THE OTHER FACE OF MADE IN ITALY
A New, Dynamic Image of Brand Italia

THE GLOBAL RECESSION
Should Florida be Worrying?

ITALIAN FARM MACHINERY
Conquers U.S. Market

INTERVIEW
Nerio Alessandri, Technogym
WATERFRONT & CITY VIEW RESIDENCES IN THE HEART OF MIAMI FROM THE $500’S

EPIC features upscale dining at AREA 31, signature cocktails at THE RIVER LOUNGE, outdoor infinity pools, private cabanas and exclusive dockside and marina services. Coming soon, environmentally conscience spa services + fusion classes at EXHALE and ZUMA. Restaurant serving contemporary Japanese cuisine.

Experience EPIC Residences & Hotel and schedule your building tour today!

Sales Center 300 Biscayne Boulevard Way Miami, FL 33131 T: 305.400.7399 www.epicmiami.com

Equal Housing Opportunity, Broker participation welcomed. Oral representations cannot be relied upon as correctly stating the representations of the developer. For correct representations reference should be made to the documents required by section 718.503 Florida Statutes, to be furnished by a developer to buyer or lessee. This is not an offer to residents of New York or New Jersey or where prohibited by state statutes. Prices subject to change without notice. Photography in this ad may be stock photography used to depict the lifestyle to be achieved rather than any that may exist. We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin. All images and scenes may be conceptual or based on current development plans, all of which are subject to change without notice. Developer expressly reserves the right to make modifications in its sole discretion.
INDEX

5 FOCUS
Unveiling the Other Face of Made in Italy
A New, Dynamic Image of Brand Italia

12 FOCUS
Going Green with Radiant Air-Conditioning and Heating Systems
European Technology Arrives in the U.S.

28 INTERVIEW
Nerio Alessandri
The Wellness & Fitness Sector Reveals its Italian Roots

30 R2B
Entrepreneurship as an Educational Cornerstone

3 Editorial

8 Italian Farm Machinery Conquers U.S. Market
Italy is 5th Largest Foreign Supplier to the United States

10 Italian Handmade Paper
From Tradition to Modern Day Production

18 The Global Recession
Should Florida be Worrying?

36 Destinations
Apulia: The Land Enchanted by the Hundred Manor Farms of Crispiano

32 Business Lounge
34 ItCulture
39 A Note From the Executive Director
43 IACC Happenings
52 Postcard
THE OTHER FACE OF MADE IN ITALY
THE GLOBAL RECESSION
ITALIAN FARM MACHINERY
INTERVIEW

Credits
.IT ITALIAN TRADE IS PUBLISHED BY THE ITALY-AMERICA CHAMBER OF COMMERCE, SOUTHEAST

BOARD MEMBERS
Honorary President Hon. Marco Rocca
President Giampiero Di Persia
Executive Vice-President Marco Ferri, Esq.
Vice-President Francesco Facilla
Treasurer Roberto Degl’Innocenti
Secretary Joseph L. Raia, Esq.
Directors Daniele Busca, Costantino Cicchelli, Gianluca Fontani, Giancarlo Pelosi, Antonio L. Roca, Massimiliano Teia

STAFF
Executive Director Silvia Cadamuro
Marketing Services Francesca Tanti
Trade Officer Kristen L. Maag
Junior Trade Officer Sara D’Anzeo

CONTRIBUTING TO THIS ISSUE OF .IT
Project Management Silvia Cadamuro and Kristen Maag
Content Raffaele Bifulco, Krystle Cacci, Silvia Cadamuro, Sara D’Anzeo, Lisa DeNunzio, Domenico Feo, Pamela Fuertes, Kristen Maag, Michael Moro, Alessandro Musa, Antonio Nanni, Ph.D., Claudio Pastor, Matteo Pietrobon, Antonio Prota, Roberto Race, Francesca Tanti, Mark A. Trowbridge
Translations Sara D’Anzeo, Kristen Maag, Jessica Silipo, Matteo Pietrobon, Francesca Tanti
Graphic Design Man Advertising
Printed by Dynamic Printing
Sales Team IACC Staff (contact us at 305.577.9868 or info@iacc-miami.com).

A periodic publication from the Italy-America Chamber of Commerce Southeast, www.iacc-miami.com
We will never tire in our efforts to emphasize that the Chamber’s primary mission is the promotion of “Made in Italy” in the South East of the United States. All of our initiatives are carried out with the goal of highlighting the excellence of the Bel Paese in order to educate the American consumer about the entire spectrum of Italy’s economic offerings while promoting trade between Italy and the United States.

This task is not limited to those sectors immediately associated with Italy, which boast a significant competitive global advantage. Indeed, Italy’s offerings go beyond exquisite food, fine wine, high fashion, design, yachts, and luxury cars. Our country benefits from a vast manufacturing base comprised primarily of small and medium-sized companies which - thanks to a privileged relationship between advanced technology and master artisanship, passed on from generation to generation - are able to generate competitive and cutting-edge goods that do not confirm the stereotypical view of “Made in Italy” around the world.

In this issue, you will be pleasantly surprised to discover that the first place on the classification of Italian exports to the United States is occupied by medicinal, dental, and pharmaceutical preparations, and that Italy enjoys a notable paper-production industry. These are just a few examples of Italy’s diversified industrial tapestry. We will continue to deal with this relatively unknown “Other Face of Made in Italy” in subsequent issues in an effort to expose our readers to a more dynamic and accurate vision of brand Italia.

On June 2nd, we celebrated the 63rd anniversary of our Republic, a poignant reminder of our country’s proud heritage. This in turn strengthens us in our endeavor to highlight the best our country has to offer. A special thanks to our fixed columnists: Professor Antonio Nanni, a distinguished advocate of disseminating entrepreneurship in the higher education system, and Claudio Pastor, lead representative of Italian culture in Miami. Don’t miss our newly inaugurated columns, namely Destinations, a veritable journey to Italy’s hidden treasures, Portfolio, a source for art, music, and cultural enthusiasts, and Members Lounge, a section dedicated entirely to the latest news and events from our Members.

We will never cease in our effort to improve our services and offer a timely, relevant, and enlightening publication for our readers. As always, I wish you a pleasant and interesting read.

Rachel Di Persia
President
Sustaining Members

24SunnyWine S.r.l.
Alessandra Orlich
Business Category: Wine Importer & Distributor

Avila Rodriguez Hernandez Mena & Ferri, LLP
www.avilarodriguez.com
Marco Ferri
Business Category: Law Firm

Beghelli
www.beghelliusa.com
Dania Macaferrti La Spada
Business Category: Lighting

BTP Technologies Corporation
www.bpttechnologies.com
Fabrizio Afillier
Business Category: Security

C & D Miami Real Estate, LLC
Lorenzo Costa
Business Category: Real Estate

Cagliari Service US, LLC
Massimo Cellino
Business Category: Sports, Marketing, Promotion for Soccer

CAME America, LLC
www.came.it
Winlow Wise
Business Category: Access Automation Equipment

Cargo Clay
www.cargoclay.com
Silvia Romano
Business Category: Logistic Provider

CIM USA, Inc.
www.cim-usa.com
Alberto Mucelli
Business Category: Office Equipment

CMC Group, Inc.
www.cmccomponent.com
Ugo Colombo
Business Category: Real Estate and Developer

Costa Cruises
www.costacruiises.com
Maurice Zamait
Business Category: Cruise/Hospitality

Face to Face Invest, LLC
Andrea Marocchi
Business Category: Hospitality

Fuerst, Humphrey, Ittleman, LLP
www.fuerstlaw.com
Christine M. Humphrey
Business Category: Law Firm

Gold Wing Planet, LLC
www.goldwingplanet.com
Alessandro Dini
Business Category: Import/Export Moto-Auto

Gunster
www.gunster.com
Joe Rala
Business Category: Law Firm

HOGAN & HARTSON
Hogan & Hartson, LLP
www.hhlaw.com
Lucia Bronzi
Business Category: Law Firm

HSBC Bank USA
www.hsbc.com
Richard Bond
Business Category: Bank

Ilaria Niccolini Production
www.ilarianiccolini.com
Ilaria Niccolini
Business Category: Event Production/PR Firm

Ilaria Niccolini

Imola Tile
www.imotalleusa.com
Laura Reitano Taylor
Business Category: Tile Production & Distribution

Italian Studios, LLC
www.italianstudios.com
Paolo Schettino
Business Category: Exposition/Retailer

Magnegas Corporation
www.magnegas.com
Ruggero Santilli
Business Category: Machine manufacturing and Manufacturing Equipments

Mia Cucina
www.miacucina.net
Rey Rouco
Business Category: Furniture

Minotti @ Abitare
www.abitareusa.com
Nicola Betti
Business Category: Furniture

Optimist Srl
www.luxuryyachts.it
Luciano Cini
Business Category: Exhibition / Trade Shows

Orso Italian Specialty Food
www.orsoindustries.com
Paolo Orsolini
Business Category: Importer & Distributor of Italian Specialty Foods

Poltrona Frau
www.frauatlantica.net
Giampiero Di Persia
Business Category: Furniture

Rekico USA, LLC
www.rekico.com
Alberto Castellari
Business Category: Coffee roasting and sale

Reverso Pumps, Inc.
www.reversopumps.com
John Napurano
Business Category: Pump Manufacturer

RGL Forensics
www.rgl.com
Fernando Canino
Business Category: Forensic Accountants & Investigators

Rothstein Rosenfeldt Adler
www.rra-law.com
Sara Coen-Giovanelli
Business Category: Law Firm

Savino Del Bene
www.savinoitelbene.com
Umberto Celli
Business Category: Freight Forwarders

Studio Legale Pelosi & Partners
www.pelosiitalawfirm.com
Giancarlo Pelosi
Business Category: Law Firm
Unveiling the Other Face of Made in Italy

A NEW, DYNAMIC IMAGE OF BRAND ITALIA

BY SARA D’ANZEO, ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST

In the collective imagination, Italy is known for its unparalleled culinary traditions, excellence in manufacturing, and exquisite artisanship, all of which have paved the way for the latest international trends in fashion, art, and design. The Bel Paese’s contribution to the world of enogastronomy, textiles, fashion, footwear, furniture, and jewelry represents a veritable cultural and economic legacy at the heart of “Made in Italy’s” international success.

Given Italy’s international reputation for the above mentioned sectors, it is quite natural to assume that these sectors, both in terms of domestic production and exports, are Italy’s most developed economic sectors. On the contrary, recent data from the U.S. Census Bureau tells a different story, with food & beverage products coming in at fifth place (followed by footwear, jewelry, and furniture) in the classification of Italian exports to the U.S. from 2004 to 2008.

What then are the most important Italian exports to the United States? The first place is occupied by medicinal, dental, and pharmaceutical preparations, followed by metals, petroleum products, and other types of mechanical/industrial equipment. These products belong to three principal Italian industries that do not confirm the stereotype of “Made in Italy,” but which for reasons explained below, play a fundamental role both in terms of domestic production and export activity: the pharmaceutical, metalworking & machinery, and petrochemical industries.

According to a recent survey by Farmindustria (the Italian pharmaceutical trade association), the pharmaceutical industry is one of the most prosperous industries in Italy. Italy has in fact 324 companies operating in the sector (more than any other European country) dedicated primarily to the production of raw materials and other medicinal items. In total, the Italian pharmaceutical industry generates more Nell’immaginario collettivo, l’Italia è nota per le sue ineguagliabili tradizioni culinarie, così come per le eccellenziali arti manifatturate ed artigianali che segnano le tendenze nella moda, nell’arte e nel design in tutto il mondo. Settori come l’enogastronomia, il tessile, l’abbigliamento, le calzature, i modelli ed i gioielli, rappresentano per stile e qualità, un patrimonio culturale ed economico che concorre enormemente al successo del “Made in Italy” nel mondo.

É naturale perciò presumere che i suddetti settori economici siano, sia per la produzione interna che per le esportazioni verso l’estero, quelli più sviluppati. Al contrario, secondo i dati raccolti dal 2004 al 2008 dal U.S. Census Bureau, nella classifica dei prodotti italiani esportati negli USA, i generi alimentari ed i prodotti vitivinicoli si collocano solo al quinto posto, le calzature-al sesto, a cui seguono i gioielli ed i modali.

Quali sono allora i prodotti italiani più importanti negli Stati Uniti? Il primo posto è occupato da dispositivi e preparazioni farmaceutiche, mediche e dentarie, seguono metalli, carburanti e gomma, ed ancora altre apparecchiature meccaniche. I prodotti in questione, fanno capo a tre principali industrie italiane che non rispecchiano il comune stereotipo, ma che, per le ragioni che esporremo di seguito, giocano un ruolo primario sia nella produzione che nelle esportazioni, e sono: l’industria farmaceutica, l’industria metalmeccanica ed infine l’industria petrolchimica.

Secondo le più recenti indagini di Farmindustria (l’associazione italiana delle imprese operanti nel settore farmaceutico) l’industria farmaceutica è una tra le più prospere in Italia. Basti pensare che l’Italia conta 324 imprese del settore, un numero superiore a tutti gli altri Paesi europei, per lo più dedicate alla produzione di materie prime e specialità medicinali. Il fatturato complessivo dell’industria farmaceutica supera i 22 miliardi di euro annui, con una quota di esportazioni (in crescita del 200% dal 1996 ed oggi che costituisce il 53% delle vendite totali. L’Italia è uno tra i più grandi mercati, quarta in Europa dopo Francia, Germania e Regno Unito, e sesta nel mondo considerando ai primi posti gli Stati Uniti ed il Giappone. Tra i paesi extra-europei, gli Stati Uniti sono il principale partner commerciale dell’Italia, con una quota di esportazioni pari al 9,6%, mentre le importazioni si attestano sul 9,5%.

Al secondo posto, per volume di esportazioni verso gli USA, spicca l’industria metalmeccanica. L’industria metalmeccanica comprende quell’industria siderurgica e metalmeccanica in senso stretto. L’industria siderurgica a sua volta comprende i processi di trasformazione della materia prima rappresentata dal carbone e dal ferro in semi-lavorati di acciaio e ghisa. L’acciaio ha un utilizzo molto esteso per la fabbricazione di beni di consumo quali elettrodomestici, vassoi, imballaggi, attrezzature meccaniche, etc. Secondo un rapporto diffuso dall’istituto per la promozione industriale (IPI) nel 2009 la produzione di acciaio ha raggiunto il 27,6 milioni di tonnellate assorbendo oltre il 15% del totale della produzione europea ed il 3,1% della produzione mondiale. In particolare, l’industria siderurgica occupa un ruolo di primo piano nel contesto europeo, essendo quella italiana seconda solo alla Germania. Il gruppo Lucchini ed il Gruppo Riva, fra gli altri, sono tra i principali stabilimenti attivi in Italia e rispettivamente situati a Piombino e Taranto. L’Italia risulta tra i maggiori produttori di acciaio nel mondo, assorbendo oltre il 16% del totale delle esportazioni.
Unveiling the Other Face of Made in Italy

The metalworking & machinery industry occupies the second place in terms of Italian exports to the United States. This industry, which encompasses the processing of metals and the production of metal products, can be divided into the metallurgical and iron & steel industry. The iron & steel industry processes coal and iron into semi-finished materials like steel and cast iron that are widely utilized for the production of consumer goods like household appliances, vehicles, packaging, mechanical devices, etc. According to a report by the Istituto per la promozione industriale (IPI - Institute for Industrial Promotion), Italian steel production in 2000 amounted to 27.6 million tons, more than 16% of total European production, and 3.1% of global production. Within Europe, Italy’s iron & steel industry is second only to Germany’s. The Lucchini Group and Riva Group, located in Piombino and Taranto respectively, are among the principal players in the sector. As one of the largest manufacturers of crude steel via electric furnace, Italy is Europe’s primary producer at more than 16 million tons a year. Italy’s booming iron & steel industry is primarily export-oriented and directed toward the Euro-zone countries, which receive some 56% of all production, while the U.S. (Italy’s largest partner outside of Europe) absorbs some 7% of Italian exports in the sector.

Italy’s metallurgical sector - which is concerned with the production, manufacturing, and processing of ferrous, non-ferrous, base, and precious metals - constitutes 14% of all domestic industrial manufacturing activities. The metallurgical sector is inexorably tied to numerous export-oriented productive sectors related to household items (i.e. pots, pans, knobs, facets, locks and fastening devices) and metallic objects (i.e. weapons and cutlery). According to a recent report by IPI, the U.S. is the fifth most important export country for Italian metallurgical products, preceded only by Germany, France, Spain, and the United Kingdom.

The third position on the classification of Italian exports to the United States is occupied by Italy’s booming petrochemical and chemical industry. This sector is involved in the transformation and processing of crude oil into semi-finished products (i.e. synthetic fibers and rubber products) that constitute the raw materials for a whole host of consumer products. According to a report released by the U.S. Census Bureau, Italian petroleum products exported to the United States in 2008 reached a value of $2,059,279. Eni - an Italian multinational oil and gas company based in Rome - is a noteworthy example of Italy’s international success and reach in this field.

Contrary to the stereotypes, Italy’s constellation of companies is vast, diversified, and characterized by a rich industrial tapestry that remains relatively unknown. Indeed, many of the above mentioned sectors, poorly recognized both domestically and abroad, project a new, dynamic image of brand Italia to the world; the so-called Other Face of Made in Italy.

The Italy-America Chamber of Commerce Southeast promotes genuine “Made in Italy” products and services in the Southeastern United States. For more information, contact us at t. 305-577-9868; e-mail: info@iacc-miami.com.
ANIMA DOMUS
has become the embodiment of fine Italian design in South Florida.
Our comprehensive lineup of contemporary Italian collections and
two prestigious showroom locations
define the essence of today and tomorrow.

Visit one of our showrooms and experience the vision that is ANIMA DOMUS.

ANIMA DOMUS
THE CONCEPT OF HOME

Coral Gables Showroom
480 Biltmore Way
ph. 305.567.9717

Aventura Showroom
18245 Biscayne Boulevard
ph. 305.705.9975

Miami Warehouse
7500 NW 25th Street, Unit # 2
ph. 305.370.8881

Monday - Saturday 10 a.m. to 6 p.m. / Sunday, by appointment
www.animadomus.com
In terms of sales, Italy is the largest producer of farm machinery in the world next to the United States. For 2009, Italian production is expected to benefit from a relatively stable demand for farm machinery on world markets. Total Italian farm machinery sales, including machine components, increased approximately 5.7% in 2008, for an estimated value of $10 billion, according to the Italian Farm Machinery Manufacturers Association (UNACOMA). To a great extent this growth in sales can be attributed to increased demand for farm machinery in world markets particularly since the domestic market in Italy has experienced relatively flat growth.

In 2008 Italian exports of farm machinery experienced an increase of 12% over the prior year and accounted for about 57% of total production. This growth has been fueled primarily by a strong demand for farm equipment in Europe, Asia, and parts of the Americas. During the same period, exports of Italian farm machinery to the U.S. slowed due to a weak U.S. dollar, as well as drought conditions that affected farming in some areas of the country. This trend is expected to accelerate in the near future, as the U.S. economy will be growing at a substantially slower pace.

The United States is the most important market for Italian farm machinery outside of Europe. Italy is the fifth largest foreign supplier of farm machinery to the United States, which in 2008 imported approximately $400 million worth of Italian-made farm equipment and components. Today, more than 125 companies in the U.S. import agricultural equipment directly from these Italian companies. Two notable Italian success stories in the U.S. market are Bondioli & Pavesi and the Tonutti Group.

Founded in 1950 in Suzzara, Bondioli & Pavesi was the first Italian company in the farming equipment sector to provide a complete transmission system. The company extended its range of products and services continuously, developing and organizing its business according to the logic of an important Industrial Group, with numerous production companies. In 1980, the company opened a U.S. sales office and warehouse in Ashland, Virginia, with two product lines: drivelines and...
Another Italian success story is the Remanzacco-based Tonutti Group, one of the world’s leading manufacturers of agricultural equipment. Since 1972, this fourth generation family-owned enterprise dating back to 1864 has been led by President Carlo Tonutti, whose forward thinking and inclination toward the North American market led to the establishment in 1985 of Tonutti USA – S&T Distributing based in Memphis, Tennessee. This American face of an international leader in hay tool innovation and manufacturing recently expanded to a ten-acre location with over 120,000 square feet of warehouse space. The expansion provides room to stock the complete line of Tonutti-branded equipment, in addition to space for warehousing and shipping more than $1 million in parts annually to OEMs, distributors, dealers, and aftermarket parts suppliers. The company provides expedient service to its clients via a network of 14 satellite warehouses throughout the United States and Canada. Tonutti-branded equipment, which is manufactured in Remanzacco, Italy, is sold throughout the U.S. via three different distributors and eighteen independent sales representatives. Ralph Booth, Vice President of Operations in North America, is clearly proud of the company’s progress. “We are one of the largest aftermarket tine and spring suppliers in the United States, and those tines and springs are imported directly from our factory in Italy.” Clearly, with over 97% of the Remanzacco-factory production being exported to 38 countries abroad since 1972, the Tonutti Group brings “Made in Italy” excellence to the international farming community.

If the 12% growth in Italian exports of farm machinery in 2008 is any indication of subsequent trends, then the future of Italian farm machinery, both in the U.S. and abroad, looks bright.

To learn more about Italian farm machinery products and producers, contact the Italian Trade Commission, the government agency entrusted with promoting trade, business opportunities, and industrial cooperation between Italian and North American companies. Tel: (404) 525-0660; e-mail: amussa@italianfarmmachinery.com; www.italianfarmmachinery.com.

Se la crescita del 12% dalle esportazioni italiane di macchine agricole nel 2008 è un’indicazione di come si muoverà il mercato, allora il futuro dei macchinari agricoli italiani, sia negli Stati Uniti che altrove, sembra prospero. Per saperne di più riguardo i produttori di macchine o per avere ulteriori informazioni sui prodotti, contattate l’Italian Trade Commission, l’agenzia governativa incaricata di promuovere il commercio e la collaborazione industriale tra le imprese italiane e quelle nord americane. Tel: (404) 525-0660; e-mail: amussa@italianfarmmachinery.com; www.italianfarmmachinery.com.
Despite the seemingly irreversible trend of computer and e-mail usage in lieu of communication via paper, Italy conserves a long-standing and consolidated tradition of paper production. The Italians acquired their mastery of paper production from the Arabs, whose secrets and techniques were most likely acquired during numerous commercial exchanges throughout the 13th century. Where exactly the Italian paper industry developed for the first remains a matter of debate, since the art became diffused in roughly the same time period in the Italian ports of Ancona, Genoa, Venice, and Amalfi. What is certain, however, is that Italy subsequently developed and perfected the art of paper-making, a craft that continues to be appreciated worldwide.

Paper production in Italy, in addition to representing an important historical and cultural legacy, is a thriving industry. According to ISTAT, Italian paper and cardboard production in 2008 amounted to more than 9.4 million tons. Moreover, data collected by the Italian Paper Industry Association (Assocarta) confirms that 40.6% of Italian paper exports can be categorized as glossy paper for graphic use. Italy is in fact fourth in Europe for the production of paper and cardboard items, whereas Germany, with some €46,500 in sales in 2008, is the principal consumer of Italian paper products, followed by France (€42,000 in sales), and Spain and the U.S., which each account for €23,000 in sales and together receive some 6.5% of all Italian exports (ISTAT). Today, Italian paper production is concentrated in the industrialized North. Prominent Italian companies include Burgo Group Spa, Cartiere Milani Fabriano Spa, and Cartiere Pigna.

In contrast to the industrial giants of the North, artisan paper-production on a small scale still takes place in the Southern Italian city of Amalfi, which draws on a historic tradition of handmade paper that continues to enrapture a passionate clientele around the world.

During the 10th century, Amalfi was a sea power with a wide network of trade routes and a high demand for paper to document transactions between merchants. As a result, it became one of the regional centers for this craft. This was eminently

Nonostante il ridotto uso della carta a favore di una più comune e diffusa pratica del computer, l'Italia conserva una lunga tradizione ed una scelta esistenza nella produzione e lavorazione della carta. La maestria nel lavorare la carta è stata ereditata dagli arabi, i cui segreti e le cui tecniche di fabbricazione sembrerebbero siano state carpite durante i numerosi contatti commerciali nel XIII secolo. È tuttora controverso dove il mestiere di cartaio si sia sviluppato per primo, essendo diffuso probabilmente nello stesso periodo in prossimità dei porti italiani di Ancona, Genova, Venezia ed Amalfi. Ciò che piú è certo, è che da quel momento l'Italia ha sviluppato e perfezionato quest'arte e che tuttora la carta prodotta in Italia è nota ed apprezzata anche all'estero per la sua qualità estetica.

Oltre che costituire patrimonio culturale e storico, la produzione della carta rappresenta un importante comparto produttivo italiano, nella sintesi dell'intero 2008, la produzione di carte e cartoni rilevata da ISTAT si è collocata poco oltre 9,4 milioni di tonnellate. In particolare, conformemente ai dati raccolti da Assocarta, l’associazione che rappresenta l’industria cartaria italiana, il 40,6% della carta esportata dall’Italia è di tipo richiesto per uso grafico.Secondo le recenti indagini, il nostro Paese si colloca al quarto posto in Europa per la produzione di articoli di carta e cartone. I principali destinatari delle esportazioni italiane sono la Germania, con un valore di circa 46.500 milioni di euro nel 2008 e la Francia (circa 42.000). Seguono, la Spagna e gli Stati Uniti, entrambi con un valore che si aggira attorno ai 23.000 milioni di euro, circa il 6,5% del totale. La più alta concentrazione di industrie cartarie si trova nel settentrione, tra le piú importanti possono annoverarsi la Burgo Group, la Cartiere Milani Fabriano e la Cartiere Pigna.

Diversamente dalle imprese sopra citate, note per il loro fatturato ed i volumi industriali, un esempio di rinomata produzione artigianale è storicamente la città di Amalfi e tuttora richiama l’attenzione di un appassionato clientela estimatrice di carta fatta a mano.

Durante il ventesimo secolo, Amalfi era una potenza marittima e l’ampia rete di rotte commerciali dava origine ad un’aquila richiesta di carta, utilizzata per documentare le transazioni commerciali tra mercanti. Per questo motivo, la città divenne uno dei centri regionali per la lavorazione a mano della carta, anche con considerazione della sua prossimità all’acqua, risorsa indispensabile per l’attivazione ed il funzionamento di ingranaggi e pistoni utilizzati per la lavorazione della carta. Nel procedimento venivano inoltre usati spazzettari reciclati, stracci, ed altri materiali fibrosi. I tessuti venivano inossidabilmente battuti da mughi di legno a propulsione idraulica per spezzarne le fibre e ridurle in poltiglia. La carta così ottenuta, aveva una qualità nettamente superiore alla pergamina ricavata dalla pelle di pecora tradizionalmente usata, oltre al fatto di costare di meno e di essere piú facile da produrre rispetto al papiro egiziano. In poco tempo, ogni documento o transazione venne annotato sulla carta di Amalfi. La qualità era così pregata e la lavorazione così straordinaria che si racconta che lo stesso Vaticano decide di affidare ad Amalfi la realizzazione della sua carta ufficiale.

Il procedimento della lavorazione della carta era lunghissimo: dopo aver ridotto il tutto in andare i pezzi In fibra, la macchia così ottenuta veniva posta a macerare in tini masicati in abbondante acqua. Trascorso un certo periodo, gli stracci si disfacevano, amalgamandosi col liquido nel quale erano stati lasciati in infusione. Nella sostanza semilunata così ottenuta veniva immerso un telo in ferro, la cui rete a maglie strettesse trattenne la parte più solida lasciando colare l’acqua in eccesso.
practical as waterpower was used to turn the wheels and pistons. Recycled mops, rags and other fibrous materials were also used in the process. The truly laborious work of breaking the fibers down to a mushy pulp was performed by a water wheel. The paper produced by this process was far superior to the sheepskin parchment typically used, and was much cheaper and easier to make than the papyri produced in Egypt. Soon after, all transactions and records were recorded on Amalfi paper. The quality was so particular and the production so reliable that even the Vatican was said to have contracted with Amalfi to produce all its official paper.

The process of making Amalfi paper was tedious: raw linen and hemp rags were cut into small pieces and beaten with water driven wooden mauls in large stone containers to split their fibers. This pulpy mash was then taken from the beater with wooden scoops and put into majolica tiled vats and diluted with more water. The operator would then immerse a frame with a fine wire mesh in the water. Afterwards, a layer of the pulp would be collected and distributed evenly over two layers of felt. Stacks of these paper/felt layers were then placed under a press to squeeze out any remaining water.

Today, the Paper Mill and Museum on the Valle delle Ferriere remains a testament to the once flourishing industry. The museum was established in 1959 by the local papermaker Nicola Milano as an attempt to capture the history his forefathers helped to create. His family (one of the oldest and most respected names in Amalfi) had been in the papermaking business for generations. The Amalfi Paper Mill and Museum preserves a moment in history when paper was hard to come by, when manuscripts were all lovingly written by hand, and when the height of technological achievement was learning how to harness the power of water to mobilize machines. At a time when papermaking was a closely guarded secret and a painstakingly tedious affair, those blank sheets were considered as much a work of art as the words and illustrations that would later appear on them.

Although the paper industry in Amalfi greatly dwindled over time, Amalfi still boasts a prosperous local paper-making business. While the tools utilized have evolved over time, paper processing techniques have remained largely the same. Fortunately for lovers of handmade paper, Amalfi paper is distributed to the U.S., a poignant reminder that centuries ago paper represented the only way of documenting ideas and experiences. Making paper then was truly a labor of love.

The tradition of handmade Amalfi paper lives on at Paper Emporium, a premier paper and gift boutique located at 231 Aragon Avenue in Coral Gables, Florida. For more information, visit: www.paperemporium.net.
Are renewable fonts of energy really the alternative to fuel-energy? Or do they represent just one of many methods to tackle the goal of energy independence? By harnessing natural elements like the sun, water, wind, or land, we interact with elements that have a unique equilibrium and capacity to produce a well-defined amount of energy. Current technology is able to tap only part of the energy potential of natural elements, making it necessary to verify and carefully assess the suitability, nature, effective realization, and forecasted return of an investment that utilizes a source of renewable or other non-traditional energy font.

The new energy policy of the Obama administration is likely to nurture substantial growth in all of those sectors related to clean energy technology via incentives for implementing energy-saving construction and building techniques. Not surprisingly, we are witnessing a veritable explosion in the number of conventions, trade shows, and educational training forums related to photovoltaic panels, wind turbines, biomass or bio-combustible generators, geothermal systems, and other topics that have received relatively little exposure until recent times.

Despite their increasing popularity, renewable fonts of energy are limited in their productive capacity. Consider electricity generation from photovoltaic panels that convert sunlight directly into electricity. Even with the highest quality of materials available, the productivity level of these panels is no greater than 18 to 20%. As a result, the rate of return for an investment in this type of technology is only acceptable in countries that offer notable incentives for the field of photovoltaics (PV), namely...
European countries like Italy, Spain, and Germany that issue government grants. Such grants last twenty years and permit a return on the investment in some nine or ten years. This leaves some ten years in which the investor can reap a significant profit considering also that for the entire working life of the panels (an average of 25 years) the electricity costs of the home will be greatly reduced, if not eliminated altogether. Even wind turbines are registering a notable success, particularly in Northern Europe and Spain.

In Italy, on the other hand, there is a trend toward the increased use of revolutionary air-conditioning and heating systems that draw upon radiant technology. These systems are highly innovative and are especially suitable for those cases where it is necessary to guarantee maximum human comfort/well-being and notable energy efficiency savings. This is especially relevant for the so-called “vulnerable” populations - most notably the infirmed, the elderly, children, or students - or for inhabitants of medium to high-end homes or apartments who seek maximum comfort and flexibility in furnishing their living spaces. In both cases, radiant air-conditioning and heating systems deliver results that are simply not attainable with traditional systems.

By drawing on a low water temperature in the winter or a warm water temperature in the summer, radiant systems take advantage of a series of winding plastic tubes placed within a sheet of plasterboard. The panel is then fitted to form a false ceiling, shaved, plastered, and painted. A room-specific regulatory system allows the user to perfectly control both temperature and humidity in every single room. A dehumidifier ensures that the humidity level within the home remains at the optimal human comfort level of 50%. Finally, a modest water temperature for heating (around 95 °F) and cooling (60 °F) allows the system to take full advantage of what little energy is tapped from renewable energy sources and advanced systems of energy production (i.e. geothermal energy, heat pumps, solar panels, solar cooling, etc.).
Radiant technology - which permits energy savings of some 60 to 70% over traditional systems - offers numerous advantageous: 1) the system, which can be installed in a false ceiling or wall, does not occupy valuable living space or utilize unsightly radiators; 2) the system ensures both thermal and acoustic insulation; 3) the system ensures uniform temperature and humidity levels; 4) the system heats and cools quicker than traditional systems; 4) and finally, the system does not utilize unpleasant blasts of air. The control system is ideal both for buildings that have multiple rooms which must function independently from each other and structures where a single automation system must regulate the entire office building.

Nest Italia is one of the few companies in the field of radiant technology to operate in an organized fashion and offer a complete system. Within the U.S., radiant technology as applied to heating and cooling systems is still in an infant stage compared to the more technologically advanced systems available in Europe.

Miami-based Nest Usa LLC - a branch of Nest Italia srl - develops innovative products in the field of radiant air-conditioning and heating systems. Plans are underway to build a show-room in Florida to demonstrate the system’s efficiency in the hottest and most humid climate in the United States. For more information about Nest Usa LLC or to learn about investment or joint-venture opportunities, contact Domenico Feo at domenico@nestitalia.com or visit: www.nestitalia.com.
INSPIRED BY ART, DRIVEN BY TRADITION.

Fantini Mosaici  Fantini Marmi
1900

WWW.FANTINIMOSAICI.COM
MILAN. MIAMI. ABU DHABI. MOSCOW. BRANCH OFFICE U.S.: 2144 N.E. SECOND AVENUE, MIAMI, FLORIDA 33137. +1 305 5720990
The New Face of Made in Italy:
VENTURING INTO UNCHARTED TERRITORY
BY KRISTEN L. MAAG AND MATTEO PIETROBON, ITALY-AMERICA CHAMBER OF COMMERCE SOUTHEAST

Thanks to Italian achievements in science & technology, pharmaceuticals, and other sectors not traditionally tied to the Made in Italy name, consumers around the world have come to know the Other Face of Made in Italy. What they may be less familiar with, however, are all the non-conventional uses and applications of traditional Italian sectors like fashion, design, engineering, etc. The so-called New Face of Made in Italy never ceases to amaze, to surprise, or to inspire, proof that Made in Italy has the stamina, the know-how, and the creativity to reinvent itself in this demanding and evolving global market.

In the heart of the capital city of Abu-Dhabi in the United Arab Emirates lies the third largest mosque in the world, the majestic Sheikh Zayed Bin Sultan Al Nahyan Mosque. As one of the most important architectural treasures in contemporary UAE society capable of accommodating some 40,000 worshippers, the Grand Mosque - as it is called by local residents - is a global feat in every sense of the word. Designers, features, materials, and suppliers from every corner of the globe gave life to its eighty characteristic and material suppliers from every corner of the globe gave life to its eighty features and materials from every corner of the globe gave life to its eighty

courtyard are especially breathtaking, with a colored floral marble and mosaic-paved courtyard spanning some 17,000 m², in addition to 40,000 m² of marble and mosaics featuring inlaid floral designs and 24 carat gold-glass mosaic features...all of it 100% Made in Italy, a veritable fusion of Islamic art and Italian marble in mosaics and marble applications.

The mosaic and marble design of the Grand Mosque in Abu-Dhabi is a formidable example of the New Face of Made in Italy. In other words, a demonstration of the

Grazie ai successi ottenuti dall'Italia nei campi della scienza, della tecnologia, della farmaceutica e in altri settori che non risultano essere tradizionalmente legati al nome del Made in Italy, i consumatori di tutto il mondo hanno potuto entrare in relazione con l’altra faccia del Made in Italy. Purtroppo, ciò che i consumatori globali potrebbero non conoscere sono tutti gli utilizzi non convenzionali e le nuove applicazioni dei tradizionali settori italiani come la moda, il design, l’ingegneria, etc. La cosiddetta nuova faccia del Made in Italy non smette mai di stupire, sonare o ispirare, questa è la prova che il Made in Italy ha la forza, il know-how e la creatività necessaria per reinventarsi all’interno di un mercato globale sempre più esigente ed in continua evoluzione.

Nel cuore della capitale di Abu-Dhabi, all’interno degli Emirati Arabi Uniti, si trova la terza moschea più grande al mondo: la moschea Sheikh Zayed Bin Sultan Al Nahyan. Essendo uno dei più importanti esempi dell’architettura contemporanea degli Emirati Arabi Uniti, è capace di accogliere circa 40.000 fedeli, la Grande Moschea - così come viene chiamata dagli abitanti del luogo - può essere definita in tutti i sensi un’impresa globale. Designers, fornitori, caratteristiche e materiali da ogni parte del mondo uniti per dar vita alle sue ottime fortune, ai quattro mastri minareti alti 107 metri e alle oltre 1000 colonne. Le pareti interne della moschea, oltre che il cortile sono realizzati da Fantini Mosaici: il cortile, decorato con del marmo a motivo floreale e con del mosaico lastricato, si estende per circa 17.000 mq, la moschea è composta da altri 40.000 mq di marmo e mosaico caratterizzati da un motivo floreale e tasselli di vetro oro e oro 24 carati: tutto questo è 100% Made in Italy. Un’autentica fusione tra l’arte islamica e la maestria italiana nella produzione del marmo e dei mosaici.

Il design dei mosaici ed i marmi della Grande Moschea di Abu-Dhabi sono un esempio formidabile della nuova faccia del Made in Italy. In altre parole, si tratta della dimostrazione dell’abilità delle aziende italiane, impegnate nei settori tradizionali del Made in Italy (per esempio quelli del marmo e dei mosaici), di adattarsi alle necessità e alla società contemporanea, mantenendo allo stesso tempo le proprie radici traditionali. Il merito di questo progetto è della milanese Fantini Mosaici, azienda familiare di quarta generazione, le cui origini risalgono al secolo scorso, specializzata nella produzione e realizzazione di opere in marmo, granito e simili, oltre a fini decorazioni in mosaico, seminato e accostolato. Oggi l’azienda è presente con diverse filiali nei cinque continenti, tra cui il quartier generale americano sito in Miami, ed è responsabile della realizzazione di prestigiosi progetti in tutto il mondo, come per esempio Casa Casuarina, la villa di Miami Beach dove visse Gianni Versace. I successi dell’azienda in collaborazione con lo Studio Spatium, lo studio di architettura partner di Fantini in numerosi progetti fin dalla fine degli anni ‘80, sono stati al centro di una mostra intitolata “Italian Excellence”, tenutasi nella Galleria Milano nell’omonima metropoli lombarda dal 21 al 27 aprile, in contemporanea con il prestigioso Salone del Mobile. L’elemento che del loro successo è l’abilità dell’azienda di adattare la propria arte al mosaico alle più moderne e disparate esigenze dell’architettura contemporanea, sia pure su vasta scala.

Come dimostra la fantasia Fantini, lo spirito creativo italiano e l’abilità di adattarsi all’ambiente sono vivi e sani all’interno delle aziende italiane. Prendiamo ad esempio la Giorgio Armani Spa, la quale si è differenziata fino ad includere al suo interno una rosa di hotel e resort, una libreria, un fiorista e persino un’azienda doliciana, che offre diversi cibi di lusso tra
ability of Italian companies engaged in traditional Made in Italy sectors (i.e. mosaic and marble design) to adapt to the needs of contemporary society, while at the same time maintaining their traditional roots. The merit behind this project belongs to Fantini Mosaici, a fourth-generation Milan-based family business started in 1900 that specializes in the production and installation of marble, granite, and stone, as well as art decorations and coverings in mosaic, seminato, and pebble-stone. Today, the company is present worldwide in five continents, including the Miami-based U.S. headquarters, and is responsible for completing prestigious projects around the world such as Casa Casuarina, the former Miami Beach residence of Gianni Versace. The company’s achievements, along with those of Studio Spatium – Fantini’s architectural partner in numerous projects since the late 1980s – were the centerpiece of an exhibition entitled “Italian Excellence” that was held at Milan’s Galleria Milano from April 21 – 27 during the prestigious Salone del Mobile. The company’s ability to adapt mosaic art to the most modern and diverse needs of contemporary architecture, even on the largest scale, is a key element of its success.

As Fantini Mosaici demonstrates, the spirit of Italian creativity and chameleon-like prowess is alive and well in corporate Italy. Take the fashion company Giorgio Armani S.p.A. for example, which has expanded to include a collection of hotels and resorts, a bookshop, a florist, and even a confectionary company that offers every luxury of the palate including a decadent Armani chocolate Easter egg. Another notable example comes from the Pirelli Group, home of Pirelli (the world’s fifth largest tire manufacturer in terms of turnover), which acquired a real estate fund and asset management company (now known as Pirelli Re) in 2001. Additionally, Poste Italiane, the leading postal operator in Italy, began to offer cellular phone service in 2007 with its PosteMobile. Finally, automobile enthusiasts will be keen to discover that the first Italian-Chinese SUV (the DR5) is now available for purchase at the Italian supermarket chain Iper. The Face of Made in Italy, it seems, is increasingly diversified.

In order to remain competitive in an increasingly globalized and multi-cultural world, Made in Italy has had to cope with CHANGE. This notion is at the core of Dr. Spencer Johnson’s 1998 motivational book entitled Who Moved my Cheese? This timely allegory conveys philosophical truths to individuals and organizations coping with change. Since change is inevitable, argues Johnson, we must be ready for change, adapt rapidly to change, learn how to deal first with the small and later the big changes, and even appreciate and celebrate change for the happiness it can bring. For those who view change with preoccupation, he asks: “What would you do if you weren’t afraid?” Certainly, letting go of old fears and adapting to new circumstances is the first step to finding one’s new identity in this ever changing world we live in.

Whether in the form of an Armani chocolate Easter egg or a supermarket turned automobile dealer, one thing is clear: the transformation of Made in Italy is underway. In short, change has arrived! The New Face of Made in Italy is multi-faceted indeed. It is both timeless yet avant-garde, dynamic yet rooted in tradition, recognizable although entirely reinvented, and constantly evolving right before our very eyes..... and, of course, inevitably, indelibly, and proudly Italian.
The Global Recession:
SHOULD FLORIDA BE WORRYING?
BY KRYSTLE CACCI, M.A.I.A. ’08 - UNIVERSITY OF MIAMI

This year the International Monetary Fund (IMF) predicted that real global growth will be close to zero. The last time a global recession of this magnitude took place was 1982. That particular recession triggered the Latin American debt crisis and subsequent collapse. The widespread banking problems and the credit crunch, especially in the United States and Europe, make this recession feel more reminiscent of the 1930s Great Depression than anything experienced in the past several decades.

WorldCity, a Miami-based media company, compiled government figures from the U.S. Census Bureau which showed that South Florida’s international trade reached an all-time high of $90.2 billion in 2008; an increase of 14% from 2007. Exports for the Miami Customs District, which spans from Palm Beach County to the Florida Keys, totaled $54.9 billion last year, while imports reached $35.3 billion. Ken Roberts, President and CEO of WorldCity, articulated that South Florida registered an impressive trade surplus in 2008, $19.6 billion, some 65% higher than 2007. Seattle, Detroit, Honolulu, Norfolk, Mobile, and Charleston also sustained (smaller) trade surpluses. The Miami district ranked 13th nationwide in total trade. The top five districts were Los Angeles, New York City, Houston, Detroit and New Orleans. South Florida’s most important trading partners last year were Brazil ($13.2 billion), Venezuela ($6.4 billion), Colombia ($5.6 billion), China ($4.7 billion) and the Dominican Republic ($4.5 billion).

Brazil, the largest economy in Latin America, is among South Florida’s most important trading partners. The country will go into recession this year with a decline in GDP as high as 1% following brisk growth in 2008. The University of Miami’s Center for Hemispheric Policy organized a panel in March where Paolo Leme, the Managing Director for Emerging Markets Economic Research at Goldman Sachs, explained that Brazil will be going through very difficult times for the next 18 to 24 months where a “mild” recession will take place. This is to include a depressed domestic demand, a negative balance of payments and higher unemployment due to lower commodity prices and a decline in global demand. According to WorldCity, last year trade between
Brazil and the Miami Customs District was up 22.4% from 2007. Exports from South Florida to Brazil totaled $10.6 billion and imports were $2.6 billion. It is expected that Brazil will recover from the recession relatively quickly as long as the country does not engage in excess spending.

June Wolf, President of the South Florida Manufacturers Association, said a weakening export market would likely impact the region’s manufacturing sector, although pharmaceutical and biomedical equipment manufacturing are among the sectors that should remain unharmed. According to Manny Mencia, Enterprise Florida’s senior VP of International Trade and Business Development, the softening world markets are a bigger concern than the rising dollar, although Latin American countries are better balanced than in past years and can thus keep South Florida’s economy thriving.

In addition to our relationship with South America, Florida should take a look at tourism, its number one industry. Dr. Michael Connolly, Professor of Economics at the University of Miami, commented that the rising dollar in a weakening economy is not music to one’s ears since Florida is so tourist and trade-based. The decline of Latin American economies will hurt real estate markets and manufacturing sectors in the Southeast as fewer foreign nationals buy American. Tourism will also challenge the airline industry. The Orlando Aviation Authority, which is home to the number one airport in Florida, 10th in the United States, and 20th in the world, is optimistic the airline industry. The Orlando Aviation Authority, which is home to the number one airport in Florida, 10th in the United States, and 20th in the world, is optimistic despite its reports of a 2.2% overall decline in travel at the end of the 2008 fiscal year. In Orange County, Florida, where the Orlando Aviation Authority is based, reports have hinted to .5 million to 1 million fewer visitors in 2008. Gary Sain, the President and CEO of the Orlando/Orange County Convention and Visitors Bureau, commented that it will not be until the middle of 2011/2012 that these figures will return to where we are accustomed to seeing them. Amidst the decline in air travel, cruise passenger numbers are still up, which helps explain why travel agents are focusing on cruise packaging and marketing; almost 98% of all cruise passengers were still traveling. Manny Mencia mentions that travel and real estate in South Florida remain a bargain for foreign investors.

In essence, Florida should not be overly worried during this ever-apparent global recession. The newly-signed federal American Recovery and Reinvestment Act of 2009 intends to pump up to $13.4 billion in federal stimulus dollars during the next three budget years in hopes of helping our state avoid deep cuts and prevent tax increases that would further burden Florida’s families and businesses. Governor Charlie Crist certified he will use money from the federal American Recovery and Reinvestment Act to create jobs and promote economic growth.

Per le politiche mondiali dell’Università di Miami ha organizzato lo scorso marzo un incontro in cui Paolo Leme, direttore dell’Istituto di Ricerca sui Mercati Emergenti presso la Goldman Sachs, ha dichiarato che il Brasile affronterà momenti difficili nei prossimi 18-24 mesi quando dovrà misurarsi con una “timida” recessione. Questa crisi è il risultato di una diminuzione del consumo interno, dell’incremento del deficit pubblico e dell’aumento della disoccupazione dovuto all’abbassamento dei prezzi della merce ed alla ridotta domanda globale. Secondo l’indegena condotta da WorldCity, lo scorso anno gli scambi commerciali tra il Brasile e Miami sono cresciuti del 22,4% rispetto al 2007. Le esportazioni dal Sud della Florida al Brasile hanno totalizzato $16.6 miliardi, mentre le importazioni si sono attestate a $2,6 miliardi. Si prevede che il Brasile si riprenderà dalla crisi relativamente presto, salvo che la popolazione non cominci a spendere in modo eccessivo causando un aumento del debito privato.

June Wolf, presidente dell’associazione produttori della Florida, ha affermato che l’indebolimento del mercato delle esportazioni avrà con tutta probabilità un forte impatto sul setto manifatturiero della Florida. Ciò nonostante, vi saranno settori meno coinvolti nella crisi, come quelli dei dispositivi farmaceutici e bio-medicali. Secondo Manny Mencia, vice-presidente di Enterprise Florida e responsabile del dipartimento del commercio e dello sviluppo aziendale, il lento andamento dei mercati che meno stranieri compreranno prodotti americani. L’andamento del turismo inevitabilmente condizionerà l’economia delle compagnie aeree. La Aviation Authority di Orlando, che controlla il primo aeroporto della Florida, decimo negli Stati Uniti e ventesimo nel mondo, nonostante abbia registrato alla fine dell’anno fiscale 2008 una riduzione complessiva del 2,2% dei voli, è ottimista. La contea di Orlando, dove ha sede l’Aviation Authority, si sono registrati da 0,5 milioni fino a 1 milione visitatori in meno rispetto al 2008. Gary Sain, presidente e CEO della Orlando/Orange County Convention and Visitors Bureau, ha dichiarato che dovremo aspettare fino al 2011-2012 per ritornare sui valori a cui eravamo abituati. A differenza del ridimensionamento dei viaggi aerei, resta invariato il numero di viaggiatori che scelgono le crocere, il che spiega l’agire dei viaggiatori in crocere hanno confermato il loro viaggio. Manny Mencia ha dichiarato che il turismo e l’immobiliare nel sud della Florida rappresentano ottime occasioni di affari per gli investitori stranieri.

Per finire, la Florida non dovrebbe preoccuparsi eccessivamente di questa recessione globale. L’American Recovery and Reinvestment Act, recentemente firmato verserà fino a $ 13.4 milioni di cosiddetti “stimoli” federali nel corso dei prossimi 3 anni con l’obiettivo di sostenere i progetti dello Stato ed evitare tagli profondi, ovvero aumenti di tasse che potrebbero sovraccaricare ulteriormente le famiglie e le attività commerciali. Il governatore Charlie Crist ha assicurato che userà questi fondi per creare lavori e ridare impulso alla crescita economica della Florida.
SOFA: ALBERS

ARMCHAIR: MARC

SIDE TABLE: ALBERS
Americans have long had a love affair with Italy, idealizing and adoring this European jewel for its rich history, culture and beautiful people. However, for businesses in our community and across the United States, there is much more to Italy than romantic get-aways, Tuscan villas, and vintage vino. There is a rich tapestry of businesses just waiting to be woven into a larger fabric.

Italy is a growing hub for European business, bustling with activity around such industry sectors as franchising, telecommunications, biotechnology, and manufacturing. Milan has become a booming business capital city that is a must visit when exploring business opportunities in Europe.

Italian food, wine, and fashion have become a world-wide sensation and the opportunity to develop significant business around these industries is of great interest to our business community as well. And the interest is mutual, as evidenced by numerous recent economic development and trade missions between Miami and several cities, and partners, in Italy. From the most gorgeous fabrics, to the richest leather goods, to the artisan produced products and delicious fruits of the vineyards, the desire to penetrate the American market by even the smallest businesses is intense.

Organized and led by the Miami-Dade Beacon Council, in partnership with the Coral Gables Chamber of Commerce, a delegation of business leaders visited Milan and Florence in May and October of 2008 to explore the possibility of developing significant new business ties around the fashion & lifestyle industries. As a result of our joint promotion efforts, we succeeded in highlighting what our community offers from a business perspective to established and emerging companies in the fashion & lifestyle industries.

During their return visit, Italy gave Miami-Dade County and its local residents the opportunity to experience one of Italy’s most unique and culturally diverse cities, Milan. One of Milan’s best kept secrets, Biblioteca Ambrosiana - which holds a vernissage of works, consisting of artwork never before seen outside of Italy, from renowned Masters such as Leonardo Da Vinci, Durer and Tintoretto - called Miami-Dade County home for a week-long public exhibition at the iconic Freedom Tower.

In Milan, a meeting with famed fashion industry executive Paolo Zegna affirmed that the interest in bringing emerging labels to the United States, and specifically Miami, is high on the list of priorities for his organization. In his capacity as Chairman of the Fashion Industry Committee for Confindustria, the leading national trade association for fashion, Mr. Zegna shared that Italian businesses in the fashion & lifestyle industries are well-positioned to invest globally.

Reciprocally, the cooperative effort around The Beacon Council-led fashion & lifestyle initiative creates the runway on which to do significant business, create high-paying jobs, and develop an industry here in Miami that rivals
New York and other fashion hubs in the U.S. Miami is the logical epicenter to serve numerous Caribbean, Latin and Central American markets, as well as take full advantage of our climate to showcase resort and casual wear lines and brands.

Miami-Dade County and Italy have a long-standing and significant international commercial relationship. The Consulate General of Italy, which finds its home in the City of Coral Gables, is led by the Honorable Marco Rocca, who has jurisdiction in Florida, Georgia, South Carolina, Alabama, Mississippi, Puerto Rico, U.S. Virgin Islands, Bahamas, St. Marteen, St. Eustatius, Saba, British Virgin Islands, Cayman Islands and Turks & Caicos. Miami-Dade County is also home to the Italy-America Chamber of Commerce Southeast and boasts a significant presence of multinational companies from Italy across various industries and business sectors.

Italy will remain an important market for Miami-Dade County. The opportunities for Italian companies to strategically and efficiently do business in the Southeast United States, while targeting Latin America and the Caribbean, are most evident. In addition to an unparalleled international infrastructure, sustained by a world-class airport and deep water port, a multi-lingual, highly qualified workforce, as well as an attractive quality of life and cosmopolitan environment, Miami-Dade County remains competitive cost-wise compared to other U.S. and international cities, while consistently offering companies the opportunity to successfully grow and reach their target markets.

Coral Gables, the City Beautiful, is one of 34 municipalities in Miami-Dade County that enhances our community’s ability to attract, retain and grow businesses. Not only does the City of Coral Gables offer a stellar corporate environment in terms of quality of life, it is in grade of offering a society Italiani già presenti o che intendono aprire una propria attività nel Sud Est degli Stati Uniti.

Durante la loro visita negli USA, invece, i rappresentanti italiani hanno offerto alla Contea di Miami ed ai suoi residenti l’opportunità di apprezzare una tra le più uniche e culturalmente interessanti città del Belpaese: Milano. La Pinacoteca Ambrosiana, uno dei gioielli di Milano, ha portato a Miami una selezione di opere d’arte, che per la prima volta hanno lasciato l’Italia, tra cui meraviglie di Maestri come Leonardo da Vinci, Durer e Tintoretto. La mostra è stata aperta al pubblico per una settimana presso la famosa Freedom Tower.

A Milano, un incontro con Paolo Zegna, famoso industriale del settore moda, ha messo in luce il forte interesse dell’associazione che egli stesso rappresenta di portare nuovi talenti ed etichette negli Stati Uniti, e soprattutto a Miami. Nella sua carica di Presidente del Comitato per il settore Moda di Confindustria infatti, il Dott. Zegna rileva che le aziende italiane del settore moda e lifestyle sono pronte ad investire in tutto il mondo.

Reciprocamente, gli sforzi intrapresi dal Beacon Council hanno permesso all’iniziativa della “Moda e Lifestyle” di creare i presupposti per l’avvio di grandi affari, la creazione di posti di lavoro ben retribuiti e lo sviluppo di un settore qui a Miami in grado di competere con New York e gli altri punti di riferimento degli Stati Uniti. Miami è l’epicentro naturale per raggiungere i mercati caraibici, latini e del centro america, nonché grazie al clima favorevole la vetrina ideale per presentare collezioni e linee per resort e casual.

La Contea di Miami e l’Italia vantano duraturi e stabili rapporti commerciali. Il Consolato Generale d’Italia, situato a Coral Gables, sotto la guida dall’Onorevole Marco Rocca, ha giurisdizione su Florida, Georgia, Sud Carolina, Alabama, Mississippi, Puerto Rico, le isole Vergini Statunitensi, Bahamas, St. Marteen, St. Eustatius, Saba, le isole Vergini Britanniche, le isole Cayman e Turks & Caicos. La Contea di Miami può anche contare sulla presenza della Camera di Commercio Italo-Americana, oltre che vantare una significativa presenza di compagnie multinazionali italiane, in vari settori e industrie.

L’Italia si conferma un mercato importante per la Contea di Miami.
environment, where nearly 200 multinational companies from all over the world have offices, but it also presents an attractive quality of life and residential living environment that is unparalleled in our county.

Finally, for all parties involved, there is tremendous synergy that can be achieved through the creative and diligent efforts of our two nations. The boundless opportunities make these joint ventures and strategic alliances paramount to our long-term success.

The Beacon Council is led by Frank R. Nero, President & CEO, and past recipient of the National Italian American Foundation (NIAF) Special Award for Public Service. The Coral Gables Chamber of Commerce is led by Mark A. Trowbridge, President & CEO.

For more information on why your company should do business in Miami-Dade County, please contact The Beacon Council at: pfuertes@beaconcouncil.com or the Coral Gables Chamber of Commerce at: mtrowbridge@coralgableschamber.org.
The trademark has the function of indicating the origin of a product or service from a particular company. The trademark, therefore, is the sign that distinguishes the products and services provided by the business owner.

The importance of this function is protected by law, by giving the holder of the trademark the exclusive right to use it. This exclusivity, however, is limited to the classes of goods for which the trademark is registered, with the result that the protection of the mark – i.e. the right to its exclusive use and, therefore, to prohibit its use by other entities - is limited to products and services for which registration was sought.

The mark may be composed of the most varied content, including:

- marks consisting only of words, known as "denominative";
- marks consisting exclusively of figures, designs, or colors referred to as "figurative" or "emblematic";
- marks consisting of a combination of words and other symbols, referred to as "mixed" or "complex," marks consisting of sequences of sounds, known as "sound marks," and marks consisting of the shape or the packaging of the product, known as "shape" or "three-dimensional" marks.

Marks consisting exclusively of a mere geographical reference may not, however, be validly registered in Italy.

The conditions required for the validity of the mark are the "originality," the "legality," the "truth," and the "novelty" of the sign. All of these conditions must be met. Failure to meet
any one of these conditions will automatically preclude the valid registration of the mark.

More specifically:
- originality consists of the ability of the mark to distinguish the product in the market so that its origin can be traced back to the company that produces it. Therefore, a mark consisting solely of the generic name or description of the product which it is supposed to distinguish cannot be considered original;
- The mark is considered illegal when it is against the law, contrary to public order or morality, or concerns badges, flags or other emblems which may be of public interest;
- The requirement of truth is met if the mark is not likely to mislead the recipients of the goods or services distinguished by it;
- The requirement of novelty requires that at the time of filing the application for registration, there is no identical or similar mark for the same or similar products which has already been registered or that is already well-known in the market.

With regard to the requirement of novelty, it must be pointed out that Italian law does not provide for a preliminary examination of the existence of the novelty requirement by the competent authorities when applying for registration. The result is that registration alone does not completely protect the mark from future challenges. Therefore, in order to prevent the invalidation of the trademark, it is necessary to carry out a precautionary search to determine whether identical or similar trademarks already exist for similar products.

In this regard, to determine the strength of protection that will be given to the mark that you intend to register, it is necessary to assess whether the mark will be characterized as weak or strong under Italian law. Weak (or descriptive) trademarks consist of marks that contain a descriptive expression of the product or service they wish to distinguish. Strong (or imaginative) trademarks, on the other hand, consist of marks that have nothing to do with the products they distinguish and which are exclusively the result of a creative effort (e.g. the crocodile for Lacoste products). Italian law provides for the "strong" protection of imaginative marks which have no conceptual connection with the generic name of the product, thus allowing the holder to exclude any possibility of third party use of similar names to distinguish identical or similar products. On the other hand, expressive marks are weak because they contain commonly used words, the use of which cannot be denied to third parties.

In Italy, trademark registration is valid for ten years from the date of filing the application for registration and may be renewed indefinitely for successive ten year periods.
Poltrona Frau Office
exclusive Italian furniture
for prestigious workplaces

10 N.E. 39th Street - Miami, FL 33137
Phone 305 576 3636 - Fax 305 576 1525
info@fraitlantica.net
www.fraitlantica.net
INTERVIEW

THE WELLNESS & FITNESS SECTOR REVEALS ITS ITALIAN ROOTS: INTERVIEW WITH NERIO ALESSANDRI, PRESIDENT OF TECHNOGYM
BY ROBERTO RACE

Nerio Alessandri

Technogym President Nerio Alessandri, born in 1961 in the Province of Forlì, is currently one of the most well-known Italian entrepreneurs in the world. This native Roman, who at the age of 22 fled his garage for America, today heads a leading international Wellness company that produces fitness and rehabilitation equipment. Alessandri's success story - very reminiscent of the American Dream - is nothing less than exceptional. He was the youngest person ever in the history of the Italian Republic to be named a Cavaliere del Lavoro, a prestigious award granted by the President of the Republic to exceptional entrepreneurs. In 2003 he was voted “The Entrepreneur of the Year,” while in March of 2004 he was nominated to the national Board of Directors of Confindustria (the Confederation of Italian Industry). We met up with Alessandri at Milan’s Salone Internazionale del Mobile where Technogym presented its new Run Personal.

Today Technogym is a leader in the American fitness and wellness market. How does the company plan on consolidating this success in the future? Does the “Made in Italy” brand play a role in this process?

The United States represents an important market for us. We are working to consolidate our market presence while coping with the economic crisis with our heads held high, ultimately finding new ways to market our Italianità or Italian roots. Innovation, cutting-edge scientific research, creativity, and a unique and original design render our products a reference point for the world.

To equate the “Made in Italy” brand strictly with the world of fashion and design is extremely limited. The ancient Latin proverb, “mens sana in corpore sano” (a healthy...
mind in a healthy body), should be the paradigm for a culture of well-being that strives to direct society toward health conscious and positive choices in all aspects of life. Ultimately, to promote a healthy life-style is to promote and disseminate the Italian style of good living. This culture of well-being represents a common Italian legacy that encompasses the realms of art, enogastronomy, and tourism, as well as the historical and cultural events for which our country is known the world over. United behind this new face of “Made in Italy,” we will have the stamina to meet subsequent challenges with a forward-looking approach, all while maintaining our estimable roots.

What is the key to your company’s success?

Our partners and collaborators are our greatest resource, both in terms of quality and as a concrete investment in the future. A company’s human resources are without a doubt its greatest asset.

In 2003 Technogym was rated #1 in Italy on the “Great Place to Work” classification, while in 2004 the company was voted Europe’s best work-place among companies with 250 to 1,000 employees. What type of human resource management practices does your company promote?

For years Technogym has involved its employees and collaborators in the decision-making process by proposing an active model of participation in company policy choices and common projects. In recent years, I have noticed that Italian companies that follow the American business model are increasingly investing in young people for their ability to bring new and stimulating ideas. Moreover, we have always heavily invested in continuous training as a means to nurture the professional and personal development of our collaborators, in addition to promoting a culture of well-being at the work-place.

The international economic crisis has had a tangible effect on numerous economic sectors. How do you view the future of the fitness sector in light of the current situation?

I am confident about the future of the fitness and wellness sector, for it is precisely during recessions that consumers (and people in general) tend to cut back on non-essential items and make a greater investment in that which they deem to be truly important. Certainly, the services related to the health and fitness sector represent a concrete investment in one’s overall well-being, as well as a means to prevent illness. Thanks to a favorable cost-benefit relationship, fitness services can become one of the most cost-friendly forms of entertainment and relaxation for people of all ages.
Entrepreneurship as an Educational Cornerstone

Why Entrepreneurship Belongs in College

Increasingly, universities themselves are agents of entrepreneurship. Through offices of "technology transfer," schools encourage and enable their faculty to create ventures that transform their research into products for the market. Research universities are an important though not the only source of innovation and the creation of new products and processes that becomes the foundation of new firms and enterprises. For universities to advocate entrepreneurship as a core activity for faculty and then fail to teach that activity broadly to their students disconnects the school's mission from its practice and is educationally incoherent.

Entrepreneurship is a distinctive form of human agency that fuses the human desire for the ever better with confidence in the human ability to fulfill that desire. It mixes optimism with realism. As a defining characteristic of American society, economics, and culture, entrepreneurship has a valuable role to play in American higher education.

How Entrepreneurship Fits in College

Like philosophy or music, entrepreneurship is a field of study that generates—rather than discovers or encounters—its subject matter. Unlike history, sociology, or anthropology, for instance, entrepreneurship creates what it studies.
At one level, education in entrepreneurship must be about the entrepreneur, the practitioner. Entrepreneurship education must give students the practical, how-to technical skills to create, manage, assess, and sustain new enterprises. Among other things, they need to learn to devise a product, create a business plan, find new resources, build a company, market their innovation, and so forth. To be sure, skills alone hardly generate new enterprises, but they surely facilitate their development. At the other end of the continuum, education in entrepreneurship also must be for the amateur, the consumer, who is the ultimate focus of entrepreneurship, for amateurs constitute the market. They consume, and, in so doing, they assess. Education can therefore help students who are not entrepreneurs understand the skills, intelligence, and the political, cultural, and economic infrastructure that enable the generation of new enterprises.

When one views the comprehensive framework of entrepreneurship education against the diverse institutional types and educational missions that comprise American higher learning, it seems unlikely that any single set of educational practices or programs can apply uniformly across the board. Different schools have discrete populations, histories, cultures, and purposes, and American colleges and universities serve a variety of educational functions with increasingly diverse age groups.

Entrepreneurship cannot be a “one-size fits all” discipline. Each program will have a particular set of outcomes, a defined target audience, and will fit into a local ecosystem.
CHRYSLER-FIAT ALLIANCE

On June 10, 2009 Chrysler Group LLC and Fiat Group finalized their previously announced global strategic alliance. Chrysler will benefit from Fiat’s green-engine technology to manufacture new, smaller cars modeled after Fiat’s prototypes like the 500 compact, while Fiat will become an important shareholder in Chrysler. As a result of the alliance, the Fiat Group and Chrysler will be able to take advantage of a shared distribution network and optimize their respective manufacturing footprint and global supplier base. Fiat, moreover, will be able to re-penetrate the American market it abandoned in 1982, mainly with the sporty brand Alfa Romeo.

According to Sergio Marchionne, CEO of the Fiat Group and newly named CEO of the Chrysler Group LLC, “this is a very significant day, not only for Chrysler and its dedicated employees, who have persevered through a great deal of uncertainty during the past year, but for the global automotive industry as a whole. From the very beginning, we have been adamant that this alliance must be a constructive and important step towards solving the problems impacting our industry. We now look forward to establishing a new paradigm for how automotive companies can operate profitably going forward.”

As a result of the alliance, Fiat Group now owns 20% of the Chrysler Group LLC. Fiat’s share in the company may increase to a maximum stake of 35% if certain economic milestones mandated by the agreement are met. The alliance, finalized with the backing of the Obama Administration, will help position Fiat and Chrysler among the global automakers of the future.

LF OF AMERICA: BRINGING INNOVATIVE PACKAGING SOLUTIONS TO THE U.S.

LF of America - founded in 2002 as a joint venture between Lameplast S.p.a. (a leading Italian designer and manufacturer of plastic packaging for the pharmaceutical and cosmetic industries) and World Pharmaceutical Management, Inc. (WPM) - has set up new services for the production of Easysnap single-dose sachets, from filling to secondary packaging. Winner of the 2008 Worldstar Oscar for Packaging, this innovative mono-dose sachet can be opened effortlessly with just one hand. Easy to use, it is available in a wide range of customized options, and is suitable for cosmetics, healthcare products and foods.

From the supply of the (empty) containers to filling and packaging, LF of America guarantees a complete service for filling and packaging cosmetic, healthcare, natural, and other consumer products in Lameplast containers, taking advantage of the experience of Lameplast Group, which has worked closely with pharmaceutical and cosmetic companies worldwide for over 30 years. Filling services are done in a 22,000-sq-ft facility and manufacturing processes take place in controlled environments. All the products are high quality, plastic, customizable containers of unique and versatile Italian design. Located in Hollywood (FL), LF of America - 100% owned by the Lameplast Group since 2007 - clearly exemplifies the commitment of the Lameplast Group to be present in domestic and international markets. For more information, visit: www.lfweb.us.

ENTERPRISE FLORIDA’S TARGET SECTOR TRADE EVENTS GRANTS PROGRAM

Enterprise Florida, Inc. (EFI) - a public-private partnership serving as Florida’s primary organization for statewide economic development – has launched a new trade promotion initiative entitled the Target Sector Trade Event Grants program.

The Target Sector Trade Event Grants program will provide event-specific grants on a reimbursable basis to eligible small companies in one of Enterprise Florida’s target sectors (Aviation & Aerospace, Clean Energy, Financial & Professional Services, Homeland Security & Defense, Information Technology, Life Sciences, Boating/Marine Industry, and Targeted Manufacturing). The grants are designed to encourage companies to take part in U.S. certified trade exhibitions and major international product exhibitions worldwide.

Among other criteria, eligible companies must be registered in the State of Florida, exhibit a product or service produced in Florida, meet criteria set by the U.S. Department of Commerce’s definition of small companies (500 or fewer employees), and must be approved by their local economic development organization or be a member of the Florida Trade Partners Alliance. For more information, contact your local Enterprise Trade Florida representative, or visit: www.eflorida.com.
First class

- Manufacturing and filling of unit-dose and multi-dose containers.
- Maximum flexibility: production from small to big batches.
- Development of new plastic containers
- Innovative pack and a first-class service to boot!

Luxe pack
New York - 20-21 May
We all have a place that we feel belongs to us, even though it really doesn’t. Usually it is a place that acts as an oasis, as a refuge from the stress and distress that plague our lives. For many it is maybe a beach, a mountain or a favorite vacation spot. For me, my oasis, my hermitage was and still is the “shinning city on the hill” called L’Aquila.

The city itself is my refuge just as it was for Pope Celestine V in the 13th century. In a lifetime of constant travel and living abroad, I have always looked forward to landing in Rome and then driving the 100 kilometers tunneling through the Appenine Mountains heading in the direction of Abruzzo. During the drive the beautiful mountain scenery begins to soothe the nerves, while the cool and clean alpine air clears the lungs and the mind. After exiting the last tunnel of the 100 kilometers, the snow-covered Gran Sasso appears, and at the feet of the surrounding mountains lays the old city with its lights sparkling like stars.

Since its founding in 1254 by the Holy Roman Emperor Fredrick II, the city’s history is one of surviving and prospering against all odds. In 750 years of history L’Aquila has been destroyed on many occasions. The first time this occurred was just five years after its founding in the year 1259 when one of the sons of the Holy Roman Emperor Fredreick II Manfred decided to destroy the city, although it was rebuilt soon after by Charles I of Anjou. Subsequently, the city was reduced to rubble by earthquakes at least seven or eight times during the past 700 years, although each time the city was rebuilt better
than it was before. Perhaps this is why the city’s motto is “Immota Manet,” which means that it is unmovable, that it always stands in its place. For 750 years that is exactly what it has done.

On April 6, 2009, the city was hit by a devastating earthquake, which left Santa Maria Paganica (the 650-year-old church that I was baptized in) completely collapsed along with many government buildings, residences, and the historic homes of the city’s founding families. As I walked through the rubble of my city, I was comforted by the knowledge that the city of the eagle (L’Aquila) has a long and glorious track record of overcoming great challenges with great dignity, a dignity that the city, even when reduced to rubble, has incredibly not lost.

As I stepped over the remains of buildings where I once enjoyed so many happy moments with friends and family, and walked through my “shinning city on a hill” where I could identify almost every stone, even amongst all the destruction, I realized that this weakened and devastated city with seemingly nothing left to give and in great need of help and comfort was still acting as my refuge. The bricks and stones I was stepping over all reminded me that they had been in the same place holding up the same buildings and the same people for so many centuries, and that, even if temporarily out of place, they know exactly where their place is. The magic in these bricks and stones is what makes the city on the hill shine and what will assure its survival and prosperity for centuries to come.
In the heart of Apulia, at the footsteps of the Murgia not too far from the Itria Valley, lies a majestic landscape dotted by splendid manor farms: this is the famous territory of the Cento Masserie di Crispiano (The Hundred Manor Farms of Crispiano). Kilometer after kilometer, in a suggestive stretch of land meandering through Mediterranean hills and valleys covered with imposing age-old olive trees, visitors will encounter manor farms dating back to the period between the 15th and 19th centuries that boast every imaginable architectural style, from small, quaint, rural manor farms to the most imposing structures surrounding by fortified walls.

Scattered among the principal palazzi and frescoed churches, look-out tours and stables winding through the trulli (cylindrical homes with cone roofs found in Southern Italy), 17th century sheep-folds and underground oil mills, farmyards and festival courtyards, apiaries and stone pigeon towers, bottomless water tanks dug in rock, and never-ending dry-stone walls, visitors will encounter a myriad of enchanting manor farms, each one a treasure in its own right.

Today, guests can enjoy a relaxing stay in these ancient structures and explore the surrounding territory via a series of personalized and theme-inspired excursions based on the local gastronomy, archeological and religious sites, and well-being offerings. Not to be missed is the characteristic and one-of-a-kind brigante excursion that familiarizes visitors with the places that served as a back-drop for the legendary escapades of notorious bandits like Don Ciro Annicchiarico and Pizzichicchio among others. The exploits of Don Ciro Annicchiarico, the infamous bandit priest known as Father Giru, have inspired the works of many famous traveling writers around the world.

Nel cuore della Puglia, ai piedi della Murgia e a due passi dalla Valle d’Itria, vi è un meraviglioso paesaggio costellato da splendide masserie: é il famoso territorio delle cento masserie di Crispiano. In un suggestivo paesaggio fra colline mediterranee e pianure ricoperte da imponenti ulivi secolari, chilometro dopo chilometro, si incontrano masserie la cui epoca di costruzione oscilla tra il XV e il XIX secolo e le cui varianti architettoniche spaziano dalle più piccole masserie rurali alle più imponenti strutture a corte chiuse con mura fortificate.

Tra palazzi padronali e chiese affrescate, tra torri di vedetta e stalle nei trulli, tra ovili settecenteschi e frantoi ipoge, tra aie e corti delle feste, tra apiarie e piccionaie in pietra, tra profonde cisterne scavate nella roccia e interminabili muri a secco… ogni masseria é uno scrigno di tesori.

Oggi, al soggiorno in queste antiche strutture, si affianca la possibilità di conoscere il territorio attraverso percorsi personalizzati e tematici, tra cui quelli gastronomici, archeologici, religiosi e del benessere oltre al caratteristico percorso dei briganti, unico nel suo genere, che permette la conoscenza dei veri luoghi che fecero da cornice alle leggendarie imprese di famosi briganti, tra cui don Ciro Annicchiarico e Pizzichicchio. Don Ciro Annicchiarico, detto Papa Giru, il famigerato prete brigante le cui gesta hanno ispirato noti scrittori viaggiatori provenienti da tutto il mondo. Tra una masseria e l’altra, é possibile ammirare meravigliose cappele accuratamente affrescate, musei di civiltà contadina, siti archeologici e riscoprire il mondo classico dai Greci fino ai Romani con un percorso, definito della Magna Grecia, in cui é addirittura possibile attraversare a piedi un acquedotto ipogeo.
Between a manor farm and the next, visitors can admire marvelously and accurately frescoed chapels, museums of rural civilizations, and archeological sites dating back to the classical civilizations of the Greeks and Romans as highlighted in the Magna Grecia itinerary, which features a walking tour of an underground aqueduct. As if this weren’t enough, sightseers can enjoy a rich calendar of cultural, theatrical, artistic, musical, and equestrian events year-round.

In order to safeguard and highlight the noble heritage of this territory, the Consortium of Le Cento Masserie di Crispiano was established with the goal of promoting the immense natural, cultural, and gastronomic patrimony of this sun-kissed land. Thanks to the dedication of the Consortium, many of the historical farm manors have benefited from an attentive and scrupulous restoration that has uncovered their antique splendor. Guests will encounter an ample offering of farm manors capable of satisfying every need and desire, from the luxurious accommodation equipped with every modern comfort and convenience, to the more modest but equally gracious countryside dwelling where visitors can experience the beauties of Mother Nature first hand.

For more information, visit www.centomasserie.it or www.masseriaquisutdeus.com; tel: +39 346 2322895; email: antonioprota@yahoo.it.

A rendere ancor più interessante il territorio delle Cento Masserie di Crispiano, un ricco calendario di eventi culturali, teatrali, artistici, musicali ed equestri con importanti appuntamenti in ogni periodo dell’anno. Con l’ambizione di valorizzare questo territorio è nato il consorzio “Le Cento Masserie” di Crispiano che ha il compito di promuovere l’immenso patrimonio paesaggistico, culturale e gastronomico di questa terra baciata dal sole.

Grazie anche all’impegno del Consorzio, negli ultimi tempi c’è stato un attento e scrupoloso recupero delle storiche masserie che, ritornando all’antico splendore di una volta, possono vantare oggi un’offerta ricettiva in grado di soddisfare ogni esigenza, disponendo sia di lussuose camere dotate di ogni comfort sia di più modeste ma graziose camere di campagna in cui è possibile rilassarsi immersi nel verde e a contatto con la natura.

Per ricevere maggiori informazioni potete visitare www.centomasserie.it oppure www.masseriaquisutdeus.com, tel. +39-346-2322895, e-mail: antonioprota@yahoo.it.
An Italian Art Affair with Miami

BY RAFFAELE BIFULCO, ARTETECA

In addition to their peninsular shape, Italy and Florida have another important factor in common: the sun…and lots of it. Perhaps this is one of the many reasons why so many Italian artists journey across the Atlantic to present their works, leaving behind their native Bel Paese where emerging artists tend to face greater obstacles. Perhaps one could define this movement, similar to its well-known cousin brain-drain, as art-drain. Brain-drain, however, is not a recent phenomenon. The annals of history will recall that European cultural and artistic traditions were diffused in part because of the activities of the clerici vagantes or “wandering clerics,” veritable cultural receptacles who convened in important cultural centers to share knowledge.

Today, Florida is one of the most preferred back-drops for Italian and international artists alike. Art Basel Miami Beach, in particular, is a veritable constellation of micro art and design exhibits that gravitate around a central orbit located in the Design District, Wynwood, and Miami Beach. The presence of important collectors like Cisneros Fontanals, Margulies, and Rubell is yet another powerful reason why so many art dealers decide to open galleries here. Prime examples include Paola Pivi, Roberto Cuoghi, and Cattelan, all artists represented by the Emmanuel Perrotin gallery, which in 2004 inaugurated a new exhibition space in Miami with a collection featuring Pivi and Giuseppe Gabellone among others. The growing number of Italian galleries at Art Basel Miami Beach - some ten during the 2008 edition - is an indication that Miami is increasingly taking a central role over New York (and its Armory Show) as a prominent artistic and cultural hub.

Although Art Basel Miami Beach is certainly the focal point, there are numerous events taking place this year that highlight Italian talent. Earlier this year an event entirely dedicated to young emerging Italian artists and Made in Italy was held at the Design District’s De Mazieres showroom, selected works from Fabbrica Eos Milano and Ipe Cavalli Bologna. Eight Italian artists – including Fabio Giampietro, Alessandro Algardi, and Marco Veronese of the Cracking Art Group – gave life to a fusion between contemporary Italian art and design. Another notable event took place in May at the Arno Valere Art Gallery, with a distinguished photography exhibit displaying the works of David Lachapelle and famous fashion photographer Tiziano Magni among others. In addition, art enthusiasts can enjoy a collection entitled “Illumination of the Soul” at the Art Fusion Gallery until the end of June that features the works of Francesco Mino and Bruno Gianesi. Gianesi - who was a top assistant of Gianni Versace and director of theatrical projects for sixteen years - exhibits eleven works, a veritable mix of fabric and paint that he describes as “mix and match.”

Finally, the Quiroz 108 gallery, in collaboration with the Centro Italiano per le Arti e la Cultura (Italian Center for the Arts and Culture), inaugurated Matteo Ferretti’s exclusive exhibit entitled “Lights at the Edge,” which ran from May 9 – June 12. This exhibit followed on the heels of Marco Nereo Rotelli’s “Poetry’s doors” scheduled to travel to Denver, Chicago, and New York over the course of 2009 – 2010. Ferretti’s exhibit featured twelve works that were the result of the artist’s research on the relationship between renewable energy and form. Ferretti, who explored the theme of the power of the brain and its energy, shows how the brain becomes the icon of the mental and spiritual journey at the core of our vital energy, just as the sun is the foundation of nature’s life cycle. His visual projects are the result of the union of varying artistic experiences ranging from painting to pixel technology, a truly unique encounter between painting and video art.

Where to go:
Arno Valere Art Gallery
www.valerericartgallery.com
3900 NE 1st Avenue - Miami, FL 33137

Gallery Emmanuel Perrotin
www.galerieperrotin.com
194 NW 30th Street - Miami, FL 33127

Art Fusion Gallery
www.artfusiongallery.com
1 NE 40th Street, # 3 - Miami, FL 33137

Quiroz 108 Gallery
2294 NW 2nd Avenue - Miami, FL 33127
A Note from the Executive Director

With this edition, we are launching a series of new columns to further enrich our magazine. We continue in our endeavor to render *Italian Trade* a useful tool for our readers and a powerful means of increasing the visibility of the Chamber and its associates. Given our recent achievements, there could not be a better time to launch this column dedicated to the Chamber’s activities and initiatives.

The IACC’s growth over the past couple of years has been an undeniable and true demonstration of the institution’s increasingly successful events and role as an ideal partner for Italian organizations and businesses in Florida, as well as their respective American partners.

In recent months, the Chamber was involved in a series of events, seminars, delegation visits, trade shows, and social gatherings that benefited from media coverage in newspapers, magazines and blogs. I would like to personally thank the staff - Francesca, Kristen, Sara, and all of our Italian interns who reinvigorate the office with their charisma - for their dedication and commitment in making these events a success while continually improving the quality of our services. Please consult the Calendar of Events or our website (www.iacc-miami.com) for an overview of the Chamber’s upcoming events.

The third edition of the Italian Cooking Show - an event that has become a summer staple in Miami - was launched in May. The *Mia Cucina* showroom will once again serve as the ideal venue for this event, which continues to receive rave reviews from the audience and critics alike while attracting a growing number of sponsors. These fun filled evenings, held every third Thursday of the month through September, will be available on-line for viewing at: www.itcookingshow.com. Don’t miss any live episodes at *Mia Cucina*: exquisite cuisine and a great time are guaranteed!

Recently, Special Committees were created with the goal of involving our members in the development and management of the Chamber’s unique projects, namely the Marketing Committee, Design Committee, Green Committee, and the Multinational Committee. All those interested in learning more about the committees are encouraged to contact us.

I would like to extend a particular thank you to the sponsors of our annual Francesco Bellucci Memorial Tennis Tournament. This year, thanks to their generous contributions, we were able to raise and donate a significant amount to his children. A sincere THANK YOU goes out to: Dennis E. Brit for his assistance in organizing the event; Graspa Group, Rocca delle Macie, Blu Restaurants Group, Italian Studios, Alma Food Imports, Web Vision Italy.com, Avila Rodriguez Hernandez Mena & Ferri, Prime Line Distributors, Cosabella, Comobar, G.T. Sports, PianoLessons, Secure2Financial, Spuntino Bakery and Catering, Afram Import Export, Levy Advertising, and Acquamare Restaurant. Most of all, thank you to all of the players who, despite the bad weather, made this tournament yet again an unforgettable event.

The IACC Happenings section showcases some of the most unforgettable moments of this trimester.

Silvia Cadamuro
Sagfood Launches Shelf – Stable, Italian Ready Meals in 2009

Sagfood - a sales organization specializing in Italian food products - has launched a line of shelf-stable, Italian ready meals with no preservatives. The company, which operates in both Europe and the U.S., continues to permeate the American market with high quality, competitive San Pietro Parma Ham. Our products, which are distributed by major wholesalers, are also available in specialty stores and supermarket chains. For more info, visit: www.sagfood.com.

Costa Launches Two New Ships

Costa Cruises welcomes two new ships to its fleet this June! The beautiful Costa Luminosa features décor highlighted by trendsetting contemporary design with iridescent colors, fine marbles, warm woods, mother-of-pearl details and world-class art. Inspired by music, the Costa Pacifica will feature a complete musical experience that may be felt throughout the ship, including musical symbols and instruments as décor, a soundtrack designed especially for the ship and a recording studio!

The Biltmore Hotels Offers Signature Cooking Classes

The Biltmore Hotel's recreational hands-on cooking school offers classes for adults and children taught by the hotel's acclaimed chefs. The 3-hour signature hands-on class holds up to eight students and finishes with a meal comprised of recipes made in class. Classes offered include: Signature Hands-on Class • Master Chef Series • Team Building Classes • Corporate/Private Entertaining • Wedding Party Cooking Class • Private Couples • Private Cooking Class • Kids Summer Camps/Birthday Parties. For more information, call: (305) 913-3131.

Face to Face Investments LLC Brings Hospitality Expertise to South Florida

In December 2008, the art of Italian hospitality arrived in South Florida with the establishment of Face to Face Investments LLC, a consulting company specialized in the hospitality sector. The newly founded US company draws on the 25 years of successful experience of its Italian parent company, Face to Face srl, to offer clients a global, targeted, and results-oriented approach to the start-up, reorganization, and management of their hospitality business.

Epoque Hotels Expands its Portfolio of Luxury Boutique Hotels

Epoque Hotels, a worldwide collection of avant-garde, trendy-chic, and luxury-classic boutique hotels located in over 100 destinations, has added two brand new properties to its portfolio: the lavish Suites Avenue right on the Passeig de Gràcia in Barcelona and the luxurious Banke Hotel, in Paris. To learn more about the special discounts and upgrades available to members of the Italy-America Chamber of Commerce Southeast, contact David Marazana at david@epoquehotels.com. For reservations, visit: www.epoquehotels.com.

Sunshine-Card Offers Special Promotion for Personalized Card Production

Sunshine-Card - a division of Miami-based CIM USA Inc. that specializes in personalized card production - designs and prints plastic cards such as: business cards, gift cards, membership cards, and all other types of promotional cards. We are now offering 10% off when you place your first order! To take advantage of this special offer, call (305) 260-6741 or visit: www.sunshine-card.com.

Remote Computer Access is 50% Off with Computer Solutions

Would you like to be able to access your computer from anywhere in the world without paying a monthly fee (i.e. GoToMyPC)? Computer Solutions, a South Florida company dedicated to the support, maintenance, and service of your computer and computer networks, has the answer! For a limited time only, new customers will receive a 50% discount on their PC set-up. Italian, Spanish, and English are spoken. For detailed information, contact Victor Di Persia at (786) 252-5095 or victor-help@bellsouth.net.

Comobar: Saving the Everglades, One Coffee at a Time

In an effort to save the Everglades, Comobar - a Miami-based leader in the manufacturing and distribution of automatic cappuccino espresso machines and fine Italian coffee - has partnered with the Everglades Foundation. For every purchase of their “FLGREEN” coffee special, a percentage will be donated directly to the Everglades. For more details, call (305) 438-1254.
Acquamare Restaurant Brings a Taste of Italy to Sunny Isles

With proprietor Silvia Ferri serving as general manager and well-known Chef Peter Petazzoni supervising the kitchen, Acquamare - a new restaurant located in Sunny Isles - seems destined to become one of South Florida's finest. With daily live entertainment and weekly events to add a touch of fun to this dining hot spot, Acquamare offers more than just an authentic culinary experience! For more details, visit: www.acquamarerestaurant.com.

Granducati Brings Italian Flair to Bath & Body Products

Looking for luxurious bath and body products from Italy? Granducati Exclusive Imports, Inc., a South Florida-based importer and distributor of distinctive bath and body products, delivers some of Italy's finest soaps, fragrances, and lotions: Olivella 100% Extra Virgin Olive Oil Personal Care Line from Umbria, Nesti Dante soaps from Tuscany, and Tauleto – the first wine fragrance from Emilia Romagna, a true romantic experience for all wine lovers! For more information, visit: www.granducati.com.

S.Pellegrino® Launches Website with Special Offers, Recipes & Entertaining Tips

This Spring S.Pellegrino invites you to Savor Life’s Delicious Moments Together by visiting, thesparklinglife.com. On the site, S.Pellegrino shares its passion for quality, taste and simple details to make life more delicious for family and friends. Enjoy award-winning recipes, entertaining tips and special offers.

IACC Members Receive 20% Off at PIOLA’s New Restaurant in Brickell

It has been a busy year for PIOLA. The restaurant chain now has 23 locations in Italy, Mexico, Brazil, Argentina, Chile, and the USA. Our latest location is in the Brickell neighborhood of Miami, soon to be followed by openings in Naples, Florida and Atlanta, Georgia. IACC Members are entitled to a 20% discount at our Miami Brickell, Hallandale Beach and Naples restaurants. For more details, visit: www.piola.it.

Cargo Clay Usa Introduces New All Inclusive Package

Cargo Clay Usa, a supply chain services company, has just launched the new service of front office. The company now offers an “all inclusive package” to include shipping or air transport costs from Italy, Spain and Brazil to the U.S., a network of warehouses throughout the U.S. (NY, Miami, Houston, Chicago and LA), and an IT platform to manage and track all logistical activities related to transportation, storage, distribution, and now front office, making Cargo Clay Usa the customer service choice of its clients.

ENASCO Offers Assistance Claiming American Social Security Benefits

Tired of waiting in long lines at the Social Security office? Let Enasco, the organization for Italian immigrants in the USA, handle it for you. Enasco offers a whole host of free social services, including assistance requesting Italian pensions, foreign benefits in agreement with the U.S., and Italian passports. The organization now assists Italian citizens wishing to claim American Social Security benefits. Come visit our office in Fort Lauderdale and we will take care of you! For more information, call: (954) 636-7022 or (954) 630-0086; e-mail: r.cordova@enasco.it; or visit: www.enasco.it.

Sound Hospitality Management Offers Special Summer Promotion

Sound Hospitality Management has six beautiful hotels in the Miami, Washington D.C. and Columbus, Ohio area. We offer great locations and newly renovated hotel rooms (i.e. Holiday Inns, Hampton Inn and Radisson). This summer members of the Italy-America Chamber of Commerce Southeast will enjoy a special 15% discount off our Best Breaks Package at one of our exquisite locations. For more information on our hotels, visit our website, www.soundhospitality.com.

Orso Italian Specialty Foods to Launch E-Commerce Business

Orso Italian Specialty Foods, a direct importer and distributor of Italian products, is launching an e-commerce “same day delivery” service for retail and wholesale businesses. Orso Italian Specialty Foods is the exclusive distributor in Florida and the Caribbean of selected and distinctive Italian gourmet labels. The company prides itself on promoting the culture of authentic Italian food made with authentic ingredients, total customer satisfaction, and efficiency in daily operations. For more information, visit www.orsoindustries.com.
Osteria degli Amici Brings Affordable Italian Cuisine to South Miami

With the opening of Osteria degli Amici, affordable Italian cuisine has arrived in South Miami. This simple Italian neighborhood restaurant, which was featured in the Miami Herald in April of 2009, offers an all-Italian wine list, classic Italian specialties, and a private dining area that accommodates up to 35 people and features a flat-screen television and LCD projector. For more information, visit www.osteriaamici.com.

MagneGas Green Natural Gas Alternative Now Available in the U.S.

Florida-based Magnegas Corporation, a public company with the trading symbol MNGA, has developed an alternative patented fuel technology called Magnegas that recycles certain industrial oil based liquid wastes and agricultural, farm, and city wastes into a clean burning hydrogen based natural gas alternative. The Magnegas Technology is now available in the USA, and in several foreign countries. For the USA visit the web site www.magnegas.com. For Italy, contact the President of the Futuridea Association for Useful and Sustainable Innovation, Carmine Nardone at +39 0824 372267 or visit: www.futuridea.it, www.magnegasitalia.com.

Reverso Safeguards Your Diesel Engine Reliability for Hurricane Season

Hurricane season is a critical time of the year for standby generator performance. Reverso manufactures and distributes Oil Change Systems, Pumps and Fuel Cleaning Systems which are ideal for improving diesel engine fuel system reliability. Diesel fuel can become contaminated after 6+ months if not properly maintained. Reverso’s filtration ensures clean, dry fuel while preventing clogged filters and expensive fuel system component failure. For more information, call: (954) 522-0882.

Let us tempt your senses.
Come and visit us at any location
to enjoy the true love for food.
We are food people. It’s what we do.
It’s what we love.
IACC Happenings

March 12-13, 2009
A DELEGATION FROM UDINE - THE BANKERS CLUB, MIAMI
1. (from left): Giorgio Santuz (President, Ente Friuli nel Mondo); Gianni da Pozzo (President, Chamber of Commerce of Udine); Marco Rocca (Consul General of Italy); Christian Driussi (President, Fogolar Furlan - Florida)

March 13-16, 2009
PORT OF OLBIA AT SEATRADE - MIAMI BEACH
2. Exhibitor’s booth

April 2, 2009
L’APERITIVO IN CITTA: SARDEGNA - GANSEVOORT HOTEL, MIAMI BEACH
3. Guests enjoying themselves
4. (from left) Gerard Bush, Francesca Tanti, Umberto Desideri, and one of the fashion show models
5. (from left) Marisa Chisena, Ilaria Belloni, Giampiero Di Persia, Benedetta Venezia
6. Models among guests

April 16, 2009
IACC GENERAL ASSEMBLY - EPIC HOTEL, MIAMI
7. (from left) Silvia Cadamuro, Roberto Degl’Innocenti, Hon. Marco Rocca, Giampiero Di Persia, and Marco Ferri at speakers’ table
8. Members during the speech

April 26, 2009
KEY BISCAYNE BIKE RIDE - CRANDON PARK, KEY BISCAYNE
9. The group ready to start their tour of Key Biscayne
April 26, 2009
KEY BISCAYNE BIKE RIDE - CRANDON PARK, KEY BISCAYNE
10. The group resting and enjoying lunch after the ride
11. Players in action at the bocce tournament following lunch
April 30, 2009
ABICC WORLD BUSINESS MONTH - INAUGURATION - GRAND DOUBLETREE HOTEL, MIAMI
12. Lita Heager, ABICC President with some representatives from other bi-national Chambers at the ribbon cutting ceremony
May 20, 2009
ITALIAN COOKING SHOW III: LIGURIA VS UMBRIA - MIA CUCINA SHOWROOM, CORAL GABLES
13. Will Ratley, Corporate Executive Chef - Subzero & Wolf
14. (from left) Luca Gregorio, Consul General of Italy Hon. Marco Rocca and his wife Haydee, Daniele Bussa
May 28-30, 2009
MEDITERRANEAN EXPERIENCE - MIAMI BEACH CONVENTION CENTER, MIAMI BEACH
15 - 17. Exhibitors’ booths
May 30-31 and June 1, 2009
FRANCESCO BELLUCCI MEMORIAL TENNIS TOURNAMENT - KEY BISCAYNE TENNIS CENTER, KEY BISCAYNE
18. (from left) Rafael Moreno, Gianfranco Caroli, Dennis Britt, Gustavo Berenblum, Fred Jensen
19. (from left) Silvia Cadamuro, Gianluca Tartaglia, Erica Stringer, Dennis Britt, Francesca Tanti, Luca Gregorio, Carlo De Parolis
20. Award Dinner at Blu Pizza e Cucina in Mary Brickell Village
CAME is riding high on a wave of ingenuity. CAME Cancelli Automatici was established in Treviso, Italy more than 35 years ago with a focus on automating gate access. The CAME Group gradually blossomed into access control and automation in general and now also manufacturers Urbaco bollards, used for managing traffic flow around urban spaces, and produces tubular motors for shades and awnings under the Jolly Motor name. CAME set up the CAME Americas shop near Miami in February of 2007. Today CAME operates in the automation industry with 13 branches and over 350 distributors around the world.

As the international leaders in automation, safety products and access control, it only makes sense that the new 29,000 ft² state-of-the-art facility features the company wares and will emerge as a fully-automated, intelligent building all through CAME access control devices. Benefits of an automated building maintain the Group’s core values by practicing what CAME preaches.

In following CAME’s contemporary product design and highest safety standards, the new North American headquarters serves as the sales, administration and distribution center responding to the growing needs of the entire North and South American markets.

The CAME Group has demonstrated that it is far superior to the competition, from its position as the largest automated gate operator manufacturer in Europe, to its recent expansion of both product offerings and personnel into North America, to the quadrupling of the facility in less than two years. Furthermore, the CAME Group as a whole is actually growing at a time when many companies are closing their gates all together.

CAME Access Automation
CAME Access Automation has held quality, workplace & product safety, technological innovation, and environmental safeguarding to be fundamental values to support a competitive market, all while maintaining a leading position in the gate, door and access automation industry. These very high standards from engineering to materials and production processes utilized have allowed CAME to achieve top rewards and certifications from international authorities the world over.

Urbaco Automatic Bollards
Established in 1986, URBACO is the world leader in the retractable bollard access control market and amongst the top European companies for fixed bollard and street furniture sectors. In 2004, Urbaco became part of the CAME Group.

Jolly Motor International
Founded in 1978, Jolly Motor is a key player in the manufacturing and marketing of high-end motors and automation for the shutter-systems, awnings, screens and Venetian blinds sectors. The addition of Jolly Motor to the CAME Group in February of 2009 has boosted the Group’s position in the home and building automation market, which is growing by 30% per year.

CAME Americas Automation is located at 11345 NW 122nd Street, Medley, FL 33178 tel. (305) 433-3307 • www.came-americas.com • www.urbaco-americas.com.
It's not surrising that Italy and its fashion capital, Milan, are increasingly becoming the hot spot for bridal wear fashion. Fieramilanocity will in fact host the 32nd edition of the annual tradeshow Si Sposaitalia Collezioni to be held in some 14,000 ft² of exhibition space from June 19-22, 2009. Visitors will peruse the most sophisticated and fashionable bridal wear collections, and be indulged by fashion shows, a wide assortment of accessories and footwear, as well as men's couture and formalwear.

Si Sposaitalia Collezioni features some of the most prestigious brands in fashion from illustrious Italian and international designers, rendering this event a truly high-end affair. The 2008 edition of this not-to-be-missed bridal extravaganza registered some 5,681 visitors (the majority from abroad), a testament to the fair's success at the international level. According to Corrado Peraboni, Director of Fiera Milano, "the strength of the fair is its international value."

For more information about Si Sposaitalia Collezioni, visit: www.sposaitaliacollezioni.fieramilanexpocts.it or contact the Fiera Milano Representative Desk at the IACC Southeast, tel: 305-577-9868 or email info@iacc-miami.com.

Since its nomination by the BIE (Bureau International des Expositions) as host city of the World Expo 2015 - the international six-month conference dedicated to sustainable development - the City of Milan has signed several important agreements to fight climate change, most notably an agreement with the World Bank to allocate funds for developing countries intent on implementing shared, environmentally-friendly programs.

This historic accord, the first of its kind reached between the World Bank and a city, marks just one of several initiatives in preparation for Milano Expo 2015, which will highlight the organic food industry and bio-ethical considerations, as well as green education, technology, and investments. The World Expo will project Milan as the "City of the Future" and create some 65,000 new jobs and plentiful green initiatives. As the Italian ambassador to the world, Milan will offer its expertise in the food sector as a model for world sustainability, effectively establishing the "Made in Italy" name as a model of excellence, sustainability, and vision.

For more information, visit: www.milanoexpo-2015.com or contact Fiera Milano at info@milanoexpo-2015.com; tel: +39 02 884.53333.
New Members


Sustaining Members

C & D Miami Real Estate, LLC

Mr. Lorenzo Costa
Managing Member
5767 NW 151st Street
Miami Lakes, FL 33014
Phone: 305-556-8191
Business Category: Real Estate

Face to Face Invest, LLC

Mr. Andrea Marocchi
CEO
5161 Collins Ave. # 815
Miami Beach, FL 33140
Phone: 305-864-8597
Business Category: Hospitality

Ilaria Niccolini Production

Ms. Ilaria Niccolini
President
4420 NW 36 Ter
Gainesville, FL 32605
Phone: 786-232-8949
Business Category: Event Production/PR Firm

Italian Studios, LLC

Mr. Paolo Schellino
Owner and Manager
124 11th Street
Miami Beach, FL 33139
Phone: 305-450-2173
Business Category: Retail-Exposition

Magnegas Corporation

Mr. Ruggero Santilli
CEO
150 Rainville Road
Tarpon Springs, FL 34689
Phone: 727-934-3448

Business Members

Foley & Lardner, LLP

Mr. Dario Carnevale, Esq.
Attorney at Law
P. O. Box 611154
Miami, FL 33261
Phone: 305-298-7810
Business Category: Law Firm

Granite Transformations - Miami Inc.

Mr. Ruggero Meneghetti
President
2700 Biscayne Blvd.
Miami, FL 33137
Phone: 305-438-1577
Business Category: Product Manufacturer (engineered stones)

Trend USA Ltd.

Mr. Daniele Busca
Marketing Manager
10360 USA Today Way
Miramar, FL 33025
Phone: 954-435-5538 Ext: 235
Business Category: Product Manufacturer

Upgrade to Sustaining

Reverso Pumps, Inc.

Mr. John Napurano
201 SW 20th Street
Fort Lauderdale, FL 33315
Phone: 954-522-0882
Business Category: Pump Manufacturer
Calendar of Events

July

4-9
10TH MEETING OF THE SECRETARY GENERALS OF THE ITALIAN CHAMBERS OF COMMERCE ABROAD
Caserta, Italy

16
ITALIAN COOKING SHOW III
Mia Cucina Showroom
Coral Gables

August

20
ITALIAN COOKING SHOW III
Mia Cucina Showroom
Coral Gables

September

4-7
MACEF
Buyers delegation to Macef
Fiera Milano
Milano, Italy

17
ITALIAN COOKING SHOW III – THE GRAND FINALE
Mia Cucina Showroom
Coral Gables
Trade Shows

Italy

June 19-22
International Bridal Wear Show
Si Sposa Italia Collezioni
Fiera Milano City, Milan
www.sposaitaliacollezioni.fieramilanocity.it

Sept. 4-7
International Home Show
Macef
Fiera Milano, Rho-Milano
www.macef.com

Sept. 10-13
International Exhibition of Natural Products
Sana
Bologna Fiere Spa, Bologna
www.sana.it

Sept. 12-16
International Exhibition of Gold Jewelry, Silverware, Watches and Gemology
Vicenzaoro Choice
Fiera di Vicenza, Vicenza
www.vicenzafiera.it

USA

July 12-15
Home Furnishings
Atlanta International Gift & Home Furnishings Market
Americasmart, Atlanta, GA
www.americasmart.com

July 15-19
Fashion
Miami Fashion Week
The Raleigh Hotel, Miami
www.mbfashionweek.com

July 28-30
America’s Fire & Security Expo
AFSE
Miami Beach Convention Center, Miami Beach
www.americastfireandsecurity.com

Sept. 13-15
Travel
The Trade Show
Las Vegas Convention Center, Las Vegas
Membership Benefits

Dining

Caffè Milano
All members will receive a 20% discount on total bill (food & alcoholic drinks included).
850 Ocean Drive | Miami Beach, FL 33139
Contact: Mr. Antonio Rizzi or the Manager
Call: 305-534-7100

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. Antonio Rizzi or the Manager
Call: 305-534-7100

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

Piola Hallandale
All members will receive a 50% discount on all food.
1703 E. Hallandale Beach Blvd | Hallandale, FL 33009
Contact: Mr. Andrea Rainis
Call: 954-457-9394

Boteco Brazilian Bar
All members will receive a 20% discount on food & beer.
916 NE 79 Street | Miami, FL 33146
Contact: Mr. Angelo Angiollieri
Call: 305-757-7735

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

Wine 69
All members will receive a 20% discount on total bill.
6901 Biscayne Blvd | Miami, FL 33138
Contact: Mr. Ben Neji
Call: 305-759-0122

Rios Churrascaria Miami
All members will receive a 10% discount on the rodizio.
801 Brickell Bay Dr. #16 | Miami, FL 33131
Contact: Ms. Fabiana Soares
Call: 305-373-2777

Travel

The Bentley Hotels
Special rates starting at $179.00/daily offered at The Bentley
Contact: Ms. Vanessa Virgilio
Call: 305-538-4606

Sonesta Hotels
Special rates starting from $149.00/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 Reservations: 1-866-306-1183 or 1-800-SONESTA

Interamerican Hotels Corporation
10% discount at the Holiday Inn University of Miami in Coral Gables, Holiday Inn Port of Miami in Downtown Miami, and at the Holiday Inn Express Hialeah/Miami Lakes, upon availability.
Call: 305-667-5611 Mr. Marco Mejia -
Coral Gables
Call: 305-371-4400 Ms. Melinda Maldonado -
Downtown
Call: 305-362-7777 Ms. Nora Machado -
Miami Lakes

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!

Best Western Palm Beach Lakes Inn
Special rates starting at $109 + tax/daily at the Best Western Palm Beach Lakes Inn. A deluxe continental Breakfast is included.
Contact: Ms. Rosalie Denkin
Call: 561-683-8810 Ext. 470 or 561-839-146
Shopping

**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

**Oro Florida**
10% discount on the purchase of Lavazza espresso coffee machines.
Contact: Mr. Riccardo Riccio
Call: 954-316-4401 x 204

**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

**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

**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

Professionals & Others

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

**Avila Rodriguez Hernandez Mena & Ferri LLP**
First hour of initial legal consultation free of charge.
Contact: Mr. Marco Ferri
Call: 305-779-3579

**Studio Legale Pelosi & 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

**Rothstein Rosenfeldt Adler**
First legal consultation on immigration, taxation, asset protection, investments, real estate or criminal law.
Contact: Ms. Sara Coen-Giovanelli
Call: 954-522-3456

**Cambridge Mercantile Group**
No fees on foreign currency wire transfers or drafts.
Contact: Manuel Lopez
Call: 305-374-9182

**Dynamic Printing**
10% discount on all printings.
Contact: Giuseppe Calabrese
Call: 561-706-6462

**Greater Miami Skin and Laser Center**
One free cancer screening and a 10% discount on all our cosmetic procedures and products are offered to members and their family.
Contact: Dr. Martin N. Zaiac
Call: 305-532-4478

Take advantage of your Membership!
Always carry your membership card with you.
There are lots of benefits reserved to our members.
Discover where and how you can save money!
Each corporate member can extend benefits up to 5 membership cards for its employees. If you lost your card, we will be glad to send you a duplicate. Just contact us at 305-577-9868 or marketing@iac-miami.com.
Deal or no deal, Sergio Marchionne, CEO of the Fiat Group and newly named CEO of the Chrysler Group LLC, is truly the man of the hour. His bid to revolutionize the faltering global automobile industry resulted in an historic alliance between Fiat and Chrysler (June 10, 2009).
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.