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ITALIAN COOKING SHOW IV

2010 Recipe Book

PANAMA CANAL EXPANSION

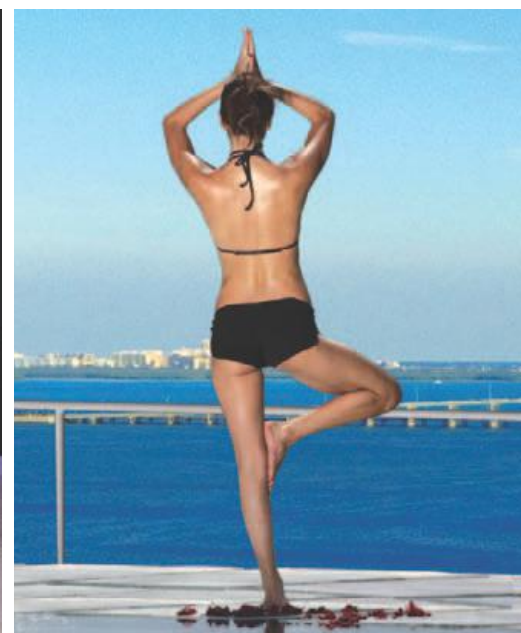
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FIAT-CHRYSLER

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INTERVIEW

Mario Vega, Lucchese Boot Company



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CONTRIBUTING TO THIS ISSUE OF .IT

Project Management Silvia Cadamuro

Content Krystle Cacci, Silvia Cadamuro, Claudio Di Persia, Sandra Falcon, Federico Incerpi, Antonio Nanni, Ph.D., P.E., Dimitrios Jimmy Nares, Claudio Pastor, Francesca Tanti, Mark R. Weiner

Translations Silvia Cadamuro, Sandra Falcon, Federico Incerpi, Rocco Rosario Mauro, Daniele Visentin

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Editorial

MARCO FERRI
PRESIDENT



Indisputably, Italians and Italy are noted all over the world for their food and wine culture. Our Chamber of Commerce, in its nearly 20-year existence has extensively promoted the production of Italian agri-food products and assisted Italian companies interested in penetrating the American market. We have accomplished these objectives by organizing trade missions, fairs, trade shows and events, such as the Italian Cooking Show, that for four years during the summer season, has attracted Italian food lovers from all over Florida.

This issue of .it Italian Trade is a tribute to the fourth edition of the Italian Cooking Show which has seen the participation of an audience

passionate for traditional Italian Cuisine, and, most of all, the support of the many sponsors who have helped us transform the MiaCucina showroom into an authentic Italian food, wine, and beverage festival. Our gratitude goes out to these sponsors and the participating restaurants which have enlivened attendees with their delicious concoctions in a battle of Chefs, where the real winner is taste.

In the spirit of celebration, we have decided to publish the 2010 Recipe Book, a special insert, which can be detached and useful in preparing special dishes that will certainly delight you and your guests, not to mention guide you in selecting a restaurant for the next special occasion.

In the coming quarter, Chamber members will enjoy many activities and surprises. The event calendar is full of upcoming business networking events. Also, the previously announced expansion projects of the Chamber are indeed underway. This quarter will, in fact, spotlight three important phases of our path to become the true Chamber of Commerce of the Southeast: the first being a series of initiatives in Palm Beach County, the second, the inauguration of the Representative office in Milan which will serve as the primary point of information for Italian companies, and finally, the opening of our Chamber chapter in Charleston, South Carolina on November 8th. In this issue you will find a preview of what is to come, while the next issue will be dedicated to the expansion of the Chamber.

The Board of Directors and the staff of the Chamber is committed and resolute in promoting the "Made in Italy" concept, thus strengthening the cultural and economic exchange between the United States and Italy, serving as a model for future chapters to come, and above all bringing together Italian-American entrepreneurs in all areas of expertise. We express our sincere gratitude for our members' contributions and for all of those who continuously support the Chamber.

We bid you a pleasant reading and ... *Buon Appetito!*

Marco Ferri
President

Non è certo una novità che gli italiani, e l'Italia, sono noti in tutto il mondo soprattutto per la loro cultura enogastronomica. La nostra Camera di Commercio, nei suoi quasi vent'anni di vita, ha costantemente promosso le produzioni agro-alimentari italiane, assistendo le aziende italiane interessate al mercato americano, organizzando missioni commerciali, partecipando a manifestazioni fieristiche e, negli ultimi quattro anni, attraverso l'evento che per tutta l'estate intrattiene gli amanti della cucina italiana a Miami: l'Italian Cooking Show.

Questo numero della rivista è un tributo alla quarta edizione della manifestazione che, anche quest'anno, ha visto la partecipazione di un pubblico di appassionati delle tradizioni culinarie italiane e, soprattutto, ha avuto il supporto di numerosi sponsor che ci hanno aiutati a trasformare lo showroom MiaCucina in un vero e proprio Festival del cibo, vino e bevande italiani. Il nostro sentito ringraziamento va a loro ed ai ristoranti partecipanti che hanno dato vita a delle animate, ma soprattutto prelibate, battaglie di chef, dove alla fine, tra vinti e vincitori, il vero protagonista è stato il gusto.

Abbiamo voluto celebrare questa quarta serie pubblicando il Ricettario 2010, un inserto speciale che potrete staccare e che ci auguriamo vi sarà d'aiuto per portare in tavola dei piatti squisiti o, per lo meno, vi saprà suggerire in quale ristorante consumare la prossima vostra cena.

Il trimestre a venire ci riserva molte attività e sorprese. Il calendario degli eventi è fitto di momenti di incontro ed associazione. I preannunciati progetti di espansione della Camera stanno già dando i loro frutti. Questo trimestre segnerà infatti tre importanti tappe del nostro percorso per arrivare ad essere a tutti gli effetti la Camera di Commercio del sud-est, a partire dall'avvio di una serie di iniziative nella vicina contea di Palm Beach che avranno inizio con un ricevimento che si terrà il 23 settembre, all'inaugurazione dell'Ufficio di Rappresentanza a Milano che servirà come primo punto di riferimento ed informazione per le aziende italiane, fino all'inaugurazione della sede di Charleston in South Carolina l'8 novembre. Mentre in questo numero troverete solo delle anticipazioni, il prossimo sarà dedicato all'espansione della Camera.

Il Consiglio della Camera e lo staff sono impegnati e determinati affinché queste iniziative favoriscano un crescente interesse verso il "Made in Italy" e siano uno stimolo per gli scambi tra Italia e Stati Uniti, e soprattutto servano da esempio per nuove aperture ed il consolidamento della comunità imprenditoriale italo-americana in tutto il territorio di nostra competenza. Un progetto ambizioso che contiamo di portare avanti grazie al contributo dei nostri associati e di quanti sono vicini alla Camera e che da sempre ci hanno sostenuti.

Vi auguro una buona lettura e ... buon appetito!

Marco Ferri
Presidente

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BUSINESS

The Panama Canal Expansion

POSITIVE EFFECTS ON SOUTH FLORIDA TRADE

BY DIMITRIOS JIMMY NARES, ASSISTANT DIRECTOR, OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE



Ship passing through a Panama Canal Lock.

In order to meet the growing demand and allow the Panamanian maritime route to continue to grow, Panama began its Panama Canal (Canal) expansion project in September 2007. The goal of this ambitious project is to expand the Canal to allow more ship traffic and to accommodate larger ships. After the project's scheduled completion in 2014, Panama expects to double the Canal's capacity.

The expansion includes a number of features. But, key to the overall project is the addition of a new third lane of traffic to the Canal's existing two primary lanes. Also key to increasing the capacity, is the addition of a third set of larger locks which raise and lower ships as they pass through the Canal. The current locks can accommodate ships up to a maximum size of 965 feet in length and 106 feet in width. Ships of these sizes are commonly referred to as "Panamax" ships, and cargo ships with these dimensions can handle cargo volumes of up to 5,000 twenty-foot equivalent units (TEU). A TEU is the volume of a 20-foot-long intermodal (or shipping) container. The Panama Canal currently cannot accommodate larger than Panamax ships, but after the expansion it will be able to handle ships with a maximum size of 1,200 feet in length and 160 feet in width. These "post-Panamax" cargo ships are able to handle cargo volumes of greater than 5,000 and up to 12,000 TEU's. Panama's strategy to accommodate larger ships makes sense in light of the growing trend towards building larger ships to take advantage of economies of scale. In fact, according to the Florida Trend Magazine article published in 2008, by 2011 more than half of the world's container ship fleet will consist of post-Panamax ships.

The expansion of the Panama Canal has important implications for the cargo business in the U.S. and, specifically, in South Florida. With the Canal's expansion, trade with East Asia is expected to continue shifting from Pacific to Atlantic ports. As the closest U.S. port to Panama, the Port of Miami is ideally positioned to take advantage of these changes. To do so, however, the Port must first be deepened to -50 feet, the required depth for fully-loaded post-Panamax vessels. The U.S. Congress has authorized the dredge project and the U.S. Army Corp of engineers will complete

Nel settembre 2007 Panama ha iniziato il progetto di espansione del Canale allo scopo di soddisfare la crescente domanda e permettere la continua crescita delle rotte marittime Panamensi. L'obiettivo di questo ambizioso progetto è quello di allargare il Canale per permettere il passaggio di più navi e di poterne servire di più grandi dimensioni. Al completamento del progetto, previsto nel 2014, Panama si aspetta di raddoppiare la capacità del Canale.

L'espansione riguarda numerosi aspetti. Ma la chiave del progetto consiste nell'aggiunta di una terza linea di traffico rispetto alle due già esistenti. Un altro aspetto chiave per incrementare la capacità è l'aggiunta di un terzo set di chiuse più grandi che alzano ed abbassano le navi in transito attraverso il Canale. Le attuali chiuse permettono il passaggio di navi di dimensioni fino ad un massimo di 965 piedi di lunghezza e 106 piedi di larghezza. Navi di questa stazza sono comunemente chiamate navi "Panamax", e le navi cargo di queste dimensioni possono trasportare volumi cargo di 5.000 TEU. Un TEU è il volume di un container lungo venti piedi. Attualmente il Canale di Panama non è in grado di ospitare navi più grandi delle Panamax, mentre, dopo l'espansione, potranno transitare navi con dimensione massima fino a 1.200 piedi di lunghezza e 160 di larghezza. Queste navi cargo post-Panamax possono trasportare volumi superiori a 5.000 TEU e fino a 12.000 TEU. La strategia adottata da Panama per poter ospitare navi di maggiori dimensioni è in linea con l'andamento crescente di costruire sempre più navi più grandi per sfruttare le economie di scala. Infatti, secondo l'articolo pubblicato dalla rivista Florida Trend Magazine nel 2008, dal 2011 più della metà della totalità di navi container del mondo sarà costituita da navi post-Panamax.

L'espansione del Canale di Panama ha importanti implicazioni per il business cargo negli Stati Uniti, ed in modo particolare nel sud della Florida. Con l'espansione del Canale, il commercio con l'Asia Orientale continuerà sempre più a spostarsi dai porti del Pacifico a quelli dell'Atlantico. Essendo il porto di Miami il porto degli Stati Uniti più vicino a Panama, è idealmente posizionato per sfruttare i vantaggi derivanti da questi cambiamenti. Ma per fare ciò, il fondale del Porto dovrà per prima cosa raggiungere la profondità di 50 piedi, profondità richiesta per le navi post-Panamax a pieno carico. Il Congresso degli Stati Uniti ha autorizzato il progetto di dragaggio e gli ingegneri del Corpo Militare degli U.S. completeranno i disegni preliminari ed ingegneristici entro la prossima estate.

La contea di Miami-Dade, insieme alla Città di Miami, sta lavorando con la comunità imprenditoriale del sud della Florida per garantire l'assegnazione di \$75 milioni di fondi federali per portare avanti il progetto. A luglio, il Sindaco di Miami-Dade Carlos Alvarez, ha designato un comitato denominato "Deep Dredge Leadership Team", composto da imprenditori locali ed esponenti municipali, affinché guidino lo sforzo dell'intera comunità per veicolare il messaggio a Washington che il progetto di dragaggio è essenziale per sostenere la crescita e lo sviluppo economico futuro. Il progetto avrà anche un enorme impatto per l'intero stato della Florida. Il progetto consentirà al Porto di raddoppiare il suo business cargo entro il prossimo decennio con il potenziale di creare più di 30.000 posti di lavoro in tutto lo stato.

Un altro progetto di miglioramento delle infrastrutture portuali riguarda la costruzione del Tunnel, progetto attualmente in fase di esecuzione. Il tunnel, la cui

preliminary designs and engineering by next summer.

Miami-Dade County, along with the City of Miami, is working with the South Florida's business community to secure \$75 million in federal funding to move forward with the project. In July, Miami-Dade Mayor Carlos Alvarez appointed a "Deep Dredge Leadership Team," comprised of civic and business leaders, to spearhead a communitywide effort to send a message to Washington that the Deep Dredge is essential for South Florida's future economic growth and development. The project will also have an enormous economic impact for the entire state of Florida. The Deep Dredge will enable the Port to double its cargo business over the next decade with the potential of creating more than 30,000 jobs statewide.

In addition to the Deep Dredge, other Port-related infrastructure improvements include the Port of Miami Tunnel now under construction. The tunnel, expected to open in 2014, will improve port access by directly connecting the port with the expressway system. The Deep Dredge and Port Tunnel are two important infrastructure improvements which will enable South Florida to take advantage of the increased cargo capacity of the Panama Canal, and will secure Miami-Dade County's competitiveness as a platform for trade for many years to come.



apertura è prevista nel 2014, migliorerà l'accesso al porto tramite il collegamento diretto con il sistema autostradale. La Deep Dredge ed il Tunnel del Porto sono due importanti migliorie infrastrutturali che consentiranno al sud della Florida di beneficiare dell'incremento della capacità cargo del Canale di Panama ed assicureranno la competitività della Contea di Miami-Dade come piattaforma commerciale per molti anni a venire.



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BUSINESS

Fiat-Chrysler

AN ITALIAN TOUCH TO A 135-YEAR AMERICAN CLASSIC

BY KRYSTLE CACCI, M.A.I.A '08, UNIVERSITY OF MIAMI



At the end of April 2009, it happened: Chrysler filed for bankruptcy and fell under the leadership of Italy's Fiat. In April, a year later, Fiat executives detailed planned initiatives on several business fronts that targeted to enhance the company's competitiveness. A vital strategic move was the plan to increase the efficiency of all the Fiat plants, particularly those in Italy. The problem was that the Italian plants were highly underutilized, according to Fiat CEO Sergio Marchionne. Between now and 2014, Fiat hopes to change all that as it works to integrate production with Chrysler Group LLC. This assimilation is important in order to keep pace with Fiat-Chrysler's projected increase in global sales. Fiat's two largest automotive assembly plants are Cassino and Melfi, which had disappointing 2009 utilization rates of 24% and 65% respectively. By 2014, Fiat plans to boost utilization at Cassino from 24% to 93%; at Melfi, the target is to raise efficiency from 65% to 101%. The company will also work on improving productions at its Poland, Turkey, and Serbia plants.

Michelle Kerbs, Senior Analyst at Edmunds.com (www.edmunds.com), notes that Fiat-Chrysler has made a lot of progress despite uncertainty on whether the merger would survive in 2010. There are some very promising points to be made about the company:

- The average Chrysler vehicle currently takes around 66 days to be sold, while a year ago it averaged 109 days-to-return.
- The average Chrysler is currently sold for about \$1,500 below sticker price, not including incentives. Last year the company averaged a \$3,000 discount.
- Chrysler's incentive program costs about \$3,300 per vehicle while last year, that figure was \$4,122.

We are soon to see the introduction of new vehicles from the new Italian management. The 2011 Chrysler Sebring and Dodge Avenger have seemingly great potential. Also in the works is the 2011 Jeep Cherokee. The new version of one of Chrysler's top sellers has a lot riding on it, since this would be the first vehicle released since the Fiat takeover. The trick is to appeal to the suburban commuters who were fond of this SUV. Marchionne explains that the sales of this automobile is critical for Chrysler to repair its four-year slides in sales. Jeep brand President and CEO Mike Manley claim that there is no need for nervousness about the release of the remodeled Cherokee model due to Jeep's longstanding and loyal customers.

Alla fine di aprile 2009, è successo: Chrysler è entrata in procedura fallimentare ed è finita sotto il controllo della compagnia italiana Fiat. Ad aprile, un anno dopo, la direzione di Fiat ha reso note una serie di iniziative su diversi fronti aziendali che mirano a sviluppare la competitività della compagnia. Il piano di miglioramento dell'efficienza di tutti i suoi impianti produttivi, specialmente di quelli in Italia, è stata una vitale mossa strategica per Fiat. Il problema era che gli stabilimenti italiani erano fortemente sottoutilizzati, a detta dell'amministratore delegato di Fiat Sergio Marchionne. Entro il 2014, Fiat aspira a cambiare questa situazione grazie all'integrazione con Chrysler Group, LLC. Questa assimilazione è importante al fine di raggiungere gli obiettivi di vendita preventivati per il gruppo Fiat-Chrysler. I due maggiori stabilimenti di assemblaggio della Fiat si trovano a Cassino e Melfi, e nel 2009 hanno fatto registrare sconcertanti tassi di utilizzazione rispettivamente del 24% e 65%. Entro il 2014, Fiat vuole incrementare l'utilizzo di Cassino dal 24% al 93%; a Melfi l'obiettivo è di migliorare l'efficienza dal 65% al 101%. La compagnia s'impegnerà anche per migliorare la produzione nei suoi stabilimenti in Polonia, Turchia e Serbia.

Secondo Michelle Kerbs, analista per Edmunds.com (www.edmunds.com), Fiat-Chrysler ha già registrato molti progressi nonostante non fosse ancora chiaro se la fusione avrebbe superato 2010. Ci sono alcuni dati molto promettenti riguardo alla compagnia:

- *Un'automobile prodotta da Chrysler impiega attualmente circa 66 giorni per essere venduta, mentre un anno fa ne impiegava 109.*
- *In media, una Chrysler è venduta a \$1.500 al di sotto del prezzo di listino, escludendo gli incentivi. Lo scorso anno lo sconto medio era di \$3.000.*
- *Il programma di incentivi di Chrysler costa attualmente \$3.300 per veicolo, mentre un anno fa il costo era di \$4.122.*

Prossimamente saranno lanciati nuovi modelli da parte del management italiano. I modelli 2011 di Chrysler Sebring e Dodge Avenger sembrano avere grande potenziale. In fase di progettazione è anche il nuovo Jeep Cherokee. La nuova versione di uno dei modelli più venduti della Chrysler porta con sé grandi aspettative, poiché sarebbe la prima vettura immessa sul mercato dall'acquisizione di Fiat. La strategia è di attrarre i pendolari dei quartieri residenziali delle grandi città che hanno apprezzato questo SUV in passato. Marchionne spiega che le vendite di questa automobile sono fondamentali per la Chrysler per recuperare le perdite di fatturato degli ultimi quattro anni. Il Presidente ed Amministratore Delegato del marchio Jeep, Mike Manley, ritiene ingiustificato il nervosismo riguardo al lancio del re-styling del Cherokee, grazie alla fedeltà dei clienti Chrysler.



After 1992, the European Community ushered in a new era of freer competition that created a more even playing field for imported cars. Fiat nearly went broke as its Italian market share fell, but in the long run the French and Italians hung on and have come back in Europe stronger than before. Fiat quit selling cars in the U.S. under the Fiat brand in the mid-1980s; it had a poor quality reputation summed up by the acronym, "Fix It Again, Tony." (Fiat also owns the Maserati brand, which it reintroduced in the U.S. market in 2002, after a 12-year absence.) Alfa Romeo quit in 1995, after a shaky first attempt alliance with Chrysler.¹ By the beginning of July, Chrysler Group, LLC reported that June sales had jumped 35% to 92,482 vehicles from 68,297 one year ago. Chrysler brand sales rose 30%, while Jeep brand sales rose 25%. Skeptics still don't believe that Chrysler can come back, but then again, miracles happen all the time in the auto industry.

Dal 1992, la libera concorrenza creatasi nella Comunità Europea ha portato ad un mercato più bilanciato per le automobili importate. Fiat quasi fallì in seguito alla riduzione della sua quota di mercato, ma nel lungo periodo i francesi e gli italiani hanno tenuto duro e sono ora più forti di prima in Europa. A metà degli anni '80, la Fiat smise di vendere automobili negli Stati Uniti sotto il proprio marchio; si era infatti guadagnata una cattiva reputazione per la scarsa qualità dei suoi prodotti, riassunta dall'acronimo "Fix it again, Tony" (Riparala ancora, Tony). (Fiat è anche proprietaria della marchio Maserati, che fu riportato negli Stati Uniti nel 2002, dopo un'assenza di 12 anni). Alfa Romeo uscì nel 1995, dopo di un improbabile tentativo di alleanza con la stessa Chrysler. All'inizio di luglio il gruppo Chrysler ha fatto sapere che il fatturato di giugno è salito del 35%, raggiungendo quota 92.482 veicoli, contro i 68.267 dello stesso periodo dello scorso anno. Le vendite del marchio Chrysler sono cresciute del 30%, mentre quelle di Jeep del 25%. Gli scettici non credono che Chrysler possa tornare al successo, ma nonostante tutto, i miracoli accadono continuamente nell'industria automobilistica.

¹ *Foreigners on Top of the Luxury Automobile Market.* .it Italian Trade. December 2007 Vol. 4 No. 4 pp. 11-12

¹ Cfr: "Stranieri al top del mercato automobilistico di lusso", .it Italian Trade Vol. 4 No. 4, Dicembre 2007, pagg. 11-12

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The New Addition to IACC Southeast

THE FIRST PHASE TOWARDS EXPANSION

BY SILVIA CADAMURO

This quarter will mark the first phase of IACC's expansion and we will have many inaugural events in store for you. As Marco Ferri stated in his Presidential appointment letter, the Italy-America Chamber of Commerce Southeast has dedicated nearly 20 years to offering its members the utmost opportunities and support in the Southeastern United States, and the set expansion promises this and more.

It is our pleasure to announce the inauguration of the IACC representative office in Milan on October 28th. The office, domiciled at Pelosi Law Firm offices – founder Giancarlo Pelosi, has been sitting in the IACC Board of Directors since April 2008 - is centrally situated at Piazza Diaz overlooking the spectacular Duomo di Milano. The inaugural event will take place at Terrazza Martini, in the very same premises. The event will count with the participation of IACC's representatives, prominent guests from the political and economic communities in Milan, and distinguished Italian and American diplomats. The representative office in Milan will fulfill a vital referral role for our Italian partners, as it will serve as the first point of contact for the Italian companies interested in expanding southeast of the United States.

For more information contact the office at: +39 02 7200 5264 or send an e-mail to milano@iaccse.com.

Questo trimestre segnerà le prime tappe dell'espansione della IACC nel territorio di nostra competenza con dei tanto attesi eventi inaugurali. Come preannunciato nella Lettera del Presidente Ferri, nei suoi quasi 20 anni di attività la Camera ha deciso di intraprendere questa espansione per offrire ai propri associati maggiori opportunità e supporto nel sud-est degli Stati Uniti.

È con piacere che quindi annunciamo l'inaugurazione dell'ufficio di rappresentanza della Camera a Milano il giorno 28 ottobre. L'ufficio è domiciliato presso lo Studio Legale Pelosi & Partners (l'avv. Giancarlo Pelosi siede nel Board della Camera da aprile 2008), nella centralissima Piazza Diaz, con una spettacolare vista sul Duomo di Milano. L'evento inaugurale si terrà a Terrazza Martini, nello medesimo edificio. All'evento parteciperanno rappresentanti della IACC e, tra gli ospiti, eminenti nomi della vita economica e politica italiana, ed in particolare milanese, rappresentanza diplomatiche italiane e statunitensi. L'ufficio di rappresentanza di Milano svolgerà un importante ruolo di riferimento per i nostri partner italiani e punto di prima informazione per le aziende italiane interessate ad espandersi sul territorio del sud-est degli stati uniti.

Per maggiori informazioni è attivo il numero di telefono +39 02 7200 5264 oppure potete inviare un email a milano@iaccse.com.



View of Milan from the roof of the Duomo

Soon to follow is yet another important event which will take place in the United States: the inauguration of IACC's Chapter in South Carolina. For the past few months, our Board of Directors has carefully reviewed the diverse opportunities of expansion and potential candidates, well established in the territory, and qualified to assist Italian-American entrepreneurs and collect information on the many opportunities available for Italian businesses. Thanks to the support of the Italian

A distanza di pochi giorni, un altro importante evento ci riporta negli Stati Uniti: l'inaugurazione del IACC Chapter in South Carolina. Nei mesi scorsi il Board della Camera ha attentamente valutato le diverse opportunità di espansione e potenziali candidati ben radicati sul territorio ed in grado di offrire un servizio di assistenza agli imprenditori italo-americani presenti in loco e di raccolta di informazioni su opportunità di business per le aziende italiane. Grazie anche al supporto del Consolato Italiano a Miami, è stata avviata una collaborazione con il Console Onorario per il South Carolina, Sergio Fedelini, e Vice President di Mediterranean Shipping Co. USA a Charleston, che è stato unanimemente nominato dal Board della Camera come Area Vice President. L'inaugurazione è prevista per il giorno 8 novembre presso la sede MSC alla presenza di rappresentanti della IACC, del Console Generale Hon. Marco Rocca, delle autorità e comunità imprenditoriale locali.

Per maggiori informazioni è attivo il numero di telefono +1 843 654 6030 oppure potete inviare un email a charleston@iaccse.com.

Così vicina ma così lontana, è il caso di dire, la contea di Palm Beach è sempre stata un sogno



General Consulate in Miami, we have worked in collaboration with the Honorary Italian Consul of South Carolina, and Vice President of the Mediterranean Shipping Co. USA in Charleston, Sergio Fedelini who was unanimously appointed by the Board of Directors as the Area's Vice President last July. The inauguration is scheduled for November 8th to be held at MSC's headquarters in the presence of the IACC's representatives, the Honorary Consul General Marco Rocca, the local authorities and business community.

For more information contact them at: 1 843 654 6030 or send an e-mail to charleston@iaccse.com.

So near but yet so far, Palm Beach County has been an unrealized dream for our Chamber. Despite the geographical proximity, in the past, we have sporadically organized promotional Made in Italy events. To meet the growing demand of the Italian-American community in Palm Beach County and current and potential members, we have instituted a Palm Beach Committee who is responsible, together with the IACC's staff, of creating a calendar of events for the Italian-American community in Palm Beach County. For the last few months, the committee has regularly met to give life to this project that will be launched on September 23rd at the Cocktail Reception. For more information contact us at: 305 577 9868 or send an e-mail palmbeach@iaccse.com.



A front view of MSC Offices in Charleston; a 3 story building, 45,000 sf, 7 acres, 400 people, and 450 parking spaces.

nel cassetto per la nostra Camera. Nonostante la prossimità geografica, negli anni passati abbiamo solo saltuariamente organizzato eventi di aggregazione e promozione del Made in Italy. Per rispondere ad una crescente richiesta di attuali e potenziali soci, è stato istituito un Comitato Palm Beach che ha assunto l'incarico di sviluppare, in stretta collaborazione con lo staff della Camera, un calendario di attività per la comunità italo-americana nella Contea di Palm Beach. Negli ultimi mesi il Comitato si è regolarmente riunito per dare avvio a questo progetto che è sfociato nel Cocktail Reception del 23 settembre.

Per maggiori informazioni potete contattare l'ufficio di Miami al numero +1 305 577 9868 oppure potete inviare un email a palmbeach@iaccse.com.

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INTERVIEW

Mario Vega

DIRECTOR OF MARKETING, LUCCHESSE BOOT COMPANY

BY SANDRA FALCON



It was on April 30, 1880 when a young 16-year old Italian shoemaker arrived in New York on the BELGENLAND, a ship carrying 471 passengers which departed from Antwerp, Belgium bound to its final destination, the United States of America. His name was Samuel Lucchese, the mastermind behind the 127 year-old Lucchese brand of boots.

Samuel Lucchese in 1883 founded the **Lucchese Boot Company**, custom-making boots for ranchers, and later after word had spread about the unique comfort of the shoes, the U.S. Cavalry. His signature style the “twisted cone last” emulated the shape of the human foot in a way that no other shoe would or could ever replicate. Whether his trade was passed on to him by his ancestors or he simply developed this last himself, one can only admire Samuel for dressing Hollywood personalities such as John Wayne, James Dean, Johnny Cash, Governor Arnold Schwarzenegger and U.S. Presidents with a traditional hand-made craft he brought from his native Italy.

According to history, the American-style boot was taken up by boot makers in the cattle ranching areas of Texas, Oklahoma, and Kansas in the mid 1800's. In the wake of the cattle drive era of 1866-1884 when the pay for cowboys rose, Lucchese set to meet the American cowboy's demand to invest in excellent quality leather gear.

Sold on the “cowboy” spirit, Samuel Lucchese found a unique niche in boot making, characterizing the traditional American boot with a Italian touch, higher heels and better-quality leather. This combination is what sets a Lucchese pair of boots apart from other American boots.

Samuel was committed to three ideals: “Quality, Fit, and Comfort” which gained national recognition. Do you believe these alone make a Lucchese pair of boots so distinctive?

Yes, that and his fascination with the human foot, to the extent of developing a twisted

Era il 30 aprile del 1880, quando un calzolaio italiano di sedici anni arrivò a New York a bordo della BELGENLAND, una nave che trasportava 471 passeggeri partiti da Antwerp, in Belgio, alla volta degli Stati Uniti d'America. Si chiamava Samuel Lucchese, l'ideatore del marchio Lucchese che da 127 anni produce stivali.

Nel 1883 Samuel Lucchese fondò la **Lucchese Boot Company**, realizzando stivali su misura per gli allevatori e più tardi per la Cavalleria americana, dopo che si era diffusa la voce sul confort unico che queste calzature offrivano. Lo stile distintivo della forma a cono ritorto ricalcava la fisionomia del piede in un modo che nessun'altra scarpa poteva replicare. Sia che abbia appreso questa tecnica dai suoi avi o che ne sia stato l'ideatore, non si può far altro che ammirare Samuel per aver vestito i piedi di personalità di Hollywood come John Wayne, James Dean, Johnny Cash, il governatore della California Arnold Schwarzenegger ed alcuni presidenti americani con la sua tradizione artigianale importata dall'Italia.

Storicamente, lo stivale “americano” ha avuto origine nelle zone di allevamento di bovini di Texas, Oklahoma e Kansas a metà dell'Ottocento. Tra il 1866 ed il 1884, nell'epoca in cui i cowboy spostavano mandrie numerose di bestiame ed erano ben retribuiti, Lucchese si posizionò sul mercato per soddisfare la domanda di stivali di qualità che per i cowboy rappresentavano un investimento.

Immersosi nel “cowboy spirit”, Lucchese trovò una speciale nicchia nel mercato della fabbricazione degli stivali, conferendo un tocco italiano al tradizionale stivale americano, alzando i tacchi e migliorando la qualità della pelle. Questa combinazione è ciò che differenzia un paio di stivali Lucchese dagli altri stivali americani.

Samuel credeva in tre cose: “Qualità, Adattabilità e Comfort”, che raggiunsero fama nazionale. Crede che queste tre cose, da sole, rendano un paio di stivali Lucchese così speciale?

Sì, questo, insieme al fascino per il piede dell'uomo, fino al punto di sviluppare una forma a cono ritorto che ne ricalchi la fisionomia, per non parlare del cuoio della migliore qualità, minuziosamente lavorato e cucito a mano.

Sappiamo che Samuel Lucchese prese ispirazione dalla figura del cowboy americano. Fu questo il motivo della sua scelta di risiedere a San Antonio, in Texas?

Non esattamente. Resoconti storici mostrano che in quel periodo San Antonio era una località considerata un paradiso per l'industria calzaturiera, perciò è più probabile che sia stato attratto dalle opportunità che quella città avrebbe potuto offrire alla sua famiglia. Lì cominciò a fabbricare stivali su misura; in seguito, la notorietà di Samuel Lucchese raggiunse l'apice quando gli venne commissionata la fornitura di stivali per la Cavalleria Texana.

Un paio di stivali Lucchese è interamente italiano nella sua realizzazione artigianale?

Da quanto ci risulta, l'origine della “forma a cono ritorto” è interamente italiana. Per quanto riguarda il cuoio, esso proviene da ogni parte del mondo, mentre i disegni degli intarsi provengono da Stati Uniti, Messico, Spagna e ogni altro angolo del mondo creativo.

La Lucchese Boot Company era un'impresa familiare. Quando fu venduta al gruppo di investitori privati? La tradizionale maestria artigianale è rimasta inalterata da allora?

La famiglia Lucchese vendette l'azienda negli anni '70 ad un gruppo di investitori privati e da allora ha mantenuto quella stessa formula vincente, assicurando

cone last that emulated its shape, not to mention the top-grade leathers, carefully crafted and stitched by hand.

We know Samuel Lucchese was inspired by the American cowboy. Was this the reason behind his chosen residence in San Antonio, Texas?

Not exactly, historical accounts show that at the time, San Antonio was a place known as shoe-making heaven, so it is more than likely that he was attracted to the city because of the opportunities it offered his family. He began custom-making boots then Samuel Lucchese's stardom peaked when he was commissioned by the Texas Calvary to make them boots.

Is a Lucchese pair of boots entirely Italian in its craftsmanship?

According to our records, "the twisted cone last" is entirely Italian in its origin, as for the leather, it comes from all over the world, and the inlaid designs, they are American, Mexican, Spanish and from every corner of the creative world.

The Lucchese Boot Company was a family owned business. When did the family sell the business to a private investment group, and has the caliber of craftsmanship remained the same?

The Lucchese family sold the company in the 1970s to a private investment group and since the transition it has kept the same winning caliber of craftsmanship, ensuring that every leather seam is touched by our boot maker's hands to complete the task to "near-perfection". Whether we use ostrich skins, stingray, shark, lizard or alligator, we work with the finest quality of leather. Every pair of Lucchese boots is hand inspected at least a dozen times.

We find Lucchese brand of boots in the finest boutiques all over the world. Would you say it is a luxury brand?

Yes, we are top of the line when it comes to hand-crafted boots. Many of our competitors have tried to lure our clients with prices, but it proved unsuccessful. We are confident our boots are that unique and of the best quality. I believe some of our loyal clients such as former Mayor Giuliani and the Bush family could attest to this theory.

As a Marketing Director for a highly visible brand, such as Lucchese, what would you say it represents for you?

We strive to put the best quality and comfort in our product. We have talented artisans and craftsmen that work hard every day so it is an honor to represent them.

Today in 2010, Lucchese boots sell for \$300.00 or higher and can be found in Belgium, Brazil, Canada, France, Germany, Guatemala, Israel, Japan, Puerto Rico, Switzerland and yes Italy, where it was all born. Lucchese boots are designed by artisans and highly trained boot makers in a factory of 300 employees dedicated to a unique craft. There are eight collections of carefully hand-crafted men and ladies styles to choose from, one of them being the **1883 by Lucchese collection** inspired by the vigor of the times.

Samuel Lucchese must have envisioned making the finest boots the world would ever know when he taught his craft to his son Cosimo and successively Sam Lucchese Jr.

In the words of Cosimo Lucchese, "If the student cannot exceed the teacher, then the teacher has failed. The teacher passes along all he knows, as quickly as possible. Then he is obliged to push the student to go on from there."



che ogni cucitura del cuoio passi per le mani dei nostri calzolai per completare il lavoro di "quasi perfezione". Non importa se usiamo pelle di struzzo, razza, squalo, iguana o alligatore, noi lavoriamo con la migliore qualità di pelli. Ogni paio di stivali Lucchese è ispezionato manualmente due volte.

Il marchio Lucchese si può trovare in tutto il mondo nelle boutique più eleganti. Ritiene sia un prodotto di lusso?

Sì, noi siamo il meglio quando si parla di stivali fatti a mano. Molti dei nostri concorrenti hanno tentato di attrarre i nostri clienti con prezzi più bassi, ma tali tentativi si sono dimostrati fallimentari. Noi siamo convinti che i nostri stivali siano davvero unici e della migliore qualità. Credo che alcuni dei nostri clienti più affezionati come l'ex sindaco di New York Giuliani e la famiglia Bush possano confermarlo.

Come direttore marketing di un marchio conosciuto come Lucchese, cosa rappresenta per lei?

Noi facciamo ogni sforzo per conferire ad ogni nostro prodotto il massimo della qualità e del comfort. Abbiamo artigiani di talento che lavorano duramente ogni giorno, e rappresentarli è per me un onore.

*Oggi, nel 2010, gli stivali Lucchese costano almeno \$300 e si possono trovare in Belgio, Brasile, Canada, Francia, Germania, Guatemala, Israele, Giappone, Porto Rico, Svizzera e, ovviamente, in Italia, dove tutto è iniziato. Gli stivali Lucchese sono disegnati da artigiani e calzolai altamente qualificati in uno stabilimento di 300 lavoratori, tutti dedicati a quest'arte. Sono disponibili otto collezioni di modelli da uomo e da donna tra cui scegliere, una delle quali è la **1883 by Lucchese**, ispirata a quegli anni.*

Samuel Lucchese aveva probabilmente immaginato che avrebbe confezionato i migliori stivali mai prodotti quando insegnò il mestiere al figlio Cosimo e successivamente a Sam Lucchese Jr.

Come ci ricorda Cosimo Lucchese: "Se il discepolo non riesce a superare il maestro, il maestro ha fallito. Il maestro tramanda tutta la sua conoscenza il più velocemente possibile. Poi deve incoraggiare il discepolo ad andare oltre."



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THE EDUCATION PLATEAU

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

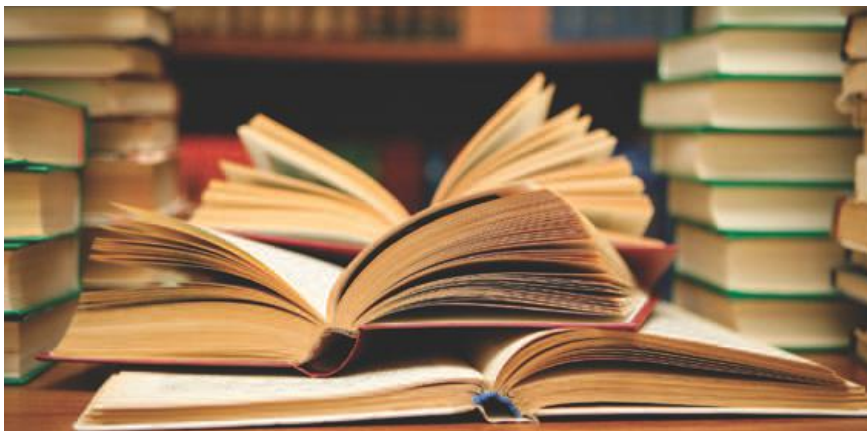
As recently as two weeks ago in mid July, an Italian couple on vacation in Miami visited my office as they were interested in graduate education in the field of architectural engineering for their 23-year old daughter. Their presence in South Florida this year was perhaps circumstantial: in addition to the attraction coming from beauty and fame of the tropics (its sun and beaches), the present state of the economy (and the real estate situation in particular) seemed to provide them with an opportunity for investing in a vacation home. As a result, why not to look into educational opportunities as well?

The fact that this Italian couple visited the University of Miami to explore the possibility of having their daughter complement her Italian education with a U.S. degree is certainly part of a wider and presumably larger trend that goes beyond their particular reasons and merits some reflection.

The U.S. has traditionally been the favorite hub of young adults interested in graduate school and advanced degrees. Historically, the great majority of these individuals has come from depressed parts of the world where the desire to seek a better life was constrained by the local economical and social conditions. For most of these graduate students, the graduate school experience represented a one-way trip to America where eventually they decide to settle to seek fame and fortune. By the way, their decision to live in the U.S. has represented one, if not the most significant, of the reasons for the dominance of the U.S. in the field of research and innovation.

The visit of this Italian couple is another indicator that the graduate education picture is changing. First, the dominance of U.S higher education institutions is challenged by many universities all over the world that are both heavily investing in the research infrastructure and are offering courses in English. It is not uncommon now to see a student from Ecuador apply for graduate school in Berlin as assistantships are available and teaching is offered in English. The direct result of this reality is that many more options are available to potential students as universities compete now with one another on a worldwide basis. Second, and most relevant to the Italian couple of this story, a graduate degree in the U.S. may be sought not necessarily to provide the escape to a new life, but simply to improve one's qualifications and to experience an international dimension in order to be more successful at home. The implications are that the U.S. educational system may be poised to become more of a service provider to the international community rather than being the engine to its own economy.

What was my advice to this couple regarding their daughter who is completing her first year of "Laurea Specialistica?" She should consider one these three options



Circa due settimane fa, a metà luglio, una coppia di italiani in vacanza visitò il mio ufficio essendo interessati ad una laurea in ingegneria dell'architettura per la propria figlia ventitreenne. La loro presenza quest'anno nel Sud della Florida era circostanziale: oltre all'interesse per la bellezza e fama dei tropici (il sole e le sue spiagge), la situazione economica (ed in particolare del mercato immobiliare) ha suggerito loro di valutare un eventuale acquisto di una casa per le vacanze. Ed allora perché non guardare anche alle opportunità di studio?

Il fatto che questa coppia di italiani abbia visitato l'Università di Miami per verificare la possibilità per la loro figlia di completare gli studi svolti in Italia con una laurea negli Stati Uniti è certamente parte di una più ampia tendenza che va al di là delle loro particolari ragioni e merita alcune considerazioni.

Gli Stati Uniti sono tradizionalmente il polo di attrazione favorito di giovani adulti interessati all'Università e corsi di laurea specialistica. Storicamente, la grande maggioranza proviene da aree del mondo disagiate dove il desiderio di ricerca di una vita migliore è ostacolato dall'economia locale e dalle condizioni sociali. Per la maggior parte di questi laureati, l'esperienza scolastica ha rappresentato un modo per arrivare in America dove successivamente hanno deciso di stabilirsi per cercare fama e fortuna. A tal proposito, la loro decisione di vivere negli Stati Uniti ha rappresentato una, se non la più importante, ragione per cui gli Stati Uniti fanno da guida nel campo della ricerca e dell'innovazione.

La visita della coppia di italiani è un altro segnale che l'immagine dell'Università sta cambiando. Innanzitutto, la predominanza degli istituti di educazione superiore statunitensi sta subendo la concorrenza di numerose Università in tutto il mondo che hanno notevolmente investito nelle infrastrutture per la ricerca ed offrono corsi in inglese. Oggigiorno non è più così raro vedere uno studente proveniente dall'Ecuador richiedere l'ammissione all'Università di Berlino come assistente di cattedra o di ricerca, ottenendo anche dei sussidi, e considerato che le lezioni sono tenute in inglese. Il risultato diretto di questa realtà è che ci sono molte più opzioni per un potenziale studente e che le Università sono in competizione tra loro in tutto il mondo. In secondo luogo, e più rilevante per la coppia italiana in questione, una laurea negli Stati Uniti potrebbe non rappresentare un metodo di fuga per una nuova vita, ma semplicemente migliorare la propria preparazione e sperimentare una dimensione internazionale allo scopo di avere più successo nel proprio paese di origine. Di conseguenza il sistema scolastico degli Stati Uniti possa trasformarsi più un fornitore di servizi alla comunità internazionale piuttosto che essere il motore della propria economia.

Quale è stato il mio consiglio alla coppia per la figlia che sta completando il suo primo anno di Laurea Specialistica? La ragazza dovrebbe considerare una di queste tre opzioni in ordine crescente di complessità e di impegno da parte sua. Potrebbe iscriversi ad un'università americana per:

- a. *Sviluppare e completare la tesi necessaria per conseguire la Laurea Specialistica. Sebbene questo non porti ad una laurea negli U.S.A., i 6-9 mesi di esperienza all'estero rappresentano sicuramente un'apertura di mentalità per lo studente. Perché ciò avvenga è necessario che*



in increasing order of complexity and commitment on her part. Come to a U.S. institution to:

- a. develop and complete the thesis required by Laurea Specialistica. Even though this will not result in a U.S. degree, the 6 to 9-month experience abroad is certainly an eye-opener for the student. In order to happen, it requires a relationship between Italian advisor and U.S. mentor (and here the student has to do some homework). Due to the informality of the relationship, there are no academic requirements as for the other two options. The student must obtain a visa as a visiting scholar or equivalent in order to have a legal status in the U.S. Typically, there is no U.S. financial support provided other than covering the costs associated with the research work itself.
- b. enroll in and complete a 30-credit Master of Science (MS) degree program (equivalent to about 60 European Credit Transfer and Accumulation System (ECTS) credits). This is a 2 to 3-semester commitment. In engineering, the MS is becoming more and more the entry-level professional degree so that the emphasis is primarily on course-work rather than research. For this reason, U.S. financial support may be unlikely. The typical academic requirements are: 1) a Grade Point Average (GPA) of 3.0 or better (that means an average of at least 24/30 according to the Italian system); 2) a knowledge of the English language as assessed according to TOEFL (<http://www.ets.org/toefl/>); and, a good score in the GRE (<http://www.ets.org/gre/>). A student must apply formally and be accepted. Upon acceptance, the school will issue an I-20 for the applicant to obtain an F-1 type visa.
- c. enroll in and complete a doctoral (PhD) degree. There are some good news here as a result of the 1998 Bologna Declaration (<http://ec.europa.eu/education/policies/educ/bologna/bologna.pdf>) that has introduced the 3+2 educational model throughout the European Union, and is now fully adopted in Italy. U.S. institutions recognize "Laurea Specialistica" as an MS-equivalent degree. This means that an Italian student can be admitted directly into a PhD program with requirements valid for MS-holder applicants. This is a 3-year commitment. Significant financial support is provided by the U.S. institution in the form of tuition remissions plus a yearly stipend in the \$20K-25K range. The academic requirements are similar, but more stringent, to the ones of the MS.

There are many of options in the U.S and all over the world for individuals who want to not only be better off but be more relevant to our society wherever they plan to live. There are no options when it comes to higher education: it is simply a must.

ci sia una relazione tra il relatore italiano ed un supervisore statunitense (lo studente dovrà darsi molto da fare in tal senso). Trattandosi di una relazione informale, non ci sono altre limitazioni accademiche come nelle seguenti due opzioni. Lo studente deve ottenere un visto come visita scolastica oppure equivalente, per poter rimanere legalmente negli Stati Uniti. Normalmente non c'è un supporto finanziario fornito dagli Stati Uniti tranne che per i costi imputabili al lavoro di ricerca effettuato dallo studente.

- b. *Iscriversi e completare un Master of Science (MS) da 30 crediti (equivalente a European Credit Transfer and Accumulation System (ECTS) da 60 crediti). Questo comporta un impegno che va dai 2 ai 3 semestri. In ingegneria, il MS sta diventando sempre di più un titolo che permette di entrare nel mondo professionale così che l'impegno è più verso la frequentazione di corsi che la ricerca. Per questo motivo il supporto finanziario da parte degli Stati Uniti potrebbe essere di difficile ottenimento. I normali requisiti accademici richiesti sono: 1) un media accademica (GPA) di almeno 3.0 (che corrisponde ad una media di almeno 24/30 secondo il sistema italiano); 2) una conoscenza della lingua inglese secondo la valutazione del TOEFL (<http://www.ets.org/toefl/>); e un buon punteggio nel GRE (<http://www.ets.org/gre/>). Lo studente deve presentare una richiesta formale ed essere ammesso. Una volta accettato, la scuola rilascerà un I-20 al richiedente per ottenere un visto di tipo F-1.*
- c. *Iscriversi e completare un corso di dottorato (PhD). Ci sono alcune buone notizie in questo senso come conseguenza della Dichiarazione di Bologna del 1998 (<http://ec.europa.eu/education/policies/educ/bologna/bologna.pdf>) che ha introdotto il modello universitario 3+2 in tutta l'Unione Europea, ora pienamente adottato anche in Italia. Le istituzioni statunitensi riconoscono la Laurea Specialistica come un titolo equivalente al MS. Questo significa che uno studente italiano può essere ammesso direttamente ad un programma PhD con i requisiti applicati al MS. In questo caso l'impegno è per tre anni. Un importante supporto finanziario è fornito dagli istituti statunitensi nella forma di esenzione delle tasse universitarie oltre che uno stipendio annuale tra i \$20.000 ed i \$25.000. I requisiti accademici sono simili, ma più rigorosi rispetto a quelli necessari per l'ammissione al MS.*

Ci sono molte opzioni negli Stati Uniti ed in tutto il mondo per gli individui che vogliono non solo essere migliori ma essere più importanti per la nostra società ovunque pianifichino di vivere. Non ci sono opzioni quando si parla di educazione superiore: è semplicemente un dovere.





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

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E-1 and E-2 Visas

UNDER THE 1949 TREATY OF FAIRNESS COMMERCE AND NAVIGATION BETWEEN ITALY AND THE USA

BY MARK R. WEINER, ROBERT ALLEN LAW, MWEINER@ROBERTALLENLAW.COM

Italian nationals have long misunderstood and avoided what could be one of the best visa opportunities to do business with the world's largest and strongest economy: The USA. The misconception that one must invest an exorbitant sum of money or have a large company doing a high volume of trade with the USA has led Italians to shy away from the E-1 and E-2 visas. In addition, most Italians who are aware of the E-1 and E-2 visa have no idea that you can bring employees from Italy to work at an Italian company in the USA.

On July 26, 1946 the USA and Italy entered into Treaty of Commerce or Navigation allowing Italian nationals to invest and obtain an E-1 or E-2 visa to work and live in the USA. In order for an Italian to qualify under the treaty for a visa, the company or individual engaging in trade or investment must have Italian nationality.

This article will cover briefly the E-1, Treaty Trader and E-2, Treaty Investor visa so that the reader can make an informed decision if this is something that they would like to explore in the future.

The E-2 Treaty Investor

An Italian investor must make an irrevocable commitment of funds that represents an actual, active investment. A qualifying investment must be "active" that is, the business enterprise underlying the investment must represent a real operating enterprise productive of some service or commodity. "Passive" investments will not qualify. The funds must be traceable to the Italian investor and must be from legitimate funds.

The law states that the investment must be "substantial" and from this the confusion arises. No absolute test can be applied in determining whether or not an investment is substantial. The US government has an elaborate series of test that it uses to evaluate whether or not the "substantiality" requirement has been met. These test are quite complex.

Briefly, in order for an investment to be considered substantial, it must meet one of two tests:

- It must be proportional to the total value of the particular enterprise in question (the test usually applied to an existing enterprise). For example, the investment must be at least 75 percent cash. One cannot make a five percent deposit and finance the investment using the actual business as collateral. For example, if a restaurant's value is \$100,000.00, the investor must make a one time cash investment of \$75,000.00.
- It must be an amount normally considered necessary to establish a viable enterprise of the type contemplated (a test normally applied to new enterprises). Again, if a new franchise normally costs \$80,000.00 to open, this would be considered a substantial investment.

There must be creation of jobs. The investment cannot be marginal in nature, that is, one that only supports the investor and his and her family; in most cases it should create job opportunities for U.S. workers.

Finally, the investor must play a central role in the company. The person for whom treaty investor status is sought must fill a key role with the company, normally the executive manager.

E-1 Treaty Trader

For a company to qualify for an E-1 investor it must be engaged in "trade." This is not limited to trade in only tangible goods, but for services as well. The trade must be

Per molto tempo i cittadini italiani hanno mal compreso ed evitato quella che poteva essere una delle migliori opportunità di ottenere un visto per fare affari con la più grande e forte economia del mondo: gli USA. Il malinteso per cui si dovrebbe investire un'esorbitante somma di denaro o possedere una grossa società facente un cospicuo volume di scambi con gli USA, ha indotto gli italiani ad evitare i visti E-1 ed E-2. Inoltre, molti italiani che sono al corrente dei visti E-1 e E-2, non hanno idea che si possono portare lavoratori dall'Italia a lavorare nelle società italiane in USA.

Il 26 luglio 1946 gli USA e l'Italia hanno sottoscritto il Trattato sul Commercio e la Navigazione che permette ai cittadini italiani di investire ed ottenere un visto E-1 o E-2 per lavorare e vivere negli USA. Affinché un italiano possa ottenere uno dei visti previsti dal trattato, la società o l'individuo impegnato nel commercio o nell'investimento deve avere la cittadinanza italiana.

Questo articolo vuole brevemente descrivere i visti E-1 e E-2 affinché il lettore possa prendere una decisione informata nel caso si tratti di un argomento di interesse per il proprio futuro.

Visto E-2 Trattato Investitore

Un investitore italiano deve sottoscrivere un impegno irrevocabile di fondi che rappresenti un attuale e attivo investimento. Un investimento qualificante deve essere "attivo" nel senso che l'investimento finanzia l'attività reale di un'azienda che produce servizi o prodotti. Gli investimenti "passivi" non sono qualificanti. I fondi devono essere riconducibili all'investitore italiano e devono provenire da fonti legittime.

La legge stabilisce che l'investimento deve essere "sostanziale" e da questo nasce la confusione. Non può essere applicato nessun controllo assoluto per determinare se un investimento è sostanziale o meno. Il governo USA effettua una serie di controlli per valutare se un investimento sia o meno sostanziale. Questi controlli sono piuttosto complessi.

Brevemente, affinché un investimento possa essere considerato sostanziale, deve soddisfare una delle seguenti condizioni:

- Deve essere proporzionale al valore totale dell'impresa in questione (il controllo generalmente si applica ad un'impresa già esistente). Per esempio, l'investimento deve essere almeno per il 75% in contanti. Infatti l'investitore non può depositare solo il 5% e finanziare il resto dell'investimento usando come garanzia l'attuale business. A titolo d'esempio, se il valore di un ristorante è di \$100 mila, l'investitore deve fare un investimento contestuale in contanti di \$75 mila.*

- L'investimento deve essere in linea con quanto normalmente ritenuto necessario per avviare un'impresa dello stesso tipo (questo controllo viene normalmente applicato alle nuove imprese). Ancora, a titolo esemplificativo, se per aprire un nuovo franchise normalmente sono necessari \$80 mila, tale importo viene considerato un investimento sostanziale.*

Devono essere creati dei posti di lavoro. L'investimento non può essere marginale in natura, in altre parole, non può coinvolgere solo l'investitore e la sua famiglia; nella maggioranza dei casi devono essere create opportunità di lavoro per lavoratori americani.

Infine, l'investitore deve avere un ruolo centrale nella società. Le persone a cui viene rilasciato il visto investitore devono ricoprire un ruolo chiave nell'azienda, di solito con posizioni da manager esecutivo.

E-1 Trattato sul commercio



substantial. Trade is measured by the volume of trades, the number of transactions and the continued course of the trade.

The trade must be principally between the U.S. and Italy. More than 50% of the trade must be between the U.S. office and Italy. Failure to maintain at least 50% of trade between the U.S. and Italy will negate the visa.

The Italian national applying for the E-1 visa must be serving in a managerial or essential skills capacity.

E-1 and E-2 employees

A company in the USA where an Italian national holds either an E-1 or E-2 visa can apply for an Italian national to work at the company. Likewise, a company in the USA where 50 percent or more of the stocks are owned by an Italian company can also apply for an Italian national to work for that company.

Generally, the positions that qualify for an E-1 or E-2 working visa are a managers, specially trained individuals or highly qualified individuals who are necessary for the development of the investment.

In summary, Italians looking to purchase or open a new company in the USA should be aware of the E visa requisites and not hesitate because they believe they do not have sufficient funds or that they are not trading in sufficient volume to qualify. The law mandates to the appropriate governmental agency adjudicating the visa application to be liberal in their approvals so as to live up to the intent of the treaty and to promote business between our two great nations.

Una società per qualificarsi per richiedere un visto E-1 deve svolgere attività commerciali. Il commercio non è limitato ai soli beni tangibili, ma è esteso anche ai servizi. Il commercio deve essere sostanziale. Il commercio è misurato in funzione del volume degli scambi, dal numero delle transazioni e dal flusso continuo degli scambi stessi.

Il commercio deve avvenire in via principale tra gli USA e l'Italia. Infatti più del 50% degli scambi deve avvenire tra l'ufficio Americano della società e l'Italia. Il mancato mantenimento della quota minima del 50% degli scambi tra gli USA e l'Italia comporta la mancata concessione del visto.

Il cittadino italiano che richiede il visto E-1 deve ricoprire un ruolo manageriale o avere delle abilità' essenziali.

Lavoratori E-1 ed E-2

Una società negli USA dove un cittadino italiano è in possesso del visto E-1 o E-2 può fare domanda per assumere altri cittadini italiani nella società. Allo stesso modo, una società negli USA di proprietà per oltre il 50% di una società italiana può fare domanda per assumere un cittadino italiano nella società.

Generalmente, le posizioni qualificanti per un visto lavorativo E-1 o E-2 sono quelle di manager o posizioni altamente specializzate che sono necessarie per lo sviluppo dell'investimento.

Riassumendo, gli italiani che stanno guardando all'acquisto o all'apertura di una nuova società dovrebbero informarsi sui requisiti per ottenere un visto E e non esitare credendo di non disporre di fondi sufficienti o di non avere un volume di scambi sufficiente. La legge dà mandato all'agenzia governativa apposita affinché l'assegnazione avvenga in maniera libera e affinché si perseguano gli intenti del trattato e si promuovano gli scambi tra le nostre due grandi nazioni.

Julius Caesar's Prosciutto

BY CLAUDIO PASTOR



In the ancient Roman Province of Hispania Terraconensis, better known today as Tarragona in Catalonia, Spain, academics found the oldest example of a fossilized prosciutto from about 2000 years ago. This would coincide with the period during which Tarraco (or Tarragona today) was one of the Iberian Peninsula's most important Roman cities, setting out to prove the theory that Prosciutto has been a part of our diet since the time of the Roman Empire.

The name Prosciutto comes from the Latin "perexsuccus", which means very dry and is mentioned by the Roman writer Catone in the second century before Crist. Indeed

Nell'antica provincia romana di Terraconensis, oggi meglio conosciuta come Tarragona nella regione della Catalogna, in Spagna, gli studiosi hanno rinvenuto i resti fossili del più antico prosciutto, risalenti a più di duemila anni fa. All'epoca infatti Tarragona era una delle città della penisola Iberica più importanti per l'impero romano e con questa scoperta si avvalorava la teoria che vede il prosciutto come una delle componenti principali della nostra dieta fin già dai tempi dell'impero romano.

it is well documented that Giulio Cesare in his military campaigns throughout Europe was fond of enjoying salted meats (including Prosciutto). Much later Christopher Columbus specifically requested that Prosciutto be included as one of the foods for his second voyage to the new world. It is also known that pigs were amongst the first animals to be brought to the Americas on his voyages.

Today, the region of Emilia Romagna and the city of Parma are best known in Italy for their production of Prosciutto including the Prosciutto di Parma and the highly prized Prosciutto San Daniele.

There is some evidence that this area was already producing high quality salted meats and exporting them to Greece during the Roman Empire, probably one of the first examples of gastronomic globalization. As my past articles have focused on, the Roman Empire left a significant imprint in the Arts, Culture and languages.

Prosciutto seems to be one more of the many gifts left to us through the centuries. It is no coincidence that the best known areas in ancient times for the production of "perexsuccus" are the same areas that are recognized today for their production of fine salted meats.

Other than Italy, Spain with the Jamon and Portugal with its Presunto produce some of the most exquisite hams in the world. After trying Italy's Prosciutto di Parma you must savor Spain's Jamon Iberico, the Pata Negra or the Jamon de Bellota, some of the best hams which are produced in the region of Andalucia, Spain. It is the same region from where Columbus' three ships first sailed to the new world. Portugal produces its own version of the jamon iberico under the name of DOP Barrancos.

So when you savor your next slice of Prosciutto, Jamon, or Presunto, reflect on the great history and legacy that it represents, gastronomically and culturally.

Ave Ceasar e Buon Appetito.



Statue of Julius Caesar, Capitoline Hill, Rome.

Il nome prosciutto deriva dal latino "perexsuccus", che significa molto secco ed è stato utilizzato per la prima volta dallo scrittore romano Catone nel secondo secolo avanti Cristo. È ben documentato infatti che Giulio Cesare, nelle sue campagne militari attraverso l'Europa, amava mangiare vari tipi di salumi, tra cui anche il prosciutto. Molto tempo dopo Cristoforo Colombo aveva espressamente richiesto che il prosciutto venisse incluso nelle scorte alimentari del suo secondo viaggio nel nuovo mondo ed i maiali furono anche tra i primi animali ad essere portati nei suoi viaggi in America.

Oggi la regione Emilia Romagna e la città di Parma rappresentano la zona più conosciuta in Italia per la produzione di prosciutto, tra cui il Prosciutto di Parma ed il costoso Prosciutto San Daniele.

Ci sono alcune prove che questa regione produceva i salumi di più alta qualità e che li esportava nelle città greche già al tempo dell'impero romano, costituendo uno dei primi esempi della globalizzazione culinaria. In altri articoli avete letto di quante importanti tradizioni dell'Impero Romano si possano ritrovare in altre lingue, nell'arte e nella cultura.

Il prosciutto sembra essere un altro dei regali tramandatoci nei secoli. Infatti non è un caso che le regioni più conosciute nell'antichità per la produzione del prosciutto siano le stesse che ancora oggi producono salumi.

Altre nazioni oltre l'Italia, come la Spagna con il suo Jamon ed il Portogallo con il Presunto, producono alcuni dei prosciutti migliori al mondo. Dopo aver provato il Prosciutto di Parma è d'obbligo provare prosciutti spagnoli come il Pata Negra o il Prosciutto di Bellota, che vengono principalmente prodotti nella regione andalusa, la stessa regione da cui sono partite le tre caravelle di Colombo per il loro primo viaggio alla scoperta del nuovo mondo. Il Portogallo produce una propria versione dell'jamon iberico chiamato DOP Barrancos.

La prossima volta che assaggerete una fetta di Prosciutto, di Jamon o di Presunto non dimenticate la grande storia che esso rappresenta, sia dal punto di vista culturale che gastronomico.

Ave Ceasar e Buon Appetito.



DESTINATIONS

Epicurean Travel

DISCOVER DELICIOUS ITALY

Epicurean travel promises an authentic-style journey through Italian regions enriched in local traditions rooted in the gastronomic culture. By now, food and wine are two of the many important components of daily Italian life, whether Italians produce them, prepare them or consume them. The lasting significance of Italian gastronomy is even evident in legislation, which instituted "The Wine Roads".

We have selected some of the most famous wine roads in Italy for you.

The road of Noble Wine of Montepulciano is on a trail where history and countryside come together in perfect harmony with nature to offer tourists excursions and tours exploring the gastronomy of Montepulciano with all the senses. The *Vino Nobile di Montepulciano* is the first Italian wine to be labeled *Docg* (denomination of controlled and guaranteed origin). This region is rich with excellent extra-virgin olive oil from the hills of Siena and the ever-popular Pecorino cheese. Let us not forget the Italian beef, such as the renowned Florentine steak unmatched in Italy, the *Cinta Senese*, Pici, the hand-made pasta, and saffron.

www.stradavinonobile.it

Equally important, there is **the Maremma Hills Wine route**, one of the longest roads in Italy, sitting in the heart of Maremma. *Morellino di Scansano* and *Bianco di Pitigliano* are two of the most notable wines in this southern end of Tuscany. But the extra-virgin olive oil in this region symbolizes an ancient culture which until today merits the same respect for its age-old method of preparation. This area is richly dotted with small wine stores, handicraft shops, wine bars and agricultural tourism. www.stradavinimaremma.it

Travel through the vineyards of the Dukes, where Venice's nobility spent their quiet moments amidst the majestic Venetian villas and their breathtaking parks, or trail through the *Raboso* landscape where the scene includes **the Piave wine route**. This is one of the largest *Doc* areas of Italy, where the land has been cultivated for three thousand years. Surround yourself by stunning and evocative walks in the woods, in search of the *Raboso*, the native *Docg*, which stands out amongst the many *Cabernets*, *Refoscos* and *Reislings*. www.stradavinidelpiave.com

The Road of Prosecco and of the Wines of the Conegliano-Valdobbiadene Hills recaptures the first Italian wine route. The actual 120km stretches along the *Conegliano* and *Valdobbiadene* hills throughout uninterrupted vineyards, villages and countryside where one breathes the flavor of the secular art of these lands and finds relics of the medieval times such as retreats and small



churches. You can appreciate the local culinary traditions and the unique variety of *Prosecco Docg* wines, the finest sparkling wine *Cartizze* and the *Torchiato di Fregona*. As for local products, the *Radicchio di Treviso* is a must have. www.coneglianovaldobbiadene.it

The suggested trail of **The Wine and dine route through the hills of Forli and Cesena** is 300km long, which cuts through six large valleys of Central Romagna, between Forli and Cesena. The town festivals on this trail invites visitors to plunge themselves into the local gastronomy. From the great *Sangiovese* and *Trebbiano* wines to the almond-scented wine of *Pagadebit*, a name deriving from the fact that local farmers growing it were always able to pay off their debts since its vine withstood any weather condition. This is even the area of white Truffles, *Porcini* mushrooms and fresh cheese. www.stradavinisaporific.it

The wine and dine tour of Mantova is another well-known trail which winds its way from the rising land of *Oltrepo* to the descending *Viadanese* wine region. This area is worth exploring by those tourists who have a demanding palate. You can either go on a bicycle tour, take a romantic stroll, or engage in a guided excursion along the verdant parks. Whether it is the *Stracotto d'asino*, the tasty *Luccio in salsa* or the *Agnoli in brodo*, you will enjoy exploring the pleasures of Mantuan cuisine with either *Lambrusco* or sparkling Mantuan wine. www.mantovastradaviniesapori.it

The Castelli Romani wine route is an itinerary which counts with a three thousand year old wine tradition, archeology, and Roman Empire imprint. These ancient vineyards offer a wide assortment of white vines such as the *Bonvino*, *Bellone*, *Trebbiano Giallo* and the *Malvasia Nostrale*. The *Castelli* cuisine distinguishes itself for the famous *porchetta d'ArICCia*, the *abbacchio al forno* with potatoes, *il panepepato*, and the local, wooden-baked *Genzano* bread. www.stradadeivinideicastelliriromani.com

PORTFOLIO

Miami's Italian Film Festival

ANNOUNCES ITS EIGHTH ANNUAL PRESENTATION OF 10 NEW FILMS IN COMPETITION AS WELL AS A WEALTH OF RELATED EVENTS.



The eighth annual Italian Film Festival in Miami is ready to raise its curtains with the screening of ten new films at Regal Cinema in South Beach, beginning the 7th of October and concluding on the 12th.

In reality, the events related to the Festival begin a little over 15 days before the actual Opening Night, with a tribute to classic Italian cinema at Tower Theatre, a short film selection and two days dedicated to documentaries at Società Dante Alighieri, a memorable dinner with the Italy-America Chamber of Commerce, an evening cocktail at the private residence of the Consul General of Italy, and much more.

However, the heart of the Festival is the presentation of new films competing for the "ultimate judge's" award (known as the audience's award) for Best Film. This year, a vast selection of films will be screened including Italians starring Carlo Verdone, Sergio Castellitto and Riccardo Scamarcio (2009), *Genitori e Figli* directed by Giovanni Veronesi (2010), *Generazione 1000 Euro* by Massimo Vernier (2010), *Io, Loro e Lara* starring Carlo Verdone in the role of a missionary priest (2010), *L'Uomo Nero*, director Sergio Rubini's latest film (2009), and many more.

Similar to past years, the Festival will open with a screening followed by the much-anticipated Opening Party at SET, one of Miami Beach's top venues. For the entire duration of the Festival, after parties will take place every evening throughout the city at the best nightclubs including Louis, Mansion and Mokai. The Festival will conclude with a signature Closing Dinner and Award Ceremony at Smith & Wollensky in Miami Beach's South Pointe Park. The Festival and its related events attract

over 6,000 people from the U.S. and abroad as they leverage their communication and logistical efforts by organizing the Italian Film Festival in Atlanta, Georgia in collaboration with Georgia State University for the fourth consecutive year, and for the second consecutive year in Pelham, New York with a host of screenings. The Italian Film Festival was also brought to Acapulco, Mexico for four years.

Italian Film Festival, Inc. is a non for profit, state tax and income tax exempt cultural organization recognized by the IRS with a 501(c)(3) charitable contribution code dedicated to the international promotion of Italian Culture through its cinema. The organization received numerous "Keys to the City" in Miami Beach and Coral Gables as well as Proclamations and other awards including the 2006 Film Festival Award by the Film, Recording and Entertainment Council of Florida, the 2008 Best Film Festival Award by the Miami New Times, the Bronze Seal by the Ministry of Culture of Italy and many more.

To receive more information about the Italian Film Festival please visit www.cinemaitaly.com or contact claudio@cinemaitaly.com. You can also subscribe to the Italian Film Festival's monthly newsletter which provides information on free screenings and activities that promote Italian Culture.

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Members Lounge

THE LATEST NEWS & EVENTS FROM OUR MEMBERS



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24SUNNYWINE & JUST QUALITY IMPORTER present IMAGINARIUM October 14th, 2010 - The Coral Gables Museum, Miami, Florida

On October 14th, 24Sunnywine & Just Quality Importer will hold an exclusive tasting gala of Italian wines to be presented at the 2010 Miami International Wine Fair. This journey in taste, culture and pleasure, will be hosted by Italian wine professionals in an elegant and exclusive setting.

The Main Sponsor of the night is Diadema Wine & Champagne, named by Wine Spectator as one of the 2009 Top 100 most exciting wines around the world. Other Sponsors including: Brugnano, Bucovaz, Paltrinieri, Progettivini, Sansovino. Special Partner: Università del Gusto taste matching. In collaboration with our partners: Italy-America Chamber of Commerce Southeast, Acqua Panna and San Pellegrino, and PDF Foods.

Admission by invitation only. For further information, please contact Imaginarium@justqualityimporter.com or call 786-525-0015.



660 @ The Angler's Resort

The Angler's signature restaurant 660 at The Angler's took home an award from the Miami New Times Best of Readers Poll 2010 for Best Bloody Marys!

The Angler's is home to the ever-so-popular weekend brunch that features unlimited Bloody Marys and Mimosas where you create your own cocktail from 11am to 5pm. Crowds have been enjoying the weekly event all summer and particularly on Sundays where it feels like one big house party. If you are in the mood for classic outdoor cooking, try the Front Porch Supper Series Summer BBQ menu, every Thursday from 6pm to 11pm. All menus are online at www.theanglersresort.com. Call for reservations at 305-534-9600.



Now Open: Bisazza Miami Flagship Store in the Design District

Bisazza, one of the top luxury brands in the design sector, and the industry's leading manufacturer of glass mosaic for interior and outdoor decoration, has now a location in the Miami Design District. With the opening of its fourth Flagship Store in Miami, the company asserts its intention to strengthen its presence in the North American market.

This new store is located in the heart of the Design District and showcases all the new mosaic collections as well as the Bisazza Home Collection.

The store is open Monday through Friday, 9:00 a.m. to 6:00 p.m. and Saturday by appointment.

Bisazza Flagship Store - 3740 NE 2nd Avenue - Miami, FL 33137 - Tel. 305-438-4388 - Fax 786-228-0692 - www.bisazza.com or Bisazza.miami@bisazzausa.com.



Join Club Epoque by Epoque Hotels

Epoque Hotels has created Club Epoque, a rewards program for those booking through our website. For every reservation made, our guests will get 6% back towards future reservations! Now, we have more of our signature boutique properties for guests to choose from. We have added many primary and secondary locations, such as New Orleans, San Francisco and key destinations in most of Latin America, Asia and Europe, significantly increasing the number of our hotels. Please visit our website at www.epoquehotels.com.

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Monique Troncone, CPA P.A.
Certified Public Accountant

Monique Troncone, CPA P.A.

Certified Public Accountant

55 NE 5th Avenue, Suite 501
Boca Raton, FL 33432-5500
E-Mail: Monique@Troncone-cpa.com

Office: (561) 417-0308
Cell: (561) 302-1224
Fax: (561) 417-0803
E-Fax: (561) 910-9922



Public Notary - Si Parla Italiano • Se habla Español

IACC Happenings



1.



2.



3.



4.



5.



6.



7.

June 17, 2010 ITALIAN COOKING SHOW IV: SICILIA VS LOMBARDIA MIA CUCINA – CORAL GABLES

1. Chef Nicola Carro (Quattro Restaurant)
2. Chef Davide Piana (Caffé Milano)
3. Chef Davide Piana interacting with the audience

July 15, 2010 ITALIAN COOKING SHOW IV: TOSCANA VS LIGURIA MIA CUCINA – CORAL GABLES

4. Chef Massimo Giannattasio (Ago Restaurant)
5. Chef Giancarla Bodoni (Escopazzo Restaurant)
6. Guests enjoying the chefs' demonstration
7. (in the center) Special guest Aria Kagan signing posters for fans



8.



9.



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11.



12.



13.



14.



15.



16.

**July 21, 2010
EUROPEAN NETWORKING EVENT
CALAMARI – COCONUT GROVE**

8. Guests enjoying the event

9. Guests enjoying the event

10. (from left) European Chambers' Representatives Irina Janzen, Selma Fates, Francesca Tanti, and Miriam Metzger

Photo Credit: Robert Klemm Photography

**August 19, 2010
ITALIAN COOKING SHOW IV: PIEMONTE VS. CAMPANIA
MIA CUCINA – CORAL GABLES**

11. Chef Giorgio Rapicavoli (660 at the Angler's)

12. (from left) Special Guest Linda Gassenheimer with Chef Fabio Vaccarella (Puntino Key Biscayne)

13. Guests enjoying the chefs' demonstration

14. (from left) Joseph Raia (Gunster), Hon. Marco Rocca (Consul General of Italy in Miami), and Cristoforo Pignata (owner Puntino Restaurant)

15. (from left) ICS Gold Sponsors Paolo Doino, Marco Mazzoni, and Antonio Santos with Alma Food and Citterio

16. ICS Sponsor Vito Volpe with Mozzarita

IACC Happenings



17.



18.



19.



21.



20.



22.



23.



24.

August 19, 2010 ITALIAN COOKING SHOW IV: PIEMONTE VS. CAMPANIA MIA CUCINA – CORAL GABLES

- 17. ICS Sponsor 24 Sunny Wine and Just Quality Importer
- 18. (from left) ICS Sponsors John Lorenzo, Gladys Loa, and Stephen Jourian with Comobar
- 19. ICS Sponsor Tomson Hospitality Boutique
- 20. ICS Sponsor Joe Selvaggio with PDF Foods
- 21. ICS Sponsor Paolo Orsolini with Orso Specialty Food

August 26, 2010 EUROPEAN NETWORKING EVENT THE PALMS HOTEL – MIAMI BEACH

- 22. Guests enjoying the event
- 23. Guests enjoying the event
- 24. (from left) Marcela Paz-Cohen and Sharon Johnston at IACC registration desk

Tokyo Blu
Dynamic
Printing

Featured Sustaining Member: Graspa Group



The Winning Formula for Graspa Group

Graspa Group, Graziano Sbroggio's restaurant management company, was established to streamline the operations of five very successful dining venues: TiramesU, Spris, The Van Dyke Café and Segafredo on Lincoln Road, as well as Maitardi in the Design District. Graspa Group also manages Spuntino Bakery & Catering and events at Ice Palace Studios, all while creating a brand synonymous with innovation and professionalism. It was soon essential to adhere to corporate-like procedures to ensure proper and efficient management while growing yet keeping the family-like environment for employees and patrons. Today, with HR, Accounting, Inventory Control, Social Media and Marketing departments in place, Graspa Group is well equipped to handle the responsibility. The group of experienced and driven professionals working toward a common goal, is the cornerstone of Graspa Group's success.

But it all began when Graziano Sbroggio landed on Miami Beach's sunny shores in 1990. He took a job working for family friends, the Fregonese family, managing TiramesU restaurant.

By October 1998, Graziano had become partner at TiramesU and opened Spris "La Pizzeria del TiramesU", just two doors down. The new venue offered a more casual take on TiramesU's white tablecloth format.

Also on Lincoln Road and celebrating 10 years of success this August with a block party, Segafredo has shown to be another winner on Graziano's portfolio. Under the direction of Luca Voltarel, the casually chic outdoor café became Lincoln Road's best people-watching spot attracting tourists, locals and extraordinary personalities for its ambiance and service.

Spuntino Bakery was born from the increased demand from Graspa Group's restaurants for homemade breads, pastas

and pizza dough. TiramesU's Executive Chef Carlo Donadi took over management and soon expanded Spuntino services to include catering by 2004 servicing weddings, social and charitable events and corporate functions.

In January 2007, Graziano undertook his biggest endeavor thus far when he partnered with Luca Voltarel and Mark Soyka in the historic Van Dyke Café, an American indoor/outdoor bistro on Lincoln Road. After giving it a facelift, Van Dyke Upstairs is now known locally, nationally and internationally for its fantastic nightly live music from jazz to Latin, soul, R&B and funk.

Maitardi, opened in October 2009 with Voltarel and Corporate Chef Alberto Marcato in the heart of the Design District, continues to receive raving reviews by critics and customers alike. The beautiful shaded outdoor terrace offers the best al fresco dining in the area with an outside bar and a wood-burning oven based menu. The addition of Noche Latina, every third Thursday of the month, has also brought in a new live music scene alluring patrons that love to dance under the stars.

And so Graspa Group was born, striving to make patrons think of their venues as a home away from home. Simple food, great service and unique ambiance have become key ingredients to the winning formula. Graspa's slogan says it all: "We are food people. It's what we do. It's what we love."

Graspa Group is located at 1112 N. Miami Avenue, Second Floor. 305-532-1233. www.graspagroup.com



Featured Sustaining Member: Massimo Zanetti Beverage Cafes U.S.A.



MASSIMO ZANETTI BEVERAGE Cafes U.S.A., Inc., is the franchising arm of MASSIMO ZANETTI BEVERAGE U.S.A., Inc.

Both belong to the MASSIMO ZANETTI BEVERAGE Group which offers a wide range of premium coffees/ espressos and related products (e.g. teas, chocolate, etc.), with an annual output of over 250,000,000 pounds of coffee processing over 3 million bags of green coffee.



The Group is the largest private roaster in the world (the 5th, including public /multinational companies) counting, among its assets, the world's largest single unit plantation along with 13 roasting facilities. But it is best known for its espresso... Segafredo ZANETTI Espresso which is proudly served at over 80,000 Foodservice accounts and in its 600-unit worldwide franchising network.

Unique market position: "the only café with Italian credibility"

Segafredo ZANETTI Espresso's Cafés are unique in that they are purely Italian and internationally adopted as such, serving Italian-style espresso drinks and snacks in very eclectic foodservice environments and set-ups. The detail of service and attention to the quality of product follow the Italian model, which is based on a multi-sensorial experience and not on the coffee alone.

Café Structure: Italian life-style means internationally fashionable and sought

SEGAFREDO ZANETTI ESPRESSO Cafés are the result of a multi-sensorial project researched down to the last detail. Designed by a renowned architectural firm, this modular concept enables personalized installation according to the space and is characteristics.

MZB Cafes USA is expanding the franchising network!

Solid support and training - excellence in execution and service
Operations must be dedicated to the quality of their product, services and the SEGAFREDO ZANETTI ESPRESSO brand. We are convinced this can be realized through a commitment to achieving results through careful selection and training of our partners. Training is the foundation for an exciting experience that will lead us both to success. And to make sure of it, we will assist the operator through all stages of professional growth, starting with site approval, construction assistance, training sessions and ending with ongoing support. Although, on the operator side, a solid Foodservice experience is highly desirable as well as problem solving attitude.

Contact: info@segafredocafe.com
or Jferreira@mzb-usa.com
Tel. (786) 459-7445

Featured Sustaining Member: Orso Italian Specialty Foods



customers: ITALIANGOURMETONLINE.COM a new way to shop at the palm of your hand, an online gourmet store, able to deliver at your door in real time our food specialties.

We are planning to open this falls for the palates of the community!

Orso Italian Specialty Foods
italiangourmetonline.com

Orso Italian Specialty Foods is a dynamic small corporation owned and managed by Paolo Orsolini.

The Company was founded 10 years ago and today, it is recognized by its loyal clientele as one of the most specialized company in the Italian gourmet Imports.

The majority of the Customers are to be named after some of the most famous Italian and International Hotel's Restaurants in the Miami Area, Fort Lauderdale, Palm Beach and Naples not forgetting the ones in the Caribbean Islands.

The product line is imported exclusively for the most products and counts about 700 items in stock; some of the brands we have been working consistently since the beginning are: Francia Latticini for the Mozzarella di bufala Campana DOP and the Fresh Ricotta, Delitia for the traditional Cheeses like Taleggio, Gorgonzola, Mascarpone etc, Guffanti for the Specialty Regional Cheeses, Pastificio Cavaliere Giuseppe Cocco for the gourmet brass died pasta, Prosciuttificio San Nicola for our 18 months aged Parma prosciutto, Academia Barilla for our gourmet products and oils and 5 Stagioni for our award winning "00" pizza and fresh pasta flour.

Our philosophy is: "Authentic Ingredients make the Best Culinary Experience", we strongly believe in this principle and despite many obstacles like the economy downshift in demand and quality for gastronomic products and FDA restrictions on import procedures we keep selecting and importing the best foods Italy has to offer.

Orso today is preparing to launch its next project to retail



New Members

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

Sustaining Members

Fendi Casa

Mr. Andrea Minnucci
Managing Member
90 NE 39th Street
Miami, FL 33137
Phone: 305-438-1660
Business Category: Furniture
Website: www.fendi.com

Korus USA

Mr. Gianfranco Ippoliti
CEO
1959 Tigertail Blvd.
Dania Beach, FL 33004
Phone: 305-878-6850
Business Category: Engineering and Construction
Website: www.korususa.com

Business Members

A&P Global Accounting Services, LLC

Ms. Alejandra Malo
Manager
P.O. Box 228284
Miami, FL 33222
Phone: 305-303-3314
Business Category: Accounting

Citibank

Ms. Ana Rodriguez-Cepero
Branch Manager Vice President
120 S. Biscayne Blvd.
Miami, FL 33131
Phone: 305-530-3267
Business Category: Bank, Financial Institution
Website: www.citibank.com

Delverde (Molinos USA Corp.)

Ms. Dolores Marianeschi
Marketing Manager
1110 Brickell Ave, Suite 510
Miami, FL 33131
Phone: 305-358-1123
Business Category: Food Product & Import
Website: www.delverde.com

Epstein Becker & Green, P.C.

Mr. Hector A. Chichoni
Member
200 S Biscayne Blvd., Suite 4300
Miami, FL 33131
Phone: 305-579-3270
Business Category: Law Firm
Website: www.ebglaw.com

Lipscomb, Brady & Eisenberg, PL

Mr. William T. Brady
Partner
2 S. Biscayne Blvd., Suite 3800
Miami, FL 33131
Phone: 786-431-2228
Business Category: Law Firm
Website: www.lbefirm.com

Seahorse Insurance, LLC

Mr. Leonardo Salani
Director
13365 SW 41st Street
Miami, FL 33137
Phone: 305-606-2421
Business Category: Finance, Insurance
Website: www.seahorseinsurance.com

University of Miami School of Architecture

Ms. Carmen L. Guerrero
Rome Program Director
1223 Dickinson Drive
Coral Gables, FL 33146
Phone: 305-284-6134
Business Category: School-Academic Institution

Upgrade to Sustaining Members

Epoque Hotels

Ms. Francesca Maranzana
Partner and Director of Operations
350 NE 24th Street, Suite 104
Miami, FL 33137
Phone: 305-538-9697
Business Category: Hotel Representation
Website: www.epoquehotels.com

Membership Benefits

Dining

660 Mediterranean Kitchen @ The Angler's

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

Boteco Brazilian Bar

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

Caffé Milano

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

Fox Café

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

La Loggia Restaurant

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

Piola South Beach

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

Piola Brickell

All members will receive a 20% discount on food & soft drinks.
ID must be presented with a current Membership card.
1250 South Miami Avenue | Miami, FL 33131
Contact: Mr. Angelo Angiollieri
Call: 305-374-2031

Piola Hallandale

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

Piola Naples

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

Rios Churrascaria Miami

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

TRE Italian Bistro

All members will receive a 15% discount on food & drinks.
ID must be presented with a current membership card.
270 East Flagler Street | Miami, FL 33131
Contact: Mr. Nicolas Oliveira
Call: 305 373-3303

Via Quadronno

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

Travel

Best Western Palm Beach Lakes Inn

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

Courtyard Marriot Miami Downtown

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

Holiday Inn University of Miami

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

Hotel Modigliani (ROME-ITALY)

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

Interamerican Hotels Corp.

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

Sonesta Hotels

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

The Angler's Boutique Resort South Beach

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

The Bentley Hotels

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

The Setai - South Beach

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

Hertz

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

Shopping

Ad Maiora

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

Cosabella

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

Imola Tile

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

Laurenzo's Italian Market

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

Maya Enterprises, Inc.

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

Oro Life Florida

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

Professionals & Others

Avila Rodriguez Hernandez Mena & Ferri LLP

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

Barba Skin Care

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

Cambridge Mercantile Group

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

Dynamic Printing

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

Finley & Bologna International

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

Pelosi Law Firm & Partners

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

Dr Raffaella Armstrong DMD

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

Robert Allen Law

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

Wellness & Entertainment

David Barton Gym

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

Hilton Bentley Beach Club

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

Since January 2010, the Italy-America Chamber of Commerce Southeast and other local bi-national Chambers of Commerce have been sharing their membership discounts and benefits. The present list includes benefits directly associated with the Italy-America Chamber of Commerce and does not account for the benefits offered by the other chambers. For the complete list of benefits, please visit our web site: www.iacc-miami.com.

Remember to always carry your membership card with you to enjoy the many benefits included with the new Joint Membership Benefits Package.

The Joint Membership Benefits Package is provided in collaboration with: Spain-US Chamber of Commerce, French American Chamber of Commerce of Florida, German American Business Chamber, and British American Business Council Miami.



Trade Shows

Italy

September 19-22

Footwear

Micam Shoevent

Fiera Milano, Milan
www.micamonline.com

September 28 - October 2

Ceramic Tile and Bathroom Furnishings

Cersaie

Bologna Fiere, Bologna
www.cersaie.com

September 29 - October 2

Stone Design and Technology

Marmomacc

Fiere di Verona, Verona
www.marmomacc.com

October 2-10

Nautical Industry

50th International Boat Show

Genoa Fair Center, Genoa
www.genoaboatshow.com

December 4-12

Automotive Industry

Motor Show

Bologna Fiere, Bologna
www.motorshow.it

USA

October 8-11

Jewelers International Showcase

JIS

Miami Beach Convection Center, Miami Beach, FL
www.jisshow.com

October 14-17

Wine

9th Annual Miami International Wine Fair

Miami Beach Convection Center, Miami Beach, FL
www.miamiwinefair.com

October 26-27

Food and Beverage

14th Americas Food & Beverage Show

Miami Beach Convection Center, Miami Beach, FL
www.americasfoodandbeverage.com

October 28 - November 1

Nautical Industry

Fort Lauderdale International Boat Show

Broward Country Convention Center, Ft Lauderdale, FL
www.showmanagement.com

December 2-5

Contemporary Art

Art Basel Miami Beach

Miami Beach Convention Center, Miami Beach, FL
www.artbaselmiamibeach.com



Fort Lauderdale International Boat Show - Club Italia Lounge.

Calendar of Events

September

16

Italian Cooking Show IV | Grand Finale

Mia Cucina | Coral Gables, FL

23

Palm Beach Cocktail Reception

HSBC Bank USA | Palm Beach Gardens, FL

29

Seminar: Florida and the Renewable Energy Opportunities in the State

Brickell Bay Office Tower, Suite 2110 | Miami, FL

30

Spaghetti & Cinema

Caffé Milano | Miami Beach, FL

October

21

October

Van Dyke Cafe | Miami Beach, FL

23-27

XIX Convention of Italian Chambers of Commerce Abroad
Parma | Italy

27

Seminar: Florida's main sectors

Brickell Bay Office Tower, Suite 2110 | Miami, FL

28

Inauguration IACC Southeast Representative Office in Milan

Terrazza Martini | Milan | Italy

November

8

Inauguration IACC Southeast South Carolina Chapter

MSC Offices | Charleston, SC

18

L'Aperitivo

Caffé Milano | Miami Beach, FL

30

Seminar: Request for Proposal (RFP) and Request for Quotation (RFQ)

Venue TBA

December

9

IACC Holiday Dinner

Venue TBA

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

Postcard



Another triumphant Italian Cooking Show series has whisked its fans away on a magical journey through Italy. Buckle up for the next one, taking off May 2011.
Visit www.itcookingshow.com



Your legal counselor for your business in **Italy** and the **US**

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.

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Miami

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1001 Brickell Bay Dr. Suite 1402
Miami, FL 33131
USA
T. +1 305 533 1967
M. +1 954 309 0258
F. +1 305 374 5726

Milano

Studio Legale Pelosi & Partners, s.t.p.
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