta from Calabria, or a primitivo wine from Puglia, or even sardines from Sardinia, compliance with FDA regulations is critical for importers.

For example, recently the FDA issued a final rule requiring prior notice to the FDA for food that is imported or offered for import into the United States. While not complicated to do, the reporting process is critical. If you’re not familiar with the requirements under the Rule, your product will be held at the border and will not be allowed into the United States. Other critical FDA regulations deal with food ingredients, additives and colorings, food packaging and even labeling and nutrition guidelines.

Don’t let your Provolone turn into Gorgonzola on the portside as you try to comply with FDA regulations after-the-fact. Let the attorneys of FHI assist you with FDA compliance. Our attorneys are experienced in meeting all of the regulations applicable to imported perishable products.
Europe and Florida Set the Stage for Cleantech Partnerships in the Americas

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The United States and Europe share a common heritage, extensive trade, academic and defense links, and a long-standing appreciation of human rights, democracy, and free-market economics. But they also share deep concerns about their economic future and national security as they are both heavily dependent on foreign energy sources. The unprecedented oil price hikes of 2008 and the recent use of natural gas as a tool of foreign policy in the Russia-Ukraine dispute demonstrate clearly how damaging energy overdependence can be.

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I carburanti fossili, come il petrolio ed il gas, non solo rappresentano una minaccia per la crescita economica e la sicurezza nazionale, ma sono i principali responsabili del riscaldamento globale a causa delle emissioni di gas effetto serra. Alcune aree, come le coste degli Stati Uniti e del Mediterraneo, rischiano di scomparire del tutto per l’innalzamento delle acque. Il settore agricolo degli USA e dell’Europa risenterà estremamente della siccità e dei cambi climatici. Una contromossa dei raccolti agricoli aggiungerrebbe alla dipendenza energetica una dipendenza alimentare. Inserire all’energia, la carenza di acqua - essenziale per la sopravvivenza degli uomini e dell’ambiente - si sta diffondendo ad una velocità allarmante in tutto il mondo.

È per questo motivo che le tecnologie bio-compatibili (cosiddette pulite) come le energie rinnovabili ed i bio-carburanti, hanno assunto un ruolo centrale per la lotta ai cambiamenti climatici e alla dipendenza dal petrolio. Gli Usa sono le tecnologie che puntano alla eco-sostenibilità, come ad esempio il risparmio energetico (le lampade a basso consumo energetico), le energie rinnovabili (pannelli solari ed impianti eolici), l’adozione di bio-carburante (come il bio-diesel prodotto dall’olio vegetale). L’energia idroelettrica e quella da biomassa costituiscono inoltre delle valide promesse di energia alternativa.

Sia l’Europa che gli USA hanno pionieristicamente puntato allo sviluppo di energie rinnovabili, anche se mediante approcci diversi. Gli Stati Uniti (ed il Canada) si sono dedicati più alla ricerca sui bio-carburanti, mentre l’Europa si è impegnata nella sperimentazione di creazione di energia rinnovabile. Questo diverso approccio potrebbe risultare in un punto di forza; gli Stati Uniti e l’Europa potrebbero scegliere di avviare una collaborazione commerciale ed accademica, unendo le loro risorse e le loro sperimentazioni in bio-carburanti ed energy alternative per creare un nuovo settore di continua ricerca globale che ridurrebbe drasticamente la loro dipendenza esterna dal petrolio, ottimizzerebbe l’uso delle risorse domestiche, creerebbe occupazione, favorirebbe gli investimenti, diversificherebbe l’economia e proteggerebbe il clima e la qualità dell’aria e dell’acqua.

Negli ultimi cinque anni, gli Stati Uniti hanno registrato un crescente impiego di impianti eolici e solari, tuttavia la nazione risulta essere tuttora molto indietro rispetto all’Europa. Ciò significa che negli USA esiste un potenziale mercato per le energie rinnovabili non ancora sfruttato. Ad esempio, nonostante gli Stati Uniti siano i più grandi produttori mondiali di etanolo (34 miliardi di litri all’anno), viene riconosciuto che questa soluzione non potrà essere adottata a lungo termine. Per questa ragione, gli Stati Uniti hanno deciso di investire milioni di dollari nella produzione di bio-carburanti da biomassa (cosiddetti di seconda generazione) di origine vegetale, come scarti forestali o i rifiuti agricoli. Grazie alla ricerca
Fossil fuels, like oil and gas, not only threaten economic growth and national security, but also are major contributors to global warming caused by the release of greenhouse gas emissions. Regions like the coastal United States and the Mediterranean would be devastated by rising ocean levels. The U.S. and European agricultural industries would suffer immensely from droughts and changes in weather patterns. A decline in agricultural output will add food dependence to energy dependence. Along with energy, the scarcity of water – essential to life and living standards – is spreading around the world at an alarming rate.

It is for those reasons that clean technologies (cleantech) in the form of renewable energy and biofuels have taken center stage in the fight against climate change and oil dependence. A number of technologies are contributing to the greening of energy generation. Examples include energy conservation (e.g. energy-conserving light bulbs), renewable power generation (e.g. solar and wind power), and biofuel production (e.g. biodiesel from vegetable oil sources). Biomass-to-power and ocean energy also look promising as renewable energy sources.

Historically, the U.S. and Europe have been at the forefront of alternative energy development, although they have taken different approaches. The United States (and Canada) has focused mostly on biofuels, whereas Europe has focused on power generation. This difference, however, can be easily turned into a strength: the U.S. and Europe can form closer research and business partnerships to combine their individual strengths in fuels and energy and create a vibrant global cleantech industry that would lessen their dependence on imported oil and, by relying on largely domestic resources, create jobs, attract investment, diversify their economies, and protect our climate and air/water quality.
In the United States during the last five years there has been significant progress in the deployment of wind and solar systems, but the country still lags behind Europe in terms of market penetration. This means that there is large untapped market potential for green technologies in the U.S. In biofuels, although the U.S. is the largest ethanol producer in the world (9 billion gallons a year), it recognizes that corn is not a long-term sustainable solution. As a result the U.S. has been investing millions of dollars in the development of biofuels from cellulosic biomass (2nd generation biofuels), which includes all plant materials, such as wood waste and agricultural residues. Two demonstration cellulosic plants are located in the Southeastern United States and one in Canada, bringing such technologies closer to commercialization. In Europe, Sweden, Denmark, and the Netherlands are leading examples of countries investing in cellulosic ethanol research, and the continent is a world leader in biodiesel production.

Closer to home, Florida is hard-pressed to diversify and reinvigorate its economy, with the decline of the real estate industry, tourism, and agriculture. Florida Governor Charlie Crist and the Florida Legislature are strong proponents of cleantech technologies. The State has recently implemented policy (Law 7135) for both renewable energy production and biofuel blending, thus creating fertile conditions for the sale of renewable energy and biofuels in Florida. European companies, investors, and financing institutions will find in Florida all the right ingredients for long-term profitable business in the green sector, namely, plenty of natural resources (solar, off-shore wind, biomass, ocean) for renewable power generation, an abundance of agricultural biomass for cellulosic ethanol and green diesel production, marginal land for the development of energy crops, a market of 18 million people, academic research institutions involved in clean R & D (like FIU), a highly-educated workforce, dynamic venture capital firms (like Crossbow Ventures), and a strategic geopolitical location.

Florida is also the gateway to the Americas. Miami is considered the financial capital of the region with strong links to the public and private sectors of Central America, the Caribbean, and South America, collectively a market of over 500 million people. Hence, through Florida, European companies can secure access not only to North America, but also to Latin America, where green technologies and products can prosper. Thanks to their rich natural resources, Brazil, Colombia, Peru, and Central America are actively pursuing the establishment of renewable energy and biofuel industries by adopting political, regulatory, and legal reforms conducive to investment, technology transfer, and trade. Private and state-owned utility and oil companies in the region are seeking foreign partners to develop and finance cleantech projects. The economics of such projects in Latin America look particularly attractive in today’s tough financial environment thanks to the abundance of natural resources, availability of land and labor, low cost of living, and strong interest by local entrepreneurs and development banks in foreign partnerships.

Placing our economies on a sustainable and environmentally friendly basis is both prudent and profitable, but it will take vision, execution, and patience. Energy and fuel diversity will lead to choice and price competitiveness benefiting U.S. and European consumers. Now is the right time for U.S. and European researchers, businesspeople, and investors to form partnerships in cleantech research, projects, and market development in the Americas. Florida and Europe have a unique opportunity to kick start a transatlantic collaboration that will serve over a billion people.
Going Organic on a Global Scale

BY KRISTEN L. MAAG

Few things in life are as essential as man's need for nourishment. Perhaps the illustrious Irish playwright George Bernard Shaw was correct when he stated that "there is no love sincerer than the love of food." It is this same primal reverence for that which sustains us that continues to shape our attitudes toward food in the 21st century. In today's increasingly interconnected world, the advent of organic farming and the organic food industry have transformed the international farming community and, as a result, the habits of consumers around the world.

Organic agriculture, as defined by the International Federation of Organic Agriculture Movements (IFOAM), is the "production system that sustains the health of soils, ecosystems and people, and which combines tradition, innovation, and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved." More specifically, the United States Department of Agriculture (USDA) defines organic foods as those free from most conventional pesticides, synthetic fertilizers, sewage sludge, and GMOs, which have not been processed with ionizing radiation, or in the case of animal products, exposed to growth hormones or antibiotics. Farmers must also meet certain standards, namely annual inspections, maintaining a written organic management & practices plan, and ensuring that land is free of prohibited substances for three years prior to certification (Florida Department of Agriculture and Consumer Services 2007).

According to a 2005 report by the USDA's Economic Research Service (ERS), together the European Union (then EU-15) and the United States accounted for 95% of the $25 billion worldwide retail sales of organic food in 2003. Not surprisingly, Europe Poche cose nella vita sono essenziali come il bisogno di nutrimento dell'uomo. Aveva quindi ragione l'illustre drammaturgo irlandese George Bernard Shaw quando affermava che "non esiste un'amore più sincero dell'amore per il cibo." Il la stessa reverenza primordiale per quello che ci dà sostentamento che continua a modellare i nostri atteggiamenti nei confronti del cibo anche nel 21° secolo. Nel mondo sempre più globalizzato di oggi, l'avvento dell'agricoltura biologica e dell'industria del cibo organico hanno trasformato la comunità agricola internazionale e, di conseguenza, le abitudini dei consumatori nel mondo.

L'agricoltura biologica, come definita dall'International Federation of Organic Agriculture Movements (IFOAM), è "il sistema di produzione che sostenne la salute delle terre, degli ecosistemi e delle persone, che combina tradizione, innovazione e scienza a beneficio dell'ambiente e promuoove le giuste relazioni e una buona qualità di vita per tutti coloro che ne sono coinvolti." Più nello specifi co, lo United States Department of Agriculture (USDA) definisce i cibi organici come quelli privi di più convenzionali pesticidi, fertilizzanti sintetici, liquami e GMO, che non sono stati trattati con radiazioni ionizzanti o, nel caso di prodotti animali, esposti alla crescita tramite ormoni e antibiotici. Gli agricoltori devono anche rispettare certi standard, come ad esempio le ispezioni annuali, mantenere un piano scritto della gestione e delle pratiche organiche e assicurarsi che la terra sia stata priva di sostanze proibite nei tre anni precedenti alla certificazione (Florida Department of Agriculture and Consumer Services 2007).

Secondo un report del 2005 dell'USDA's Economic Research Service (ERS), l'Unione Europea (allora a 15 Stati membri) e gli Stati Uniti rappresentano il 95% dei 25 miliardi di dollari delle vendite al dettaglio mondiali di cibo organico nel 2003. Non sorprende come l'Europa, ed in particolare l'Europa Occidentale, dove la pratica di agricoltura organica iniziò negli anni '20, abbia registrato la più veloce crescita a livello mondiale nelle vendite al dettaglio di cibo organico negli anni '90, appoggiata da una campagna guidata dal governo che ha supportato attivamente l'industria tramite sussidi per la conversione all'“ecologico”, pagamenti diretti agli agricoltori e fissando specifici obiettivi per lo sviluppo delle aree e le regole della agricoltura organica. Nel 2003, i 15 Stati membri dell'Unione Europea avevano certificato, rispetto agli Stati Uniti, più ettari di terra agricola organica, avevano una maggior quota di terre agricole sotto una gestione organica, un maggior numero di aziende agricole organiche e di vendite al dettaglio organiche. All'interno dei 15 Stati membri, nel 2003, l'Italia guadagnava con 1/5 della terra agricola organica (un milione di ettari), seguita da Germania, Spagna e Regno Unito.

La crescita nelle vendite al dettaglio di prodotti biologici continua ad espandersi rapidamente sia nell'Unione Europea che negli Stati Uniti, sebbene negli anni recenti gli Stati Uniti abbiano dimostrato una più grande crescita nelle vendite al dettaglio e adottato nuovi programmi, un'assistenza tecnica e di ricerca e altre iniziative per sostenere le opportunità di mercato per i produttori (ad esempio il The Food, Conversation and Energy Act del 2008). Nell'ultimo decennio, l'industria organica negli Stati Uniti, che tradizionalmente ha seguito un approccio maggiormente guidato dal mercato, a differenza dell'approccio prevalentemente guidato dai sussidi del governo caratteristico dell'Unione Europea, ha registrato una crescita a due cifre raggiungendo circa 20 miliardi di vendite nel 2007. Secondo l'ERS, le vendite organiche rappresentano ora circa il 2,5%
Going Organic on a Global Scale

-- and Western Europe in particular where the practice of organic farming began back in the 1920s -- experienced the fastest worldwide growth in organic retail sales in the 1990s, backed by a government-driven campaign that actively supported the industry via “green” conversion subsidies, direct payments to farmers, and land targets. As of 2003, the EU-15 led the U.S. in hectares of certified organic farmland, share of farmland under organic management, number of organic farms, and retail organic sales. Within the EU-15 in 2003, Italy led with 1/5 of the organic farmland (one million hectares), followed by Germany, Spain, and the UK.

Growth in retail sales of organic food products continues to expand quickly in both the EU and the United States, although in recent years the U.S. has experienced higher growth in retail sales, adopted new programs, and offered technical & research assistance to support market opportunities for producers (i.e. The Food, Conservation, and Energy Act of 2008). Over the last decade, the organic industry in the U.S. – which has traditionally followed a predominantly market-driven rather than the heavily subsidized government-driven approach characteristic of the EU – displayed double-digit growth to reach some $20 billion in sales in 2007. According to the ERS, organic sales now account for some 2.5% of total U.S. food sales, with fruits and vegetables representing the largest category of sales. Within the U.S., California is the top organic producing cropland state, followed by North Dakota, Montana, and Minnesota. In other states like Florida, where consumer demand in recent years has outpaced supply, there is an important market for importing organic goods (Florida Organic Growers and Consumers – FOG). Indeed, the overall adoption of organic farmland as a percentage of all U.S. cropland is still relatively low at 0.5% compared to 4.05% in the EU-25 in 2005 (sources: ERS & Research Institute of Organic Agriculture or FIBL).

On a global level, the spread of organic farming has closely mirrored the predominant tides of globalization, first establishing itself in industrialized countries and then spreading to the developing world. While the consumption of organic products remains concentrated in Europe and North America, production patterns are increasingly global. Of the 30.4 million hectares of certified organic farmland in the world, Australia leads with 12.3 million hectares, followed by China, Argentina, the U.S., and Italy. The greatest share of global organic surface can be found in Ocean/ Australia (42%), followed by Europe (24%) and Latin America (16%) (Sources: IFOAM & FIBL).

The global market of $38.6 billion for organic products in 2006 – up some $5 billion from 2005 – is expected to grow steadily with heightened consumer demand in both the developing and developed world. As it does, we can expect to see several trends. First, developing countries will enjoy important market opportunities for producing/exporting organic products. Not surprisingly, countries with the highest growth rates for organic production -- namely China, Bolivia, Chile, Uruguay, and Ukraine – are developing countries. Second, the need for coherent regulation on the global level will become increasingly important. The EU and the United States, for example, have yet to agree on an internationally recognized standard definition of “organic.” Finally, the organic industry will have to respond to the growing demands of an increasingly health-conscious global citizen driven by that “love for food” which has motivated man since the dawn of time. If the saying “you are what you eat” has any merit, then the future of organic farming looks promising.
Burratina di Andria, Mozzarella di Bufala Campana, Olio Extravergine di Oliva, Prosciutto di Parma & San Guanciale, Speck di Parma, Pomodorini Collina, Funghi Porcini, Tartufi Freschi
Southwest Florida: Opportunities for the Future

BY BETH SKOTZKE, EVENTS AND COMMUNICATIONS MANAGER, ECONOMIC DEVELOPMENT OFFICE, NAPLES, FLORIDA

Tucked away on the Southwest corner of the Florida peninsula lies Collier County, a coastal community of unmatched beauty and prosperity. Although Collier County’s history is fairly short, its potential is nearly limitless.

A Brief History

It was the early 1900’s when advertising magnate Barron Gift Collier first came to Florida, was taken with its primitive beauty, and vowed to make it a place people would come to enjoy life. At the time, this was visionary thinking, as the area was completely undiscovered. Even the most veteran surveyors and explorers were intimidated by its tangled landscape and menacing wildlife.

Undaunted, Collier moved on with his plans, creating the area’s infrastructure and connecting the Tamiami Trail from Fort Myers in the north to the Dade County line on the east. Using intrepid workers and an innovative walking dredge, he completed a project many thought impossible and in return, the County was named in his honor. That entrepreneurial spirit survives until today, not only in the companies run by his descendants, but also throughout a business community that is nurtured by the quality of life Collier foresaw all those years ago.

Traditionally, Collier County businesses have capitalized on the area’s natural resources. Agriculture, tourism and construction dominated the business landscape until the late twentieth century, when new industries began to emerge and thrive.

Added Advantages

It is no surprise that businesses gravitate toward Collier. Perhaps no area so masterfully balances quality of place with business opportunity as does Collier.

Nell’angolo sud ovest della Florida è situata la Contea di Collier, una comunità costiera di bellezza e prosperità inequagliabili, con potenzialità praticamente illimitate, sebbene non di lungo passato storico.

Cenni storici

Erano gli inizi del ventesimo secolo quando il magnate Barron Gift Collier, arrivato per la prima volta in Florida, fu subito catturato dalla sua bellezza naturale e selvaggia, si rimpromise di trasformarla in una meta per tutti gli appassionati della vita, desiderosi di vivervi nella sua intimità. A quei tempi il suo pensiero poteva essere sicuramente considerato vero e propria intuizione visionaria, basata però sull’idea che l’intera area era ancora completamente sconosciuta. Anche i più esperti topografi ed esploratori erano infatti intimoriti dalla complessità del suo territorio e dalla pericolosità della flora e fauna selvaggia.

Impavido, Collier è andato avanti con i suoi piani, arrivando perfino ad ultimare tutte le infrastrutture dell’intera area e congiungendo il Tamiami Trail, da Fort Myers nel nord della Florida, con il confine est della Contea di Dade. Attraverso l’opera di lavoratori intrepidi ed una draga di camminamento all’avanguardia, Collier riuscì a portare a termine un progetto da molti ritenuto impossibile. È infatti in segno di riconoscimento che l’intera contea ha ricevuto il suo nome. Questo spirito imprenditoriale che caratterizzava Collier sopravvive ancora oggi, non soltanto nelle compagne gestite dai suoi discendenti, ma anche nella intera comunità economica locale, grazie anche alla qualità della vita offerta dal luogo, già anticipata da Collier molti anni addietro.

Da sempre le imprese di questa Contea hanno capitalizzato nelle risorse naturali del territorio. Agricoltura, turismo ed edilizia hanno dominato lo scenario economico fino agli ultimi anni del 1900 quando nuove industrie sono state a fiero ed a svilupparsi.

Vantaggi aggiuntivi

Non è un caso che molte imprese gravitino nello’area di Collier, forse proprio perché non c’è altra Contea in Florida che riesca a combinare con la stessa mestria qualità del luogo con opportunità commerciali. Qui, le risorse naturali, culturali, ricreative e sociali sono veramente senza pari. Spiagge di sabbia sottile e colorate da onde calde provenienti dal Golfo si accompagnano ai paesaggi ancora naturali e selvaggi delle Everglades dove è possibile praticare una serie infinita di attività all’aria aperta. Un centro folklorico con un programma di alta portata durante tutto l’arco dell’anno ed un festival dell’arte all’aperto tra i più prestigiosi sono soltanto alcune tra le molte attività offerte dal territorio. Gli appassionati di golf hanno a disposizione campi in grado di soddisfare qualsiasi gusto e richiesta, mentre gli amanti della barca e della pesca la possibilità di scegliere tra la laguna costiera e destinazioni al largo, direttamente nel Golfo.

Oltre all’ambiente libero, esistono numerose attività commerciali in continuo sviluppo e crescita. Grazie alla presenza di infrastrutture solide, una forza lavoro specializzata, ampie opportunità educative e numerose altre vantaggi come accesso al commercio internazionale, compagnie come ASG Software e Arthrex stanno riuscendo grandi successi. In aggiunta, la recente apertura di zone ad est della Contea di Collier ha messo a disposizione nuove proprietà immobilii a prezzi competitivi e di immediata disponibilità. In breve, la Contea di Collier rappresenta il posto ideale dove sia la componente umana che quella commerciale possono crescere e svilupparsi all’unisono.

Potenziale di crescita

Per decenni la Contea di Collier è stata tra le aree del paese a crescita più rapida. Il numero sempre crescente dei suoi abitanti, combinato alla qualità idilliaca del luogo, offrono...
County, Florida. Here, natural, cultural, recreational and social resources are simply unparalleled. Warm Gulf breezes over sandy beaches complement Everglades eco-adventures. The Philharmonic Center’s year-round program and a top ten outdoor arts festival are among countless activities. Golfers will find courses of eco-adventures. The Philharmonic Center’s year-round program and a top ten

Growth Potential

Collier County for decades has been among the country’s fastest growing areas. Its increasing population, combined with its idyllic quality of place, mean great opportunity for business. Even more, pro-business policies and stimulus programs afford additional benefits. Corporate income tax is just 6% here, and incentives range from local programs for job creation and retention to state tax advantage and enterprise zone designations and federal enterprise “hubzone” offers. Whether appealing to an ever-expanding local customer base, or utilizing beneficial distribution networks to ship to customers world-wide, businesses will find Collier County to be a land of true potential.

Industry Dynamics

Collier County offers special promise for three growing industries – Computer Software & Services, Distribution, and Health & Life Services. Each of these can benefit from the infrastructure, labor force, educational institutions and transportation networks already in place, as well as from newly available commercial land and buildings.

There are five major institutions of higher education – at least three of which offer graduate degrees – as well as vocational-technical training in the immediate area. Important opportunities are offered by direct access to the Florida Tradeport, a growing cargo service that is faster, less expensive and better than other shipping alternatives. In addition, major state and national universities have chosen to establish research and training facilities here, particularly in the medical and dental fields.

These advantages can help explain how ASG Software, established here just 20 years ago, has become a multinational company with 1,000 employees and 70 offices. Or how Arthrex, a manufacturer of medical equipment based here, now distributes its 2,000 products to about 70 countries around the world.

Project Innovation

Finally, current and prospective businesses have a real ally in the area’s Economic Development Council. Active in helping with expansion and relocation and with
building a business-friendly community, they have supported countless businesses since their start in 1989.

The EDC’s latest endeavor, called Project Innovation, is an initiative to create and execute a plan for economic sustainability. It is focused on bringing community-wide consensus on the importance of economy-building, fostering creativity in identifying new opportunities, and creating collaboration on delivering needed resources and initiatives. It will result in a specific, actionable plan to build a healthy economic foundation well into the future.

For information on how your business can thrive in Collier County, visit www.enaplesflorida.com or call toll-free 1.866.362.7537.
When you initially leased your equipment, the opt-out notification period for the service could be 90 to 120 days before your lease expires. And pay attention to service contracts you might have purchased on printers and copiers, your agreement likely included an "evergreen clause" which automatically renews the lease at the original terms. But you should consider asking for a better price or an upgrade when your lease expires. To avoid auto-renewal, typically you would need to notify the leasing company in writing 90 to 120 days before your lease expires. And pay attention to service contracts you might have purchased on leased equipment. The opt-out notification period for the service could differ from that of the equipment.

Put yourself in your supplier's shoes. When developing a Request for Proposal or bid document, think about your request from the supplier's perspective. The more detailed, accurate and complete your specs, the easier it is for a supplier to present aggressive pricing. Why? Because an exhaustively detailed RFP improves the accuracy of the supplier's bid and minimizes his risk.

Understand how you are charged for overnight package deliveries. Local services may be best for early-morning deliveries, while worldwide deliveries may be the better choice.

Find ways to work more efficiently with your suppliers. If you are able to cut their costs, these savings could be passed through to you. Example: The receptionist for a company in California had scheduled a 5:15 p.m. pick-up time for overnight deliveries. Because the supplier had to unload its truck at the airport at 6 p.m., this company unknowingly was paying a substantial late-pick-up fee. Simply by moving its pick-up time to 5 p.m., the company eliminated the fee. A 15-minute difference made the supplier's job easier, and saved the customer more than 25% annually.

Review specifications. Ensure that the products you use do not exceed your requirements. Can you use second-hand pallets for transportation? Can you reduce the frequency of cleaning service while still maintaining safety standards?

Watch out for automatic renewals. When you initially leased your printers and copiers, your agreement likely included an "evergreen clause" which automatically renews the lease at the original terms. But you should consider asking for a better price or an upgrade when your lease expires. To avoid auto-renewal, typically you would need to notify the leasing company in writing 90 to 120 days before your lease expires. And pay attention to service contracts you might have purchased on leased equipment. The opt-out notification period for the service could differ from that of the equipment.

Ensure that the products you use do not exceed your requirements. Can you use second-hand pallets for transportation? Can you reduce the frequency of cleaning service while still maintaining safety standards?

Controllare le carateristiche minime richieste. Assicurarsi che i prodotti che si utilizzano non eccedano i requisiti minimi richiesti. Controllare se è possibile, prodotti di seconda mano. Ridurre la frequenza delle pulizie senza violare gli standard di sicurezza.
carriers such as FedEx and UPS may offer lower prices for local delivery of letters and packages scheduled for later in the day.

• **Do not over-order.** Although printing larger quantities at one time means lower per-item costs, if you only need 7,000 brochures, it’s still cheaper to order that number at $3.30 per unit than it is to pay for 10,000 at $2.80. Companies have a tendency to over-order to lower the per-unit price, and then don’t use the stock. (Be sure to use standard paper sizes for the best pricing.)

Imagine adding to your bottom line without cutting anything but unnecessary spending. To maximize savings, companies in all sectors should consider having an expense professional perform an in-depth analysis of their overhead. There is no out-of-pocket expense, and companies are usually stunned by the savings that can be found.

Fabrizio Segulin is a Director in South Florida for Expense Reduction Analysts (ERA), a worldwide consultancy that specializes in reducing overhead expenses. ERA has more than 700 Consultants in more than 30 counties – including Italy – who work together to help clients throughout the world find the savings hidden in their general ledgers. For more information, please contact Fabrizio Segulin at 305.898.3141 or fsegulin@expensereduction.com.
Despite the current economic situation, the American Dream is still alive and well. Each year many Italian entrepreneurs come to America hoping to establish a business overseas. Some succeed, others do not. While there is no set recipe for success, there are certainly factors which may make or break your business venture.

For starters, newcomers must avoid approaching the American market with a mindset that is too complicated and poorly focused, as opposed to the distinctly American way of doing business in a rather simple and straightforward fashion. Italians, for example, come from a society that is rich with history and culture. While this factor may be beneficial at times, it also may prove to be an obstacle when attempting to integrate into an American system that is simple and pragmatic. Dressing well, networking at cocktail receptions at trendy locations, and projecting a pleasant image should never take precedence over business priorities. Those who successfully adopt the principles of this pragmatic U.S. system will naturally reap the rewards.

A general lack of understanding of the cultural values predominant in the U.S. is another reason for business failure. While education is definitely the basis for a solid professional career, it must be accompanied by solid professional experience and practical know-how related to life, language, and international experience. For example, Italian titles like Dottore or Dr. given to college graduates not only do not exist in the U.S., but they do not have the same importance in an American culture where respect is earned through your ability to prove yourself via hard work and dedication rather than a simple "title" or family relationship.

The key to business success in the U.S. is surprisingly simple: just be yourself and deal with others in a truthful, transparent, and direct fashion. Along with honesty, humbleness and a willingness to "work your way up" is also prized in American culture. Not surprisingly, many successful Italian entrepreneurs have started in the shipping department of a warehouse, as a line cook, or as a sales representative, only later to capitalize on their international experience, education, and practical knowledge to start a small business of their own.

In addition to "working your way up," the following guidelines may prove useful when facing the American market.

• **The customer should always come first.** Establishing a solid relationship with your customers is important since they are directly responsible for your growth and the overall success (or failure) of your business. Make an effort to select the good customers that share your mission and isolate the bad in a time-efficient manner.

Malgrado l’attuale situazione economica, il sogno americano è ancora vivo. Ogni anno molti imprenditori italiani vengono in America con la speranza di avviare un’attività all’estero, alcuni ottenendo risultati positivi, altri meno. Benché non esista una ricetta specifica per il successo, esistono sicuramente fattori in grado di influenzare un’attività imprenditoriale sin dal suo nascere.

Ai nuovi arrivati suggerirei per prima cosa di evitare di avvicinarsi al mercato americano con una mentalità ed un approccio troppo complicati e non chiaro negli obiettivi, in contrasto assoluto con il modo molto semplice e diretto di condurre gli affari degli americani. Gli italiani, per esempio, possono sicuramente vantare un passato storico e culturale molto ricco. Questo fattore, se da un lato risulta vantaggioso in certe situazioni, dall’altro diventa sicuramente un ostacolo nel momento in cui si cerca di integrarsi con un sistema molto semplice e pragmatico come quello americano. La cura e l’attenzione nell’abbigliamento, la frequenza di ricevimenti in locali alla moda ed il rispecchiare sempre un’immagine gradevole non dovrebbero mai prendere il sopravvento rispetto a quelle che sono le priorità di un business. Chi sceglierà di adottare i principi pragmatici del sistema americano sarà ricompensato.

L’altra possibile ragione causa del fallimento di un’impresa è la diffusa mancanza di comprensione di quelli che sono i valori culturali predominanti negli USA. Se l’educazione può essere senza’altro considerata la base per una solida carriera professionale, questa deve essere sempre accompagnata da una solida esperienza pratica della vita, della lingua e della cultura del luogo dove si intende stabilire un business. Per esempio, titoli come quello di Dottore, attribuiti ai laureati italiani, non solo non esistono negli Stati Uniti, ma non hanno neanche la stessa valenza all’interno della cultura americana, dove il rispetto viene guadagnato attraverso l’affermazione personale raggiunta tramite grandi dedizione e duro lavoro piuttosto che tramite un semplice titolo o conoscenze familiarizzate.

Nel caso degli Italia, il segreto del successo nel mondo degli affari è sorprendentemente semplice: essere se’ stessi e trattare gli altri con sincerità, trasparenza ed in modo diretto. Nella cultura americana, sono previste, assieme all’onestà, l’umiltà e la disponibilità a fare carina cominciando dal basso. Non dovrebbe infatti sorprendere che molti imprenditori italiani di successo hanno cominciato nel dipartimento spedizioni di un magazzino, come aiutanti in cucina o come rappresentanti di vendite, per poi, soltanto in un secondo momento, dar vita ad una piccola attività imprenditoriale in proprio, facendo tesoro delle esperienze internazionali, dell’educazione e delle conoscenze pratiche acquisite.

Oltre al concetto di “fare la gavetta”, le seguenti indicazioni possono risultare utili nell’affrontare il mercato americano.

• **Il cliente dovrebbe sempre venire prima.** È molto importante instaurare una relazione solida con i propri clienti, in quanto sono loro i soggetti direttamente responsabili della crescita e, in generale, del successo (o fallimento) di un business. Occorre fare una ricerca per individuare i clienti “buoni” che condizionano la vostra missione ed isolare quelli “cattivi” in modo da utilizzare il proprio tempo in maniera
**BUSINESS**

Promoting an Italian Business the *American Way*

- **Be organized**: Ensure that your administration is organized, clean, and tidy. Monitor your cash flow and manage expenses and investments properly. Remember not to overspend as access to credit, which is often difficult to obtain for the newly arrived, is fundamental to your long-term business growth.

- **Be persistent**: Motivation and persistence in selling your product or service is essential.

- **Be sure to present yourself in a well-mannered and sincere fashion**: Communication and a targeted marketing plan are also important as a product rarely sells itself.

- **Invest in networking activities**: Although networking expenses may seem initially out of your budget, it is important to join public or private organizations like the Italian Chamber of Commerce and local trade associations.

- **Advertise**: Identify a strategic advertising plan tailored to your company’s specific needs.

This great country offers unlimited possibilities for those who possess the drive and determination. I am proud of the many talented Italian entrepreneurs that have helped consolidate a solid Italian business community in the U.S. Newcomers, however, should heed lofty claims that guarantee greater profit margins in the U.S. than in Italy. This, my friends, is “Old School” thinking. Paradoxically, it is often possible to find Italian goods cheaper in the U.S. than in Italy because American businesses typically enjoy greater flexibility and oftentimes do not have to adhere to the rules dictated by producers. Here only one rule exists: sell profitable products to the greatest extent possible. The how, where, and when is left entirely to the entrepreneur.

In conclusion, while the U.S. market is still more reliable, more stable, and more capable of absorbing offers than any other market, the recession, a downturn in demand, and intense market competition have eroded profit margins over the last year. Only “survivor businesses” that have streamlined their organization and established a solid business plan will survive. This is therefore not the time to speculate, but the time to tighten up your sails and make it through the storm as safely as possible. To my fellow Italians, remember that you came here because you saw great possibilities in this land. America, indeed, is still a great place to establish a business, make it grow, and reap the rewards. Just believe in your business, humbly accept the rules of this country, and work towards your own “American dream” with absolute determination, no set working hours, and above all, with that relentless “obsession to create the perfect business.”
Three Generations of Olive Oil Production

INTERVIEW WITH ENRICO COLAVITA, PRESIDENT, COLAVITA S.P.A.

For three generations, your Molise-based company has brought the best traditions of olive oil and other Italian specialty foods to tables around the world. Tell us about the company's beginnings, and how the company has met the demands of a globalized market?

In 1938 in Sant’Elia a Pianisi, my father and uncle -- Giovanni and Felice Colavita -- established a small olive mill. In less than ten years they built their first industrial olive press, the very first of its kind in Molise. By the early sixties the company had established itself as one of the top ten olive oil mills in Italy. Plans were also already underway to bring the company's products to the international market, beginning with the United States. This goal became a reality in 1978 when John Profaci proved to be an ideal partner for the distribution of Colavita products throughout the U.S. Subsequently, distribution spread to Canada, Australia, Japan, and the rest of Europe, successfully consolidating the uniqueness of the “Made in Italy” product throughout the world.

In 1986 following this initial wave of expansion, the company transferred to a Campobasso facility capable of bottling some 5.5 million liters of olive oil a year, 98% of which was exported to twenty-eight countries around the world. The Colavita brand also expanded to include other products like balsamic vinegar and vegetable preserves in olive oil, the so-called “gifts of the olive,” a line of pâtés and products packed in olive oil that were awarded the prestigious Cibus Oscar in 1991. In 1998 the company underwent yet another transformation with the purchase of a large facility from Unilever Van den Bergh in the Province of Rome. As the second largest in Italy for the production of olive oil, this establishment currently boasts a productive capacity of some 35,000,000 liters of olive oil a year.

Our commitment to ensure the highest quality of products was recognized in 1997 with the product certificate of quality in compliance with normative ISO 9002, and again in 1999 with Cermet’s voluntary certificate of quality. Consumers had the guarantee that the Colavita brand, which was now firmly tied to the prestigious “Made in Italy” name, was obtained exclusively from olives gathered and processed in Italy. Moreover, Colavita S.p.A. became the only company in the sector to market authentic, certified Italian products. This process of internationalization and the diffusion of Colavita products throughout the world contributed to the emergence of a demand for Italian products long before the Mediterranean diet became widely popular. In essence, this process involved locating importers and distributors who believed in the authenticity and wholesomeness of Italian products and who wanted to partner with us to establish and consolidate the Colavita brand, a brand that we have invested heavily in and which is fundamental to our competitive edge in the global market.

In order to cope with the current international economic situation, we strive to develop the traditional elements of our Italian culinary tradition and establish a close relationship with our foreign markets. To that end, our group has recently purchased 80% of COLAVITA USA from the Profaci family. The move to purchase COLAVITA USA, the exclusive importer of Colavita products in North America, will certainly allow us to better monitor the American market.

Enrico Colavita
Tell us about your marketing approach to the American market. What different strategies, if any, have you adopted to market Italian products abroad, and in particular, in the United States?

Tell us about Colavita’s future plans for expansion and product development.

Tradition is wealth, both culturally and economically. Our Region of Molise has a long tradition of hospitality. We simply drew upon that tradition by paying frequent visits to our distributors/clients and inviting them to come visit us in Sant’Elia a Pianisi. Although our U.S. distributor resides on the other side of the ocean, there is still a strong sense of belonging to our family, a factor which has certainly contributed to our competitive advantage. Furthermore, we have never imposed a model, an image, or a way of doing business, but instead have always sought to listen and respond to the demands of the market. Maintaining close ties to the American market has always been a focal point of our marketing strategy, given that 50% of our production is exported to America. America thus remains our principal opinion maker. Over the years we have also seen the American consumer become increasingly attentive to the nutritional value of products, a trend which has benefited us since there is a greater demand for genuine food products.

How do you see the future of Italian specialty food products, and in particular, olive oil?

It is of the utmost importance to capitalize on the traditional ingredients of Italian cuisine (i.e. olive oil) via the promotion of R & D initiatives and promotional campaigns. The marketing activities Colavita has implemented in Italian culinary institutes throughout the world offer a prime example. It is precisely beyond the borders of Italy that it becomes increasingly important to promote and safeguard the “Made in Italy” name given the plentitude of restaurants, recipes, and products that are inspired by our noble eno-gastronomic traditions. To that end, Colavita created the first culinary courses designed to promote Italian gastronomy: THE COLAVITA CENTER FOR ITALIAN FOOD & WINE located within the CULINARY INSTITUTE OF AMERICA in Hyde Park (New York) offers cooking classes given by important Italian chefs. In addition, Colavita has created a prestigious culinary competition in collaboration with Morumbi University in Sao Paolo (Brazil) that features recipes that utilize olive oil as a principal ingredient, a tribute to the traditional elements of our cuisine. All of these initiatives are designed to safeguard and defend Italian traditional cuisine and reward those who cherish its genuine and authentic flavors.

Tell us about Colavita’s future plans for expansion and product development.

We are currently working on various fronts, mostly notably our continuously expanding internationalization project. The initiatives are many and include: the recent acquisition of COLAVITA USA; a joint venture in Australia for the production, bottling, and commercialization of our olive oil; the expansion of our network via our distributor maker. Over the years we have also seen the American consumer become increasingly attentive to the nutritional value of products, a trend which has benefited us since there is a greater demand for genuine food products.

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COLAVITA ARGENTINA in Buenos Aires; the consolidation of our distribution network in countries like Russia, India, China, and Brazil that are undergoing continuous growth; and the search for new partners in emerging markets like the Arab Emirates, Kazakhstan, and Mongolia.

What advice would you offer to companies attempting to penetrate the American market for the first time?

Over the years it has become increasingly difficult to penetrate the market. For a market like the U.S. which requires sustained investment, it is perhaps better to pursue a market strategy together with a group of companies (i.e. a consortium) in order to pool resources and find a common reference point, unless of course a company possesses sufficient financial resources to face the market alone.
SOFA: ALBERS

ARMCHAIR: MARC

SIDE TABLE: ALBERS
Entrepreneurship as an Educational Cornerstone

BY ANTONIO NANNI, PH.D., P.E., PROFESSOR AND CHAIR DEPT. OF CIVIL, ARCH. & ENVIRON. ENGINEERING, UNIVERSITY OF MIAMI, NANNI@MIAMI.EDU

These are difficult times around the world. Globalization and sustainability are no longer abstract concepts, but realities we need to tackle. It is during these difficult times that we must draw on our most valuable human resource, intellectual power, and its driving force education.

This article is the first of three to address the importance of entrepreneurship as an educational cornerstone. It draws upon reflections included in the 2008 report by the Kauffman Foundation (http://www.kauffman.org) entitled: “Entrepreneurship in American Higher Education.” (http://www.kauffman.org/item.cfm?item=1132)

The report -- which is the result of the work conducted by a multidisciplinary panel of distinguished educators -- gives a comprehensive view of American education and provides a window to what the future may hold.

I would like to thank my colleague Bill Green, Senior Vice Provost and Dean of Undergraduate Education at the University of Miami, who made me aware of this publication and, more importantly, for being our institutional advocate for entrepreneurship.

The Case for Entrepreneurship

Higher education is fundamental to the future of American life. The nation’s ability to prosper and thrive in an increasingly knowledge-based global society and economy depends on the existence of a progressively well-educated population. The values and practices of pure research—discovery, originality, innovation—shape and motivate American university learning. The American bachelor’s degree aims also to stimulate critical thinking, scientific and quantitative reasoning, preparation for citizenship, moral reflection, readiness for work, respect for diversity, broad intellectual knowledge, the transmission of culture, and the appreciation of national values. At the root of all these legitimate goals is intelligibility, for we cannot improve a world we do not understand.

By making the world and ourselves increasingly comprehensible and thereby manageable, education establishes a foundation for human growth, creativity, and progress. If intelligibility is a fundamental goal of learning, then American higher education must reflect the experience and conditions of contemporary life. Higher education cannot be the learning vehicle for only some students, be an ethnocentric vault for privileged people, or be driven by a powerful political force education.

Il mondo intero sta attraversando un momento difficile. La globalizzazione e la sostenibilità non sono più dei concetti astratti, ma realtà che dobbiamo affrontare. E proprio ora che si rende necessario fare forza sulle nostre risorse umane più preziose, sulla potenza intellettuale e la forza trainante rappresentata dell’educazione.


Vorrei ringraziare il collega Bill Green, Vice Rettore e Preside dell’Undergraduate Education all’Università di Miami, che ha sottoposto alla mia attenzione questa pubblicazione e, ancor più, per essere il nostro difensore istituzionale dell’imprenditorialità.

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make intelligible a world from which it is removed or does not address. College learning must teach students how to make sense of and how to affect the reality in which they will actually live. So, while studying great works of the past and human nature is meritorious, it represents only part of the equation. A distinctive strength of the American higher education also should be dynamism and adaptability, a capacity to address urgent, current questions of nature, society, and human experience.

Entrepreneurship is a dominant force in contemporary America that renders our goods, services, and institutions more efficient, affordable, and, thus, effective. It enhances the quality of our collective and individual lives and changes the way we work, communicate, and live. Innovation and improvement depend on intelligibility, since we can not repair what is mysterious to us. Because intelligibility is a fundamental purpose of higher education, and generating new knowledge is the highest expression of American learning, entrepreneurship and college education are inextricably bound to one another. Entrepreneurship should thus be both a legitimate subject in American undergraduate education and a pervasive approach to learning and the management of universities.

**Why Entrepreneurship Matters**

Entrepreneurship is the transformation of an innovation into a sustainable enterprise that generates value. An entrepreneur is “any entity, new or existing, that provides a new product or service or that develops and uses new methods to produce or deliver existing goods and services at lower cost.” In essence, entrepreneurs take risks to develop a novel, sustainable enterprise—a new or improved product, service, or mode of organization that can exist independent of its originator—that benefits the economy and society.

The defining trait of entrepreneurship is the creation of a novel enterprise that the market is willing to adopt. Hence, entrepreneurship entails the commercialization (or functional equivalent) of an innovation. New ideas, products, or organizational schemes matter little until they achieve concrete reality in the marketplace—that is, until they are actually used. The entrepreneur’s risk, therefore, is not a gamble but an informed calculation about the viability of the new enterprise in the market, about its capacity to meet a demand or need of others.

Entrepreneurship is a process of fundamental transformation: from innovative ideas to enterprise to value. The very ordinariness of entrepreneurship in American commerce points to a society that prizes originality and improvement and the human traits that enable both. Entrepreneurship, which is more than just a business practice, can operate in any realm of human endeavor. It merges the visionary and the pragmatic, and requires knowledge, imagination, perception, practicality, persistence, and attention to others. Entrepreneurship is a self-actualizing and a self-transcending activity that integrates the self, the entrepreneur, with society. Unavoidably, therefore, entrepreneurship is an exercise in social responsibility. To suppress or constrain innovation and improvement ignores a society’s needs and wants, and diminishes its future.

Ultimately, entrepreneurship is the unique process that, by fusing innovation and implementation, allows individuals to bring new ideas into being for the benefit of themselves and others. It is sui generis, an irreducible form of freedom.
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On February 12, 2009, an important agreement was reached between UCINA (The Italian National Association of Boat Builders) and the Miami International Boat Show under the auspices of the Italian Undersecretary of International Trade, Adolfo Urso. The agreement was fostered with the support of the Executive Director of the Italian Trade Commission (ICE) in New York, the Italian Consul General in Miami, Hon. Marco Rocca, and a number of distinguished representatives from the local Italian business community.

The accord ensures reciprocal participation for Italian and American boat builders at both the Miami and Genoa International Boat Shows. The Undersecretary outlined the significance of the American market, which receives some 32% of Italian nautical exports, as well as the need to support smaller companies during these difficult economic times. He also announced plans to distribute an additional one million euros (on top of the three million euros already pledged) to ICE USA in order to support the internationalization of Italy’s nautical industry in the U.S.

Snaidero USA, the exclusive North American importer and distributor for Snaidero (Italy’s leading manufacturer of high-quality kitchen cabinetry), has added a line of “green” eco-friendly cabinets that meets the North American criteria established by the USGBC (United States Green Building Council). The USGBC is responsible for establishing LEED (Leadership in Energy and Environmental Design) standards which are applied to various North American and U.S. projects to promote sustainable building development.

Snaidero USA will now supply a range of products produced entirely with materials, parts, and production processes that meet the LEED criteria for low emissions in compliance with the “NO ADDED UREA FORMALDEHYDE resins” requirement. Other aspects of eco-friendly production include low levels of volatile organic compounds. Certainly, Snaidero’s decision to create products that comply with American green standards is both sustainable and profitable in that it responds to the needs of an increasingly “eco-friendly” clientele.
While pouring a dash of Italian olive oil over my grilled filet of Tilapia and tomato salad and sitting on a terrace overlooking the Panama Canal, I observed its Miraflores Locks (built in 1913) let through an enormous Italian cargo ship full of Italian food and wine. I could not help but feel a sense of amazement and a little pride. To those sitting around me, the scene was of no consequence, except for the grandness of genius that is the Canal itself.

Reading the label of the excellent bottle of oil that had been placed on my table and absorbing the importance of the moment, I began to try to bring together in my mind the 3,000 years worth of events and peoples that had made that moment possible. My first thought transported me to Monte Testaccio in Rome (a 2,000 year-old hill on the banks of the Tiber) composed of the remains of hundreds of thousands of broken terracotta olive oil containers used to transport oil to Rome from all over the Mediterranean (mainly Spain). My next thought turned to the many Roman families that made their lives and fortunes in Spain in the olive oil business, most notably the prominent family of the great Roman Emperor Hadrian. Monte Testaccio was built on these fortunes and is modern day proof that already some 2,000 years ago trading in food by sea was a very important business for the Italian peninsula. As I observed that giant Italian ship and its Italian crew pass through the final locks before continuing down the Chagres River (explored by the Genovese Cristoforo Colombo on his final voyage in 1504 during his final voyage to the New World), I imagined these ancient Roman vessels with their Roman sailors setting sail from the Port of Rome in Ostia in a voyage very similar to the one I was observing. Continuing my journey in time, I was reminded of the adventures of Marco Polo, whose tales of his travels in the East and the riches of China and the Far East were among the first to open our eyes to the world beyond the Mediterranean.
voyage to the New World in 1504), I pictured those ancient Roman sailboats and sailors departing the Roman port of Ostia so long ago on their way to Spain to engage in a similar endeavor.

As I continued on my own voyage through time, my next stop reminded me of the adventures of Marco Polo and the different foods and spices he brought back from the Orient, as well as how Venetian trade in the Mediterranean introduced our gastronomy to many new foods, including the very important orange introduced to the West by the Persians. Without a doubt, the single most important event in the history of Italian gastronomy was the discovery of the New World by Cristoforo Colombo and his crew. Not only did he bring wine, olive oil, and all the habits of our Mediterranean diet aboard his ship, but his discovery also introduced a long list of new foods to both Europe and the world that significantly changed the course of history and the way we eat. The tomato, the potato, chocolate, corn, the avocado and many other plants and spices that are used by all of us today as normal additions to our diet were unknown to our culture just 500 years ago.

It is difficult to imagine Italian cuisine without the tomato or the potato, foods that did not exist in our gastronomy until relatively recent history. Just as it was then, Italian genius, creativity, curiosity, inventiveness and a desire to produce quality in all things continue to make Italian food number one in the world. Following on that long tradition, trade in Italian food will continue to change the culture of food for the better wherever it is introduced, just as our own gastronomic traditions will continue to be influenced by an increasingly globalized world.
You would think that Umbria would be green with envy. After all, Italy’s most famous region, Tuscany, gets all the attention, while Umbria remains quietly in the background. Yet, Umbria (Tuscany’s gentler sister) seems to delight in being less noticed. Less attention means fewer tourists, and fewer tourists means that Umbria maintains more of her authentic self – natural and unspoiled. Umbria definitely is green - but not green with envy.

Often referred to as Italy’s “green heart” Umbria holds some of Italy’s most spectacular forests, parks and breath-taking vistas. From north to south and east to west, springtime in Umbria is a symphony of greens - valleys, hills and mountains vibrating with life – the perfect backdrop to medieval villages, art-filled churches and fabulous foods. Irresistible and unforgettable!

Imagine creating your own specialized vacation into some of Umbria’s less-traveled areas. Consider an 8-day vacation based in Carnaiola or Monteleone, with charming accommodations in a countryside agriturismo, including experiential side-trips to nearby villages and sites, such as guided village tours, countryside hikes and winery visits. Guests may also choose cultural experiences like drawing lessons, cooking classes and hand-made ceramics demonstrations.

Since Umbria’s traditional approach to the preparation and cooking of regional foods has gotten the attention of “foodies”, travelers can also customize a food-lovers journey. Week-long itineraries include an Umbrian cooking class, wine tastings in family owned vineyards, Italian truffle-hunting demonstration and a visit to an olive press. Villas with kitchens (and gorgeous views) provide the perfect accommodations for those who wish to try their hand at cooking up some regional dishes “a casa” at the end of a busy sightseeing day.

For those who dream of walking (and sketching) in the footsteps of Italy’s master artists, an art-lover’s venture in Umbria is the perfect itinerary. Guests enjoy drawing and painting while visiting villages, sites and museums that house spectacular works of art, from the Etruscans through the Renaissance. Perhaps an 8-day art-lover’s journey led by Umbrian-based artist and author, Diane Cardaci, is just the remedy for your inner artist.

Independent travelers might consider experiential half-day and full-day side trip itineraries, which can be purchased before traveling to Italy or arranged via the web when in country. Travelers can choose from truffle hunting demonstrations, full-day Umbrian cooking classes, private winery visits, guided village tours or drawing and painting lessons.

For more ideas and information on creating your ideal journey into green and gorgeous Umbria, visit Off the Beaten Strada at www.offthebeatenstrada.com or e-mail info@offthebeatenstrada.com. Off the Beaten Strada is a company that creates experiential vacations and half or full-day cooking, winery, history and art excursions in Central Italy.
December 11, 2008
IACC HOLIDAY DINNER
FONTANA RESTAURANT AT THE BILTMORE, CORAL GABLES

1. (from left) Dennis Landi, Roberto Brunetti, Graziano Sbroggió
2. (from left) Valeria and Ugo Campello, Camillo Ricordi, Vicki Restivo
3. Guests during the IACC raffle
4. (from left) Deputy Consul of Italy, Nicola d’Ercole, Michela Baita, Fabrizio Alfieri, Silvana D’Ercole
5. (from left) Ugo Campello, Francesca Tanti, Consul General of Italy Hon. Marco Rocca and his wife Aydee
6. Guests enjoying themselves
7. Claudia Candela, Sonia and Francesco Facilla, Vito Candela
IACC HAPPENINGS

January 8, 2009
APERITIVO IN CITTA: A POSTCARD FROM GENOA
THE STANDARD HOTEL
8. Guests enjoying themselves on the patio
9. Guests during the cocktail reception

January 12, 2009
AMBASSADOR BRUTON RECEPTION & SEMINAR
POLTRONA FRAU SHOWROOM
10. (from left) Jeanette Perez, Mrs. Bruton, Amb. John Bruton, George Philippidis, and Christine Caly
11. (from left) Joe Raia and Jonas Haeger
12. Guests during the speech
13. Guests enjoying themselves

February 2, 2009
OROMIAM, FINE ITALIAN JEWELRY EXHIBITION
THE RITZ-CARLTON, MIAMI BEACH
14. -17. Models wearing exhibitors' jewelry during the Fashion Show
18. Guests enjoying the fashion show
February 11, 2009
UNDERSECRETARY ADOLFO URSO CONFERENCE &
RECEPTION AT THE BANKERS CLUB

19. Italian business community during the Under-Secretary's speech
February 12, 2009
DELEGATION FROM CHAMBER OF COMMERCE OF PISA TO
THE MIAMI BEACH INTERNATIONAL BOAT SHOW

20. (from left): Marc Berenfeld (Chairman, CGCC), Paolo Ribechini
(President, Pisa Chamber of Commerce), Don Slesnick (Mayor,
City of Coral Gables), Pierfrancesco Pacini (President, Pisa
Chamber of Commerce), and Mark Trowbridge (President & CEO, CGCC)

21. Mr. Pierfrancesco Pacini rewarding Dr. Paolo Romanelli for his
valuable contribution to the Universities of Pisa and Miami partnership

22. Miami Beach International Boat Show official opening. (from left)
Hon. Marco Rocca (Consul General of Italy in Miami), Mr.
Pierfrancesco Pacini (President Pisa Chamber of Commerce), Hon.
Adolfo Urso (Undersecretary), Amb. Umberto Vattani, Mr. Paolo
Ribechini (Pisa Chamber of Commerce)
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BPT (Brevetti Plozner Torino) was established over 50 years ago thanks to the creativity and hard work of Lisio Plozner. In the immediate post-war period he began to design and create original patents, specializing in the field of home technology. His ability allowed him to develop hi-tech and highly innovative products designed to improve our quality of life. Thanks to its tireless and meticulous commitment, the company has enjoyed significant growth by targeting the electronic installation sector, becoming a reference point for other competitors in the market. Today the legacy of Lisio continues through the efforts of his grandson, Sandro Marcorin.

After having firmly established itself in Europe, Australia and South Africa, Bpt has reinforced its international presence in America. The U.S. market represents an excellent opportunity to create awareness of Bpt’s video entry systems know-how and innovative home automation systems at the international level. To date, the results have been very encouraging. Future prospects offer significant growth opportunities, since Italian design is considered a status symbol in the United States.

Bpt’s products represent the ultimate synthesis between traditional style, quality, and technological innovation, key elements that infuse Italian products with that distinctive element of success.

Advanced home technology systems should be increasingly flexible and easy to operate. This ensures the maximum integration and synchronization of all system components. BPT continues to strive to stay on the forefront of technological innovation and meet the challenges of the “intelligent environment”.

System integration, digital technology and energy savings remain the focus of the company’s achievement and growth.

Bpt’s technology is venturing outside the traditional confines of the home and single buildings to wide-ranging areas like residential centers, villages and urban areas.

At present, Bpt Technologies currently serves the American and Canadian markets. A strategic objective for 2009 is to develop business in Latin America, with particular regards to the rapidly expanding Mexican market.

The strategy targets product development, the realm of human resources, and the creation of strategic alliances with important U.S. distribution groups. To that end, substantial investments have been allocated to expand and increase the company’s sales network, to train technicians and installers in the most up-to-date techniques, and to perfect customer support services.

Bpt’s personnel, strategies and newly registered offices constitute an excellent departure point. Future projects are even more ambitious. Certainly, Bpt’s spirit of innovation and pioneering instinct embedded in its DNA ensure that the company will be able to meet, and surpass, a whole host of ambitious goals.

Bpt Technologies Co. is located at 11932 Miramar Parkway, Miramar, FL 33025, tel. (954)581-8293 - www.bpttechnologies.com
TuttoFood

Given Italy’s international reputation for culinary excellence, there is truly no better place to hold a fair dedicated to world of gastronomy.

Tuttofood -- the Milano World Food Exhibition scheduled for June 10 – 13, 2009 at the Fiera Milano Complex in Milan, Italy - is internationally recognized by the food industry and related distribution chain, including large supermarkets, specialized stores, producers, importers, and associated services. The trade show has enjoyed enormous success in creating business through internationalization, an innovative trade fair concept that involves businesses in the organization of the biennial event. Thanks to this advantageous formula, Tuttofood has successfully combined the needs of companies operating in the Italian market with those of companies that are interesting in developing their export business. Moreover, the trade show provides an exclusive web platform that allows exhibitors year-round access to privileged business information.

On behalf of Fiera Milano, The Italy-America Chamber of Commerce Southeast will select a delegation of buyers to attend the upcoming June edition of Tuttofood in Milan. Special packages are available. For further information, contact Kristen L. Maag at maag@iacc-miami.com or (305) 577-9868.

Salone Internazionale del Mobile

Since 1961, the Salone Internazionale del Mobile has represented a must-attend trade show for those operating in the furnishings and design sector. Today, this world renowned event registers some 2,000 exhibitors and more than 300,000 visitors (roughly half from abroad) in a surface area of over 220,000 square meters.

The Salone Internazionale del Mobile showcases everything from single pieces to coordinated suites to everyday household items. Particular attention is given to materials, technologies, innovative concepts, and styles, ranging from classic to ultra-modern. In addition to the fair’s traditional offerings, visitors will encounter an array of accessories, lighting options (Euroluce Pavilion), kitchens (Eurocucina Pavilion), bathrooms (Salone Internazionale del Bagno Pavilion), and office furniture (Salone dell’Ufficio Pavilion), along with numerous attractions for the cutting-edge designer.

The 48th edition of Salone Internazionale del Mobile, prized for its cultural and social value, will take place in Milan from April 22 – 27, 2009. For additional information, contact the Italy-America Chamber of Commerce Southeast at maag@iacc-miami.com or visit www.cosmit.com.
New Members


Sustaining Members

Cargo Clay USA, Inc.

Ms. Silvia Romano
Sales Manager
80 Milltown Road, Area 3
Union, NJ 07083
Phone: 708-256-7514
Website: www.cargoclay.com
Business Category: Logistics Provider

La Loggia Restaurant

Ms. Jennifer Porciello
Owner
68 West Flagler Street
Miami, FL 33140
Phone: 305-373-4800
Website: www.laloggia.org
Business Category: Restaurant

24SunnyWine Srl

Ms. Alessandra Orlich
Export Manager
Via San Nicolo’, 22
34121 Trieste - Italy
Phone: 39-040-3404188
Business Category: Wine Importer & Distributor

Business Members

Acquamare

Ms. Silvia Ferri
Owner
18090 Collins Avenue, Suite 26
Sunny Isles Beach, FL 33160
Phone: 305-933-6956
Website: www.acquamarerestaurant.com
Business Category: Italian restaurant

Esslinger-Wooten-Maxwell, Inc (EWM)

Mr. Luigi Mercurio
Realtor
419 Arthur Godfrey Road
Miami Beach, FL 33140
Phone: 305-674-4148
Website: www.miami-re.com
Business Category: Real Estate

Expense Reduction Analysts (Operated by Pampatar LLC)

Mr. Fabrizio Segulin
Director
20423 SR7 STE F6-272
Boca Raton, FL 33498
Phone: 305-746-5126 / 898-3141
Website: www.expensereduction.com
Business Category: Consultant Firm

Luxy Life, LLC DBA Sartorie Consolari

Mr. Francesco Secchiaroli
Partner
1001 Brickell Bay Drive, Suite 1402
Miami, FL 33131
Phone: 786-389-0832
Website: www.sartorieconsolari.it
Business Category: Custom Tailoring

Michael Cholobel, P.A.

Mr. Michael Cholobel
Attorney
4300 Biscayne Blvd, Suite 205
Miami, FL 33137
Phone: 305-438-9888
Business Category: Law Firm

Osteria degli Amici

Mr. Camillo Ricordi
Co-founder
7382 SW 56th Avenue
South Miami, FL 33143
Phone: 305-668-5730
Website: www.osteriaamici.com
Business Category: Italian Restaurant

REF Capital, LLC

Mr. Roberto Ferrarotti
President
P.O.Box 140640
Coral Gables, FL 33114
Phone: 305-678-788
Business Category: Corporate Finance
Membership Benefits

Dining

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Contact: Mr. Antonio Rizzi or the Manager
Call: 305-532-0707

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Call: 305-534-7100

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Contact: Mr. Andrea Rainis
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Call: 305-757-7735

Via Quadronno
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Call: 305-759-0122

Rios Churrascaria Miami
All members will receive a 10% discount on the rodizio.
Contact: Ms. Fabiana Soares
Call: 305-373-2777

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Florida Bar Certified
International Lawyer
U.S. Federal Court Southern District of Florida
American Immigration Lawyers Association
Italy-United States Chamber of Commerce Southeast
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American Bar Association
International Bar Association
National Italian-American Bar Association

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The law firm of Finley & Bologna International represents U.S. and Italian clients on corporate and immigration issues and focuses on contracts and corporate real estate, international business, immigration agency and distribution agreements, trademark of foreign branded names, and the entertainment industry excluding contracts and negotiations for music film and the accompanying artists. Stefanie Bologna, Esq., born in Italy, is a Florida attorney and received her Florida Bar Doctor Degree in 1997 and a Doctor in Comparative Law in 1994, and her Italian Juris Doctor from the University of Rome “La Sapienza” in 1991. Chander Finley, Esq., a native born in India and an Italian citizen, received his Juris Doctor Degree and Florida Bar since 1993 and is board certified by the Florida Bar as a specialist in International Law, and the real estate closing & title insurance agent.

The hiring of a lawyer is an important decision that should not be based solely on advertisements.
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Online: www.sonesta.com/coconutgrove
E-mail Reservation: reservations@sonesta-cg.com
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Call: 305-779-3579

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Just contact us at 305-577-9868 or marketing@iacc-miami.com.
Trade Shows

Italy

April 2-6
International Wine & Spirits Exhibition
Vinitaly
Fiera di Verona, Verona
www.veronafiere.it

April 22-27
International Furnishings Exhibition
Salone Internazionale del Mobile
Fiera Milano, Rho-Milano
www.cosmit.it

May 16-20
International Exhibition of Gold Jewelry, Silverware, Watches and Gemology
Charm
Fiera di Vicenza, Vicenza
www.vicenzafiera.it

May 23-25
Fashion
Moda Prima
Fiera Milano City, Milano
www.pittimmagine.com

June 10-13
Milano World Food Exhibition
Tuttefood
Fiera Milano, Rho-Milano
www.tuttofood.it

USA

March 27-30
Home Show
Miami Spring Home Show
Miami Beach Convention Center, Miami Beach
www.homeshows.net

April 21-24 2009
Tiles and Stone
Coverings
McCormick Place Complex, Chicago
www.coverings.com

May 28-30
Tourism and Gastronomy Trade Fair
Mediterranean Experience
Miami Beach Convention Center, Miami Beach
www.mediterraneanexpo.com

May 30-June 2
International Jewelry Show
JCK Las Vegas 2009
Sands Expo & Convention Center, Las Vegas
www.jck.com

Orange County Convention Center, Orlando, FL
Calendar of Events

March
5
APERITIVO IN CITTA'
Raleigh Hotel
Miami Beach

12
EUROPEAN COCKTAIL RECEPTION
Raleigh Hotel
Miami Beach

11-20
PORT OF OLBIA
Olbia delegation visit to Miami and participation in Seatrade
Miami Beach

16-17
FRIULI IN MIAMI
Udine delegation visit to Miami and Seatrade
Miami

16-19
VIBO VALENTIA CHAMBER OF COMMERCE AT SEATRADE
Seatrade Cruise Shipping Convention
Miami Beach

27
IACC GENERAL ASSEMBLY
Miami

April
02
APERITIVO IN CITTA'
Miami

May
21
ITALIAN COOKING SHOW III
Mia Cucina Showroom
Coral Gables

28-30
MEDITERRANEAN EXPERIENCE
Tourism and Gastronomy trade show
Miami Beach

30
F. BELLUCCI MEMORIAL TENNIS TOURNAMENT
Crandon Park Tennis Club - Key Biscayne
Miami

June
6-9
TRADE MISSION TO PISA
Food & Beverage buyers’ delegation to Italy
Pisa, Italy

10-13
TUTTOFOOD – FIERA MILANO
Food & Beverage buyers’ delegation to Italy
Milan, Italy
“Made in Italy” has done it again. Global sales of Prosecco - a sparkling Italian wine traditionally grown in the Conegliano-Valdobbiadene area just north of Venice - have been growing by double-digit percentages for the last 10 years, posing some steep competition for its more expensive French cousin, Champagne. In the U.S., Prosecco’s No. 1 market outside of Italy, business is booming.
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.