ITALIAN FASHION DEFINES LUXURY
Quality, Craftsmanship and Culture

FASHIONABLE SOCIAL MATTERS
Piercing the Social Media Market

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INTERVIEW
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We begin 2010 with a .it Italian Trade issue dedicated to fashion. The term “moda” derives from the Latin modus, which means way, norm, rule, tempo, melody, rhythm. It holds a vast significance of nuances and not just in terms of colors. We have tried to highlight some of the diverse aspects that are usually associated with the word, even through common topics: clothing, accessories and trends. Inevitably, we could not ignore the link with our Made in Italy craftsmanship and quality. Italy is the fashion cradle, as defined by Chris Ramey, Chairman of the Luxury Marketing Council Florida, who has contributed to this issue, where fashion and luxury form a virtually indissoluble union.

How many Italians can afford the luxury of a second home in Miami? The housing market, still very favorable for investment, includes more and more foreign owners and among these many Italians. Umberto Bonavita, Esq., warns us about some tricks that can be done to optimize investments and keep safe from possible complications. Health insurance in the United States may no longer be a luxury: Dr. Mauro Mosucci, a distinguished professor at the head of the Cardiovascular Department at UM, provides us with an update on President Obama’s proposal.

The new year began with a spirit of positivism and confidence for the future. 2009 certainly marked the global economy where all of us, at different levels, felt and suffered the consequences. This crisis has helped us to understand the importance of professional ethics, to reassess the necessity of relations and the sense of belonging to a group like the one that associates itself with the Chamber. We are proud to count on a large, prestigious and active membership base, which allows us to successfully plan and implement major projects.

It is therefore with deep regret that I announce my recent decision to give up my role as President of the Chamber, after having served with passion and dedication for the last 6 years. Other challenges and personal commitments led me to this difficult choice. However, I will continue to be an active part of the Board of Directors. During these years, I have been fortunate to meet many people, outstanding businessmen and colleagues, and to contribute to the growth and emergence of this organization as an indisputable point of reference for the Italian-American business community and as the ideal partner for Italian agencies and institutions for the realization of projects in Florida and elsewhere.

My relationship with the Chamber has grown to be a strong one and it will remain so in the future. With pride and a bit of nostalgia, I pass the baton to Marco Ferri, the former Executive Vice President of the Chamber and a highly reputable lawyer in Miami. My heartfelt best wishes to him and to all of you, and thank you for the confidence and support shown in the past years. The best wishes to the Chamber; may it continue to grow and reach new heights!

Giampiero Di Persia
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Il filo che collega lusso, moda ed Italia é indelebilmente intrecciato. I prodotti di lusso sono definiti come quelli che si distinguono per la qualità dell'arte e della scienza di cui sono pervasi ed, o per il loro intrinseco valore, ed in tale scarsità d'offerta essi richiedono un premio di prezzo. Il concetto di lusso é esistito fin dai tempi piú antichi. Ció nonostante, gli italiani sono stati coloro che lo hanno perfezionato e lo hanno portato ad essere ciò che oggi noi conosciamo. L'autenticità é uno dei pilastri del lusso in Italia. É importante che i prodotti di lusso siano fabbricati in Italia. I veri marchi del lusso non esternalizzano la produzione nei Paesi Asiatici. La famiglia che puó identificare un prodotto con il proprio nome lo ritiene un grande motivo d'orgoglio, soprattutto quando il riconoscimento é di lungo tempo. Per esempio, la famiglia Beretta inizió a produrre canne per armi da fuoco ben 484 anni fa, nel 1526. Oggi rappresenta uno dei piú importanti marchi nel settore della moda e delle armi da fuoco, ed é ancora di proprietà di un membro della famiglia Beretta. Fast forward to 2010 and the most coveted luxury brands in the world are Italian. According to AC Nielsen, and highlighted by Bernstein Research in their September 2009 report on LVMH, the most coveted luxury and fashion brand in the world is Gucci. In fact, half the brands in the top 12 are Italian; they include Gucci, Giorgio Armani, Versace, Prada, and Diesel. Valentino, Emporio Armani, Ferragamo, Fendi, and Bottega Veneta also earned a listing in the top 24.

Although the numbers are not yet out, global luxury sales are expected to have dropped 13% in 2009. In the Americas, 90% United States, sales are expected to have dropped 21%. The drop in sales and projected slow recovery has Italian manufacturers focusing on China. China’s retail sales are expected to grow 16 – 18% in 2010. White collar working women, aged 22 – 32 are driving the growth. They often still live at home and their savings rate is effectively zero. The attraction is exacerbated by revolving credit cards that are growing at an amazing 30% yearly rate. This demographic fits the fashion industry perfectly.

Mercedes-Benz and BMW are experiencing similar positive results in China; beating last year’s numbers three fold. The growth of luxury in China will continue to compensate for the declines throughout most of the rest of the world.

Despite the ubiquity of luxury brands in America, Americans purchase luxury products at a ratio far below Europeans. According to the Merrill Lynch Capgemini
Penetrating America, considering its geography, is not simple. Most luxury brands focus on the leg between Boston and the District of Columbia, Orlando south to Miami, and the triangle between San Francisco, San Diego and Las Vegas. The Midwest remains a frontier.

Research published by Altagamma, although not brand new, illustrates that Americans are unknowledgeable about Italy and its culture. The research titled “Aspects associated with the image of Italy in different countries of origin” comparing Europe, Russia, Japan and China illustrates this weakness. Regrettably, the US citizens scored Italy lower or lower than the majority of all other regions in regards to Historic cities, Haute Couture, Highbrow music, Sport, Cinema, Entrepreneurial skills, and Literature. Too many Americans don’t understand that Italy is the center of culture and art manifesting into the platform for luxury fashion.

The Future of Italian Luxury

Many Italian luxury brands are still owned by the family that founded the organization, including Armani, Versace, Bulgari, and Prada. But, it remains to be seen for how long. As the economy improves the dollars will increase, and the temptation to accept an offer to sell to a conglomerate will become stronger.

Research indicates the recession and the 2009 lapse of luxury is over. At this point the beneficiaries of the emerging growth are the well-known highly respected brands. Considering the internet and changing consumer preferences, this will likely evolve into opportunities for lesser-known Italian luxury brands that focus on quality and craftsmanship. Private Italian companies needn’t worry about quarterly returns; their view is long term.

In November 2007 a report was released by Symbola, the Italian Foundation for quality. It revealed six distinctive features of Italian quality: 1) Beauty 2) Quality craftsmanship 3) Culture – conscious sense to belonging to a region 4) Social & relational quality – family and community 5) Variety–diversity 6) Quality of life – Italians know how to live. This is the platform for Italian luxury, and why the heart of global fashion and luxury remains indelibly in Italy.
Quick Sofa, design Studio Cappellini, 2004
Progetto Oggetto Lamp, design Marcel Wanders, 1998

Cappellini Miami
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Quando incontriamo termini come moda o lusso, è inevitabile pensare a gioielli intarsiati di diamanti, abiti firmati, borse in pelle e scarpe seducenti, e ad associarli a concetti come fascino, bellezza e stile. Dietro questi gioielli, abiti, borse e scarpe vi é una storia di artigianalità, qualitá, durabilitá e performance. Oggi sono numerosissime figure come scrittori di blog di moda, specialisti dei media e guru di marketing, che darebbero tutto pur di ottenere notizie sulle ultimissime tendenze e stili, e per avere soffiate da pubblicare sul web.

A causa dell’attuale crisi economica, le aziende di ogni settore si trovano a lottare per la sopravvivenza, ed il settore della moda e dei beni di lusso certo non fa eccezione. Quello della moda è uno dei settori in cui una tendenza può comparire o sparire in un batter d’occhio, rendendo il settore stesso altamente imprevedibile. Inoltre, é in crescita la domanda di beni all’avanguardia e di lusso, e le aziende devono creare prodotti e/o servizi in grado di soddisfare tali bisogni. Pertanto, le aziende stanno diventando sempre più consapevoli della necessità di reinventare il loro business e di affidarsi ai migliori promotori di social media affinché le aiutino a raggiungere i loro obiettivi nel miglior modo possibile.

Prima dell’avvento dei social media, le aziende si ingegnavano per mantenere il proprio business competitivo all’interno del settore sfruttando le tecniche tradizionali di marketing, pubblicità e pubbliche relazioni. Ora, queste aziende si chiedono come riuscire a varcare la nuova frontiera della comunicazione, penetrando nel mercato dei social media senza perdere il loro alto livello di esclusività. La verità é che oggi circa il 96% della Generazione Y fa uso dei social media. Pertanto, ogni azienda si trova a dover aggiornare le proprie strategie, tenendo conto non solo del cambiamento nei bisogni del consumatore, ma anche del modo in cui tali bisogni vengono espressi.

Molte aziende di alta moda e del lusso si sono chieste se investire in Internet e nella tecnologia mobile li avrebbe posizionati un gradino più in alto rispetto alla concorrenza, o al contrario, se ciò avrebbe semplicemente “deprezzato” e “popolarizzato” la loro immagine. A seguito dell’accordo stipulato tra Google/ Microsoft e Twitter, ogni frammento d’informazione che viene pubblicato sul web riguardo ad un marchio assume un’importanza fondamentale. Ogni volta che un utente fa una ricerca relativa ad un marchio su Google, le ultime pubblicazioni su Twitter – ormai ampiamente conosciute come “tweets” – costituiranno la parte più ampia dei risultati della ricerca. Come afferma Diane Von Furstenburg: “Ignorare Internet sarebbe una vera e propria follia. Essere attivi su Internet è indispensabile per crescere ed ottenere visibilità. Ciò aiuta il proprio business ad acquisire davvero una portata globale e multigenerazionale”.

Con canali come l’Apple iPhone, LinkedIn, MySpace e Twitter, ora le aziende hanno un’infinità di modi per offrire ai propri seguaci foto, video e gadget virtuali che li conducano ai loro siti transazionali nella speranza di invogliarli a comprare. Alcuni dei canali più conosciuti sono le applicazioni per iPhone, le fan pages ufficiali su Facebook, le trasmissioni in diretta ed i blog.

Gucci, ad esempio, ha sviluppato un’applicazione per iPhone che unisce moda, tecnologia e musica, e dà accesso a prodotti esclusivi Gucci, alle ultime collezioni, a video, album di rivisitazioni e play-list musicali, in modo di intrattenere costantemente il consumatore a beneficio del marchio. Un’altra applicazione rivoluzionaria è il D&G Fashion Channel, che rappresenta un nuovo canale comunicativo diretto tra l’azienda e i suoi consumatori. Utendendo un’interfaccia grafica alla moda ed una selezione esclusiva di contenuti marchiati D&G, questo riesce ad offrire al consumatore una nuova esperienza a contatto con il marchio, tutto attraverso il proprio cellulare.

Le fan page di Facebook, invece, funzionano bene soprattutto
unpredictable industry. Demands for up to date and luxurious goods are increasing and companies must create products and/or services to cater to these demands. Therefore, companies have become aware of the need to reinvent themselves on a daily basis and seek for the cream of the crop to assist them in reaching their goals in the finest manner possible.

Before social media outlets came about, companies faced issues on how to remain competitive in the industry through traditional marketing, advertising and public relations techniques. Companies are now facing issues on how to pierce the social media market still keeping their “chic radar” high. The truth is that 96% of Generation Y1 is currently using social media. This explains how not only consumers’ needs are changing but the ways in which they express their needs are changing as well.

Many high-fashion and luxury brands questioned themselves whether investing in Internet and mobile technology would set them a step ahead of their competitors or whether it would simply “cheapen” their image. Given the Google/Microsoft and Twitter deal, any bit of information posted about a brand is of growing importance. When users search for a brand name on the Google search engine, the latest Twitter postings - widely known as “tweets” - will be a bulky part of their results. Diane Von Furstenburg says, “Ignoring the Internet is total madness. Being active on the Internet is indispensable to growth and for being relevant. It helps your business to be truly global and truly multigenerational.”

With channels such as the Apple iPhone, LinkedIn, Facebook, MySpace and Twitter, brands have numerous ways of providing their followers with photos, videos and product widgets that lead them back to their transactional websites, with the hopes of enticing them to buy. Some of the most widely known channels are iPhone applications, Facebook official fan pages, live streams and blogs.

Gucci for example, has developed an iPhone application which brings together fashion, technology and music and offers access to exclusive Gucci products, the latest collections, videos, store listings and personalized play lists, keeping consumers engaged. Another revolutionary application is the “D&G Fashion Channel” which represents a new direct communication channel between the company and its customers. It combines a fashion-oriented interface with a unique selection of D&G branded content and it provides consumers with information on store locations and with access to the live streams of the upcoming fashion shows. They have indeed designed a website exclusive to their mobile media offerings.

Facebook’s official fan page works particularly well for smaller brands. By allowing its followers to become fans of the page and provide comments on the brand and its products, it allows the brand itself to view the feedback and respond accordingly, offering superb customer service. On the other hand, it entices satisfied consumers to refer the brand, which in turn expands their market to other consumers with similar behaviors and tastes.

FOCUS
Fashionable Social Matters
During New York Fashion Week this February, we saw many more brands stream their shows live on the internet. This is an innovative way which allows everyone to view the latest trends and collections instantly. Michael Kors alone, who has been streaming his shows for the past two years, saw a 111% increase in page views from his spring 2009 live stream to his fall 2009 one, and another 81% rise in page views from his fall 2009 to his spring 2010 show. Alexander Wang took the idea of live streaming yet another step further, by broadcasting his fashion show on a billboard in Times Square. He achieved his goal, which was for everyone to be able to access, view and experience his collection.

“Bloggers are increasingly important to us and we invite a select group of 35 to 40 to the show,” said Eric Delph, Vice President of Public Relations and Marketing for Nicole Miller about the growing group of young people who desire to express their thoughts and share them with the fashion world on the web. 12-year-old Tavi Gevinson and Bryanboy have become important trademarks in the fashion industry and every brand wants them in a front row seat at their shows; they give brands what they most want on the web: exposure. They post their thoughts of the shows and of the collections on the web and as a result, receive comments and feedback, a very important tool for brands. Unlike the traditional glossy, fashion blogs provide consumers and fashion frenzies with instant access to everything they want to know about the fashion industry. The idea of fashion bloggers has become so important to Marc Jacobs that he named a bag from his 2008 collection “BB,” after fashion blogger Bryanboy.

Social media channels are becoming the way to communicate, express ideas and have everyone around the world comment on such. With the internet and mobile devices, there is no longer a limit on how far you can advertise your brand or product, be it through an iPhone application, through Facebook, through live streaming or through a fashion blog; it is the fastest and most effective way to communicate with consumers especially in global and evolving industries such as fashion and luxury.
In the United States, the pet industry has grown from a 3.4 billion dollar a year industry in 2007 to over 54 billion dollars in 2009. The market has shown a ten percent or more increase each year over that time frame. It is estimated that there are currently 70 million dogs living in households in the U.S. and their lifestyles are more and more beginning to mirror that of their owners. Empty nesters now treat their pets with the same love and care that their children once received. Couples who have yet to bear children now treat their pets as the children they one day hope to raise. The humanization of the pet and the resulting 8 billion dollar year pet fashion/accessory industry is a big reason for that.

While what is now recognized as the pet fashion world is primarily comprised of freelance designers, its origins are not. Approximately thirty years ago Gucci was the first high end designer to enter into the pet market. Best known for their wide array of fine leather products, they began producing dog collars that offered the same craftsmanship and ultra high quality as their human products. Hermes which had long been involved in the equine world and also renowned for their fine leather products did the same. While the pet category is still a part of the catalog these fashion industry legends it comprises only a small segment. However their bold foray into the pet market paved the way for companies like Waifs and Strays as well as Houndcuffs which offer exclusively high end collars and leashes of the same quality as their human counterparts, to exist.

Typically the topic of the pet fashion industry congers up images of Paris Hilton strutting around with Tinkerbell (her Chihuahua) safely tucked away in a lavish pet carrier. The concept and foundation of the pet carrier is far more humble and certainly not as sexy. Pet carriers were spawned from the pet crate, which for many years were commonly used to transport show dogs via plane, train or automobile. It was nearly twenty-five years ago that Sherpa, a company that offers a wide variety of pet accessories introduced a more convenient and comfortable way to transport smaller pups. As pets have become more socially accepted and the popularity of smaller dogs has skyrocketed the pet carrier has carved out its own niche within the market. The popularity of the pet carrier has further been reinforced as we have recently seen luxury handbag manufacturers such as Coach and Louis Vuitton jump into the pet market.

As the humanization of the pet has become more pronounced so too have the design approaches towards pet products. Nowhere is this evident than in the area of pet bedding. No longer does man’s best friend rest at the foot of the bed or on a foam filled cotton covered pillow that smells like you know what. Today’s pet beds are just that-beds-they feature wood frames as well as stain and odor resistant lining and in some cases even a canopy. The beds are designed to fit in with the owner’s home décor or in some cases stand on their own as furniture and sometimes pieces of art. Las Vegas based Chien Vivant Couture specializes in the creation of lavish pet beds and prices average in the neighborhood of $2000. Traditional furniture makers such as Mackenzie Childs have also started offering pet bedding with prices ranging from $500 to $3500.

Of course any conversation about the world of pet fashion would be remiss without talking about apparel. Dog coats, jackets and sweaters have existed since the owner’s home décor or in some cases stand on their own as furniture and certainly not as sexy. Pet carriers were spawned from the pet crate, which for many years were commonly used to transport show dogs via plane, train or automobile. It was nearly twenty-five years ago that Sherpa, a company that offers a wide variety of pet accessories introduced a more convenient and comfortable way to transport smaller pups. As pets have become more socially accepted and the popularity of smaller dogs has skyrocketed the pet carrier has carved out its own niche within the market. The popularity of the pet carrier has further been reinforced as we have recently seen luxury handbag manufacturers such as Coach and Louis Vuitton jump into the pet market.

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Manfred of Sweeden ‘Paris’ jacket and carrier made of Italian leather

Negli Stati Uniti, il settore dei prodotti per gli animali domestici è cresciuto da $3,4 miliardi registrati nel 2007 ad oltre $54 miliardi nel 2009. Il mercato ha anche mostrato una crescita percentuale pari ad oltre il 10% annuo in questo lasso temporale. Si tratta di un mercato molto interessante, specialmente per le persone che, già da tempo, vanno in giro per il mondo e che si interessano alla moda e al design. Il mercato è ormai diventato un mondo a sé stante e siamo in grado di riconoscere la nuova moda che si diffonde anche in questo settore.

Il mondo della moda per animali domestici, oggi composto in primo luogo da designer indipendenti, ha invece delle origini molto diverse. Circa trent’anni fa, Gucci è stato il primo stilista di alta moda a entrare in quel mercato. Negli anni Settanta, per esempio, si è visto la nascita di altre aziende come Waifs and Strays or Houndcuffs, le quali invece offrono esclusivamente collari e guinzagli di alta gamma, che presentano la stessa qualità dei loro prodotti ideati per gli uomini.

In generale il tema dell’industria della moda per animali domestici richiama alla mente immagini come quella di Paris Hilton che si pavoneggia con il suo Chihuahua Tinkerbell, messo al sicuro nel suo lussuoso trasportino. Il concetto di trasportino per animali domestici è molto più umile e certo non così sexy. I trasportini derivano dalle gabbie per animali che per molti anni sono state utilizzate per trasportare i cani da esibizione su aeroplani. Circa venticinque anni fa, Sherpa, un’azienda che offre un’ampia varietà di accessori per animali domestici, ha inventato un metodo più comodo e confortevole per trasportare i cuccioli di piccola taglia. Man mano che gli animali domestici hanno acquistato una maggiore accettazione sociale e che la popolarità dei cani di piccola taglia è salita alle stelle, il trasportino si è rivelato un’idea di successo. La diffusione del trasportino è stata rinforzata dal recente ingresso nel mercato di alcune delle più importanti aziende di moda come Waifs and Strays, che vendono trasportini ad un prezzo molto alto.
Con la crescente umanizzazione degli animali domestici, anche gli approcci stilistici verso i prodotti a loro rivolti si fanno più pronunciati. In nessuna area questa tendenza è più visibile che in quella dei lettini per animali. Il miglior amico dell'uomo non dormirà più su un cuscino in lattice ricoperto di cotone, che odora di sapone, che sa di cosa. I moderni lettini per animali ormai hanno una struttura in legno, una fodera resistente a macchie e odori, e talvolta anche il baldacchino. Questi lettini sono disegnati per abbinarsi all'arredamento della casa del padrone, o talvolta sono pezzi d'arredo di per sé o addirittura pezzi d'arte. La Chien Vivant Couture, con sede a Las Vegas, è specializzata nella creazione di giacigli di lusso per animali domestici, ed i prezzi si aggirano intorno ai $2.000. Anche alcuni produttori di pezzi d'arredo tradizionale, come Mackenzie Childs, hanno iniziato ad offrire lettini per animali, a prezzi che vanno dai $500 ai $3.500.

Naturamente qualcuno dirà che dormire su un ABOVE THE REST LUXURYペットベッドは、最高の友人ではありません。現代のペットベッドは、木製の構造、耐水性のポリエステル、時にはカバーもあります。これらのベッドは、ペットの主の家の装飾に組み込むため、時として独立した家具、時として芸術品として販売されます。Chien Vivant Couture, レスベガスに本社を置く企業は、ペット用の豪華なベッドを作り、価格は約2000ドルです。一部の高級家具メーカー、如くMackenzie Childsもペット用ベッドを提供開始、価格は500ドル〜3500ドルです。

Il settore della moda per animali domestici ha iniziato a rispecchiare quello delle persone anche nelle strategie di marketing. Ora nelle sfilate di moda si vedono cani su palcoscenico per offrire ai potenziali acquirenti un’occasione per vedere questi prodotti sotto una luce diversa ed in corso d’uso. Eventi come la New York’s Pet Fashion Week rappresentano una piattaforma per gli stilisti di abbigliamento per animali domestici d’alta gamma, infatti, questi ospitano il loro evento fieristico e le relative sfilate, le quali, già viste a Tokyo, faranno il loro debutto brasiliano ad Aprile, 2010. Derek DiFante e’ il Tradeshow Director per la Pet Fashion Week NY ed un assiduo scrittore per varie pubblicazioni riguardanti il settore degli animali domestici. Per contattarlo via e-mail: DDiFante@petfashionweek.com.

Chien Vivant Couture luxury pet bed

Derek DiFante is the Tradeshow Director for Pet Fashion Week NY and frequent contributor to various publications in and around the global pet industry. He can be reached at: DDiFante@petfashionweek.com.

The pet fashion industry has also begun to mirror the human world in its marketing strategies. Runway shows now regularly feature canines on the catwalk giving potential consumers an opportunity to see products in a new light and see them in use as well. Events like New York’s Pet Fashion Week offer high-end pet designers a platform by the combining of a trade event and its runway shows which have been shown in Tokyo and will make their Brazilian debut in April 2010.

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WALL SYSTEM: CARTESIA

COFFEE TABLE: ABI 4

SLIDING DOORS: VELARIA
FOCUS

Details That Make A Difference:

ACCESSORIES ARE NECESSITIES
BY SILVIA GALASSO

Every person distinguishes themselves from others not only by physical appearance but also by personality. All of the decisions you take in life, from the easiest to the toughest, make you who you are today and emphasize your originality. This is especially true in the fashion world where the accessories industry has grown so large to the point where accessories now determine our “trendiness.”

In the past couple of years, we have seen a substantial growth in consumer demands for accessories, particularly for those produced by major brand names and designers.

The accessories sector of the fashion industry has undergone an enormous transformation and has widely developed in the past decades. Its total worth in the United States is currently $16.3 billion, as estimated by the Simmons Market Research Bureau. This is accompanied by a prominent increase in competition, given the growth in the number of companies in the sector. Italy is in first place worldwide when it comes to the exportation of fashion items around the world and this is not only true for the apparel sector but for the accessories sector as well. According to several FIAMP (Federazione Italiana Accessorio Moda e Persona) market researches produced on a quarterly basis, the United States is the number one importer of “Made in Italy” accessories. The value of imported goods in

Ogni persona si distingue dall’altra, sia per l’aspetto fisico che per personalità. Le scelte che ognuno opera nella propria vita quotidiana, a partire da quelle più semplici a finire a quelle più complesse, definiscono la complessiva persona e ne amplificano la sua unicità.

Questo si riflette principalmente nel campo della moda, dove la personalizzazione della propria immagine e dove la scelta degli accessori più svariati si è affermata con estrema rapidità al punto di arrivare a determinare il nostro essere “trendy” ed alla moda.

Negli ultimi anni, in particolare, abbiamo assistito ad una sostanziale crescita della domanda da parte del consumatore finale, di elementi che complementino l’abbigliamento, in particolare di quelli che presentano il marchio di noti stilisti di moda.


Dal punto di vista del consumatore, l’importanza dell’accessorio di moda dipende da una serie di elementi. Innanzitutto, come si diceva all’inizio, c’è il bisogno di personalizzare il proprio look in modo da differenziarvisi dalle altre persone, e per il quale gli accessori si prestano perfettamente, consentendo accostamenti ed abbinamenti unici e fantasiosi. Inoltre, quando gli accessori presentano il marchio di una casa di alta moda, la griffa arriva a rivestire un ruolo ancora più importante del prodotto stesso, rispondendo a bisogni come quello di affiliation al marchio ed identificazione con esso. Tutto ciò è importantissimo se si pensa che, generalmente, un accessorio presenta un costo inferiore rispetto a quello di un capo d’abbigliamento. Pertanto, la possibilità di ottenere un prodotto griffato spendendo di meno permetterà al consumatore di non rinunciare al marchio quando le condizioni economiche non sono molto favorevoli, sia questo dovuto ad una crisi globalizzata, o semplicemente al proprio potere d’acquisto in un dato periodo.

Le case di alta moda conoscono bene il ruolo chiave rivestito dall’accessorio nel far avvicinare il consumatore meno abbiente al proprio marchio. Prodotti come occhiali da sole, profumi, o gioielli in metallo hanno un grande successo, ad esempio, su una clientela più giovane, risaputamente dal più limitato potere d’acquisto. Attraverso questi prodotti, le aziende di moda faranno avvicinare tali consumatori al proprio marchio, cercando di creare un senso di affiliation, e ponendo le basi per averne in futuro un cliente fedele e disposto a spendere per quel marchio una parte della sua maggiore disponibilità economica. Senza contare la maggiore visibilità che il marchio riceve dall’essere presente su un numero più ampio di prodotti, spesso senza che l’azienda sostenga alcun costo di produzione. Questi concetti sono ancora più significativi in un periodo di crisi come quello attuale, in cui le case di moda possono far leva sull’accessorio per mantenere il proprio marchio vicino a
details. "Fashion Details Make a Difference," which speaks about beauty and the importance of accessories.

From a consumer's point of view, the importance of fashion accessories depends on several factors.

High fashion brands recognize the value accessories have in drawing the less wealthy consumers to their brand. Products such as sunglasses, perfumes or stainless steel jewelry are highly successful in reaching young consumers, which usually have a limited spending power. Through these products, the brands begin drawing young professionals and creating a bond with them, setting the ground for a potentially loyal client, who in the future may be willing to spend a large portion of their increased wealth on the same brand, after having "belonged" to the brand over the years. In addition, brands benefit from a wider visibility by being present on a larger number of items, many times without having to sustain any production costs. These concepts are even more significant in a period of crisis, when the economical situation is not the greatest, be it due to a global crisis or simply to less buying power in a given period of time.

Accessories are not only stylistically important when perfecting a person's image, but they also serve as an extension for fashion brands, increasing the overall value both for consumers and for the brand itself. These advantages are further significant given the recent trend to "accessorize" other objects, as has been observed in the case of many cellular phones and electronic items. Very interesting synergies are born from these trends that go further than the typical product-brand complementarities, and which turn into true partnerships, in which both brands can take advantage of each others’ clientele and image. Prada, Ferrari and Armani have partnered with Nokia, Samsung and LG Electronics to create cellular phones branded by them. Other examples are the iPhone case or the USB key by Louis Vuitton. In other words, the accessories sector is one of the fastest growing and most dynamic in the fashion industry. Theoretically, any product can be defined as an accessory and designed by a brand name. This opens doors to product innovation and to the renewal of a brand's image, given the partnership with a certain brand or to the affiliation with a determined type of product. Given all of this, it is evident that fashion brands who seek to be innovators and trend setters and who seek to cope with these tough economic times, should definitely keep a close eye on the accessories sector.
Due to the weakened dollar and lower interest rates, the number of foreigners buying U.S. real estate is on the rise. Savvy investors from Italy are no exception. The beauty of investing in the United States for foreigners is that no restrictions exist for foreigners to own U.S. real estate. An Italian citizen who does not reside in the U.S. can freely purchase a condo unit or home in Florida without any restrictions being imposed strictly because he/she is not a U.S. citizen or resident. While there might not be any restrictions on foreign ownership of U.S. real property, there are numerous tax implications that may result in losses to an investor who has not planned properly. Negative tax consequences and surprises may be avoided simply by taking the time to sit with a tax advisor to discuss the implications of investing in U.S. real estate.

**U.S. Estate Tax**

The U.S. estate tax presents a problem for the unwary Italian investor who purchases U.S. real property without proper tax planning. The U.S. estate tax is a progressive tax with rates graduated up to 45% of the value of the non-U.S. person’s U.S. property (including real estate, personal property in the U.S., U.S. bank accounts and U.S. stocks) over the initial $60,000 exemption. Therefore, an Italian citizen who passes away while owning a U.S. bank account and a Miami Beach condominium with furniture and artwork in it could be subject to estate tax of up to 45% of the value of these assets over $60,000. Additionally, the beneficiaries of the deceased foreigner will be unable to freely benefit from the sale proceeds until the Internal Revenue Service approves the U.S. estate tax return and issues a “closing letter”, which could take up to two years to process.

Grazie all’approvvigionamento dell’euro sul dollaro ed all’abbassamento dei tassi d’interesse, il numero di stranieri che acquistano proprietà immobiliari negli Stati Uniti è in aumento. Anche oculati investitori italiani non sono certo un’eccezione.

L’aspetto più interessante riguardo agli investimenti negli USA è il fatto che non esistono limitazioni all’acquisto di immobili da parte degli stranieri. Ad esempio, un italiano che non risiede negli Stati Uniti può liberamente acquistare un appartamento o una casa in Florida senza nessuna restrizione dovuta al fatto di non avere la cittadinanza e di non risiedere in America.

Mentre non ci sono limitazioni all’acquisto di proprietà, ci sono però numerose implicazioni fiscali che potrebbero comportare gravi perdite o costi elevati per quegli investitori che non hanno fatto le adeguate considerazioni. Ad ogni modo, spiegatele conseguenze e cattive sorprese possono essere evitate semplicemente sedendosi con il proprio commercialista e discutendo delle implicazioni dell’investimento nell’immobile americano.

**Tassa di Successione negli Stati Uniti**

La tassa di successione negli Stati Uniti può rappresentare un problema per gli investitori italiani che acquistano proprietà immobiliari negli USA senza un’adeguata pianificazione fiscale.

Questa è una tassa progressiva, con aliquoti che arrivano fino al 45% del valore del bene statunitense posseduto da un non-cittadino statunitense, oltre al valore esentazione iniziale di $60,000 (dove per bene si intende una proprietà immobiliare, beni mobili negli USA, conti bancari ed azioni statunitensi). Pertanto, un cittadino italiano che viene a mancare mentre possiede un conto bancario negli USA ed un condominio a Miami Beach, arretrato con mobili ed opere d’arte, può essere soggetto ad una tassa di successione pari a fino il 45% del valore di questi beni, oltre al valore iniziale di $60,000. In più, il beneficiario dello straniero deceduto non potrà usufruire liberamente di quanto ricavato dalla potenziale vendita di tali beni finché l’Internal Revenue Service non approverà il gettito fiscale relativo a quella tassa e rilasci la “lettera di chiusura”, che potrebbe impiegare fino a due anni per essere processata.

**FIRPTA**

Sebbene non sia una tassa in sé”, la legge degli Stati Uniti, attraverso il Foreign Investment in Real Property Tax Act (FIRPTA), impone obbligazioni aggiuntive quali trattenute e reporting ai proprietari non-statunitensi di immobili statunitensi. La FIRPTA venne approvata dal Congresso nel 1980, quando questo aveva il timore che ricchi stranieri – provenienti da paesi come Giappone o Arabia Saudita – stessero vendendo proprietà negli Stati Uniti senza pagare l’apposita tassa sugli utili ottenuti. La FIRPTA impone una trattenuta del 10% sul prezzo di vendita del bene statunitense posseduto da uno straniero. Pertanto, il proprietario non-statunitense che vende un bene immobiliare statunitense ad un prezzo di $1 milione, subirà una trattenuta sul ricavo pari a $100,000 (vale a dire che l’Ente Fiscale statunitense tratterà questi fondi fino alla determinazione finale dell’esatto ammontare di tasse dovuto sulla proprietà). Inoltre, la trattenuta può essere applicata anche quando uno straniero ottiene dei ricavi dall’affitto della sua proprietà statunitense.

Eppure, tutte queste tasse e requisiti possono essere evitati o minimizzati attraverso un’attenta strutturazione della transazione.

**Strategie Comuni per i Proprietari Stranieri**

Una tecnica comune ed affidabile per evitare la tassa di successione è quella di costituire una società straniera attraverso la quale acquistare la proprietà. Quando la persona straniera possiede una quota di una società estera, che a sua volta possiede il bene statunitense, la tassa di successione degli Stati...
FIRPTA

While not a tax itself, the U.S. law, Foreign Investment in Real Property Tax Act (FIRPTA), imposes additional withholding and reporting obligations on non-U.S. owners of U.S. real estate. FIRPTA was passed by the U.S. Congress in 1980 back when Congress was concerned that rich foreigners -- from countries such as Japan or Saudi Arabia -- were selling property here in the United States, and not paying the appropriate capital gains tax. FIRPTA imposes a 10% withholding on the selling price of a U.S. property owned by a foreigner. Therefore, the non-US owner of a U.S. real property who sells a property for $1,000,000 would have $100,000 of the sale proceeds withheld (i.e. the funds would be held by the U.S. tax authority until the final determination of the amount of taxes due on the property). In addition, withholding can apply when a foreigner receives rental income from leasing their U.S. real property.

Yet all of these taxes and requirements can be avoided or minimized by careful structuring of the transaction.

Common Strategies for Foreign Owners

One common and reliable technique to avoid U.S. estate tax liability is to form a foreign corporation with which to acquire the property. Where the foreign person owns the shares of the foreign corporation which in turn owns the U.S. property, U.S. estate tax would not apply as the foreign shares are not considered U.S. property. Typically, the foreign corporation is formed in a “tax-friendly” jurisdiction such as the British Virgin Islands, Cayman Islands, or Panama. Selection of the jurisdiction should be done in collaboration with the investor’s tax advisor in his/her native country.

Because they are not based in the U.S., foreign corporations are still subject to FIRPTA. Also, the U.S. imposes a separate “branch profits tax” that would be due if the property is owned directly by such foreign corporation. To avoid this tax and the application of FIRPTA, the property may be owned by a U.S. company, which is in turn owned by the foreign corporation. Unfortunately, this subjects the net income to U.S. corporate taxation (in lieu of the branch profits tax), but strategies can be employed by your tax advisor to minimize the effect of such taxes. Your tax advisor can discuss other strategies like purchasing life-insurance policy or placing the property into an irrevocable trust, to minimize or mitigate the effect of the U.S. estate tax.

A non-U.S. resident Italian who invests in U.S. real estate may face significant tax consequences if the investment is not planned for properly in advance. Just as an investor relies on a broker to obtain the best value for their money when purchasing U.S. real property, an attorney or tax advisor can minimize the investor’s taxation and withholding costs to ensure that as much value as possible stays with the investor.
Health Care Reform in the United States: TOPICS, IMPLICATIONS AND CURRENT STATUS
BY MAURO MOSCUCCI, M.D., M.B.A., CLINICAL VICE CHAIRMAN OF MEDICINE, CHIEF CARDIOVASCULAR DIVISION, UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE

Advancements in medical technology, high physicians’ compensations and the medical malpractice crisis have led to a continuous escalation in health care costs in the United States. As of 2008, health care expenditures accounted for 16.2% of Gross Domestic Product (GDP)1, up from 13.7% 10 years before2. Yet, despite these high expenditures, the most recent Census Bureau survey has shown that 46.3 million people in the US do not have medical insurance3. More importantly, the lack of medical insurance does not depend on personal income, given that 1 out of 4 workers earning >$50,000/year is without medical insurance. In addition, in many states health insurance companies might deny insurance to patients who on the basis of certain characteristics are felt to be at increased risk. Finally, patients

L’avanzamento tecnologico, l’aumento delle retribuzioni dei medici ed episodi di malessanità hanno portato ad un continuo aumento del costo della sanità negli Stati Uniti. Nel 2008, la spesa sanitaria ha costituito il 16,2% del Prodotto Interno Lordo (PIL), un notevole aumento rispetto al 13,7% di 10 anni prima. A dispetto di questi numeri però, il più recente studio del Census Bureau ha mostrato che 46,3 milioni di persone negli Stati Uniti non possiedono una copertura assicurativa medica. More importantly, the lack of medical insurance does not depend on personal income, given that 1 out of 4 workers earning >$50,000/year is without medical insurance. In addition, in many states health insurance companies might deny insurance to patients who on the basis of certain characteristics are felt to be at increased risk. Finally, patients
Health Care Reform in the United States

with medical conditions and who need to move from one state to another can be denied insurance on the basis of what is called a “pre-existing condition.”

Within this context, there is no question that health care reform in the United States appears overdue, and the quest for reform has become a top priority of the Obama administration. On November 7, 2009, the House of Representatives passed by a vote of 220-215 H.R. 3962, the Affordable Health Care for America Act, a bill to provide affordable, quality health care for all Americans and reduce the growth in health care spending. On December 24, 2009 the Senate passed its own bill. The proposed legislation from the House of Representatives addresses 6 major domains of health care:

1. Coverage and cost – Insurance companies will no longer be able to discriminate against individuals, they will not be allowed to deny care on the basis of pre-existing conditions or of an individual health status and they will not be allowed to set annual and lifetime limits. The program will also promote a health insurance exchange, which will allow individuals and small businesses to perform comparison shopping among different private and public insurers. The development of a public health insurance option (public plan) is an important component of the health insurance exchange. In addition, a basic benefit package will be defined.

2. Affordability – This is a key component of the proposed bill, and it ensures that all Americans will be able to afford health coverage. Under this component, the Medicaid program will be expanded. The current Medicaid program provides health insurance benefits to pregnant women and children under 6 with family income at or below 133% of the federal poverty level, to children ages 6 to 19 with a family income at or below the federal poverty level, to adults who take care of children under age 18, to individuals who receive Supplemental Security Income, to teenagers up to age 21 who are living on their own, and to people who are over 65, blind or disabled. Based on 2009 Federal Poverty Guidelines, a family of two would need an income less than $19,378 to qualify for Medicaid assistance, while a family of 4 would need an income less than $29,326 (133% of poverty level). The bill provides for an increase through federal funding in reimbursement rates to increase provider participation to Medicaid. The bill also provides an increase in Medicare drug benefit, and further improvement in the dedicated program for individual above 65 years of age. In addition, the plan is to provide a cap for out of pocket spending, and to provide a “sliding scale” by which credits will be allowed for those individuals who are just above the Medicaid eligibility level. According to this sliding scale, the credit will be completely phased out when family income reaches 400% of the poverty level ($88,000 for a family of 4).

3. Shared responsibility – Under this provision, individuals will be responsible for obtaining and maintaining health insurance, while employers will have the opportunity to either provide health insurance coverage for their employees, or to contribute funds on their behalf. The contribution will be based on 8% of payroll. Small employers, whose payroll does not exceed $500,000/year, are exempt from the employer responsibility. A penalty of 2% will then phase in at a payroll level above $500,000, and the penalty will then reach the full 8% for payrolls above $750,000.

4. Prevention and Wellness – Primary and secondary prevention, particularly...
for cancer and for cardiovascular disease have become the main stay of health care in the modern era. In particular, we have learned that optimal medical therapy including cholesterol lowering, aspirin and other pharmacological interventions is a key component in preventing the development of future heart attacks and stroke. The program will focus on prevention and on promotion of wellness through expansion of community health centers, prohibition of cost sharing for preventive services, and further enhancement of community based prevention and wellness programs.

5. Workforce investments – This provision, which does not affect directly employees and employers, emphasizes expansion of health care forces in underserved areas, expansion of the primary care physician work force, training in primary care, and an overall investment in training of physicians.

6. Controlling costs. The current proposed bill addresses key areas including among others a modernization of Medicare aimed to reduce cost through a reduction in preventable admission and complications, rewarding coordinated care and efficiency, and preventing fraud and abuse.

When compared with the House bill, the bill passed by the Senate differs in that it does not provide a provision to establish a public plan, it provides a different provision to pay for the plan with increased taxes, and it provides different penalties for employers not offering health benefits. In addition, while the House bill provides a “Firewall” between federal funding and abortion, there is no such firewall in the Senate bill.

The House bill, as proposed, has important implications. Employers and small business with a total payroll above $500,000 will be required to offer health insurance to their workers under a Qualified Health Benefits Plan or current employment-based health plan, or face a federal tax of 2% up to a payroll of $750,000, and of 8% for a payroll above $750,000. Employers will need to contribute at least 72.5 percent of the premium for single coverage and 65 percent for family coverage for all full-time employees. Employer’s premium contribution for part-time employees will be determined on the basis of the employee’s average hours worked. According to a study, this would cost employers at least $49 billion dollars a year. Additional provisions include among others a prohibition from reducing retiree health care benefits, a requirement to extend COBRA coverage until an employee is eligible for insurance from another employer or qualifies to participate in the Exchange, a penalty for employers that do not make health care immediately available for new employees, and limits in the use of contributions to flexible accounts and healthcare accounts.

In addition the House bill would impose a tax of 5.4% on individual with income above $500,000 and on families with income above $1,000,000.

As of the writing of this article, there has been significant resistance by many stakeholders on key components of the proposed bills, including the establishment of a public plan (opposed by insurance companies), tax implications, which should bear the overall cost, and potential implications for the government deficit. In addition, the proposed bills do not address the medical malpractice crisis and the high awards in medical malpractice cases, which by indirectly promoting the practice of defensive medicine are contributing to the escalation in health care costs. Thus several Republicans and Democrats have been asking to discard the bills adopted by the House and Senate and to start all over again. Whether the fierce ongoing political debate and opposition will
Eventually result in a loss of momentum and of public support and in the overall failure of this ambitious plans is still unknown.
Port Everglades recently opened Cruise Terminal 18, the new home of the world’s two largest cruise ships, Royal Caribbean International’s Oasis of the Seas and Allure of the Seas.

“We finished building Cruise Terminal 18 on time and under budget, which is a demonstration of government at its best,” said Port Everglades Director Phil Allen. Port Everglades, located within the cities of Fort Lauderdale, Hollywood, and Dania Beach, Florida, is governed by the Broward County Board of County Commissioners. “There may be bigger terminals that service two ships at the same time, but Terminal 18 was constructed specifically to handle one Oasis-class ship at a time.”

At 240,000 square feet (5.5 acres), Cruise Terminal 18 is more than three times larger than it was just 22 months prior to opening when Royal Caribbean Cruises Ltd. (RCL) reached an agreement with Broward County to homeport both of the new Oasis-class of ships at Port Everglades. The second Oasis-class ship, Allure of the Seas, is scheduled to arrive at Port Everglades in late 2010.

“We are very appreciative of the efforts of Director Phil Allen and his team at Port Everglades to create a state-of-the-art facility that will provide a seamless experience for our guests,” said President and CEO of Royal Caribbean International Adam Goldstein. “Oasis of the Seas and Allure of the Seas will present an unprecedented vacation to guests and Terminal 18 is an integral part of delivering that offering.”

Despite its size, Cruise Terminal 18 was designed to allow guests to check-in and be ready to board the ship in just 15 minutes.

Inside the embarkation area, guests are guided through the boarding process by following more than 157 flat-panel television screens that advise guests where to proceed according to cabin number and what documents to have ready. The embarkation area has 90 check-in counters, more than any cruise terminal worldwide.
Although the goal is to move guests quickly through the terminal so they can begin their cruise vacation, those who arrive early will be able to relax on the upper level of the terminal with seating available to accommodate up to 3,000 passengers. Once there, they can recharge electrical devices and stay connected through free wireless Internet access and children can enjoy the colorful playground area.

Shades of green with blue accents represent the sea and sky on the exterior of Cruise Terminal 18, while the interior is bathed in natural light from a 4,000-square-foot skylight in the center and a massive window at the entranceway. The skylight is made up of opaque panels that are designed to allow diffused natural light into the main open area.

Renowned international artist Michele Oka Doner was selected through Broward County’s Art in Public Places program to create a work of art on the center floor of the new terminal. Embedded in the floor is a beautiful 3,000-square-foot deep green and blue terrazzo centerpiece inlaid with an eight-foot diameter globe in cast bronze that is depicted in a spinning manner and approximately 200 bronze sea pods. Enhancing the movement are great sweeps of iridescent mother-of-pearl simulating the trade winds that circle the Earth. The composition in its entirety is buoyant and dramatic, a work of art that speaks of travel by wind, currents, and ultimately boarding the ship.

Oasis of the Seas is expected to generate $6.2 million in revenue for Port Everglades in the coming year, which is derived from marine services and passenger fees. Total economic impact from the 292,000 passengers that sail on the Oasis of the Seas this year is expected to top $266 million and generate nearly $9 million in state and local taxes.

In addition, the study anticipated that more than 1,414 new construction jobs were created as a result of the Cruise Terminal 18 expansion.

The Broward County Public Works Department’s Seaport Engineering and Construction Division spearheaded the Cruise Terminal 18 construction project. The project was laid out, planned, scheduled and successfully implemented by this Division beginning in September 2007. The general managing contractor was Hewitt-Kier Construction Inc. and the architect was Bermello Ajamil & Partners, Inc. Additional sub-consultant work was completed by Hammond & Associates, Inc., Lakdas/Yohalem Engineering, Inc. and Cordova Rodriguez & Associates, Inc.

More information on Port Everglades, which is governed by the Broward County Board of County Commissioners, is available on the Internet at www.porteverglades.net, by e-mailing PortEverglades@broward.org, or by calling 954-523-3404.
This isn’t the first time in our nation’s history that companies have had to keep their bearings through an economic crisis. Although no two economic crises are exactly alike, companies can help each other by getting advice from those who stay afloat. It’s hard to think of making a profit when companies like Citigroup, Time Warner, and Motorola reported quarterly losses in the billions of dollars. Consequently, this is the time when businesses that are members of a chamber of commerce can enhance inter-organizational communication and look to each other for support. A recession describes an economy that is shrinking rather than growing; this activity is understood to be occurring across the country.

Some companies are more vulnerable to an economic recession than others in an economy such as that of the United States which is 70% driven by consumer spending. Carmakers often suffer badly because buying a car is generally a long-term decision. During a recession, people tend to put off buying a car for as long as they can. This poses an even greater risk for luxury car manufacturers like Maserati and Alfa Romeo. If the demand for these luxury cars decreases, the manufacturers must then reduce production to avoid oversupply. This reduces the number of cars available in the market, which in turn increases their price. In other words, the scarcity of these cars drives up the price, creating a feedback loop that reinforces the decision not to buy a car.
biggest problem for luxury automakers like Maserati and Alfa Romeo. Because they are luxury goods, their prices correspond to the supply; economically speaking, there is purposefully a shortage of these items because not enough are or can be produced to satisfy the demand for such cars. During a recession, even those wealthy enough to afford such commodities are halting their purchasing plans. Companies such as funeral homes are said to be “recession-proof” since one can safely assume that a recession doesn’t have much of an impact on death. Then there are industries, like tourism, which aren’t “companies” per se. Florida knows this consumer-driven industry quite well, which I mention in my .it Italian Trade June 2009 article (see “The Global Recession: Should Florida be Worrying?” Volume 6, Issue 2, p. 18). The 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.

Many companies respond to recessions by slashing their budgets in order to reduce costs, but Todd J. Hudak, a writer and strategist at Semphore, Inc. in Columbia, South Carolina disagrees. He actually encourages companies to increase their marketing budgets during an economic downturn. When the economy improves, these companies would have stayed fresh in consumers’ minds. Furniture exporters, of which our chamber has several, can survive the impact of the global recession by shifting their marketing strategy to the domestic market.

Nancy F. Koehn, a business historian, author and professor of business administration at Harvard Business School, stresses the need to understand the demand for your product; an area where once determined, trade missions become more useful. Emmanuel P. Padiernos, vice president for market development of the Chamber of Furniture Industries of the Philippines, said offering goods to local buyers is an option for some exporters to sustain operations as the export sector continues to reel from the global recession. Something also familiar to our chamber members are trade missions abroad in order to gain more customers. Padiernos currently has his sights set on Brazil, Russia, India, and China, which all have buoyant economies. Another older Italian company that is looking to expand its sales in the United States is Tortella, a manufacturer of spaders, rotary cultivators, rotary tillers, shredders/mulchers, power harrows and combines that was started by two brothers shortly after World War II. “Tortella has been exporting its products to Canada and the west coast of the United States for many years,” says Maria Rosa Bankston, sales representative for Tortella. “Now they want to go further into that market.” As part of that plan, she says, Tortella selected a new U.S. firm, Agricole International, headed by Chuck Peters, to represent its interests on the East Coast and Midwest regions of the United States.

At times, being in the right time at the right place has led to the success of businesses. Amazon and Netflix have begun to gain consumers while many retailers have been complaining of the lack of them. Both companies experienced profits in the last quarter of 2008 – Netflix by
45% of revenues and Amazon by 9%. Part of the success of Amazon and Netflix came from understanding the demand and paying attention to customer service. Amazon began to offer digital music and out-of-print CDs, and shortened its delivery time, which made Ebay's profits fall by almost 13%. Netflix catered to many outlets by which one receives its product. You can now stream movies to your computer, television, or video game console, thus creating more options than just snail-mail. Ultimately, the message here is that despite a recession, people want a range of affordable entertainment, and they'd rather not leave their homes to get it. Consumers will pay for convenience.

The economic downturn hit the telecommunications industry hard in the final quarter of 2008. AT&T saw its profit fall by 10%. Verizon managed to overcome the bad economic climate by planning ahead. Praveen Nayyar, a professor of operations management and corporate strategy expert at New York University's Stern School of Business, says that one thing Verizon has done is spend a lot of money building out its high speed broadband network. Now, the company can offer a better TV and high-speed Internet package than its competitors. Not only does better broadband mean that Verizon draws more customers, it also means that those customers are higher-end and are less likely to cut their service because they can’t afford it. When people are strapped for cash, “wireless and phone service is usually the last to go. After paying your mortgage, the next thing you pay is your telecom link,” explains Nayyar.

Although it may seem like an unpopular option, charging consumers more for your product may help your company stay in the green. This was Hershey’s strategy. Cocoa prices hit 30-year highs last summer, and to help offset those higher costs, Hershey’s increased the price of its candy bars by an average of 11 percent in 2008. Cocoa prices came down, while the cost of a packet of Reese’s didn’t. By the end of the quarter, Hershey’s profits were up to 51 percent over the same period the year before.

Charging more works because if consumers are accustomed to buying a particular brand, they will pay the price given because it is their preferred product; they would rather not switch brands due to loyalty to a product, its performance or satisfaction, etc. As we saw with Amazon and Netflix, consumers will pay the prices for what they want. Many of our chamber members can benefit from this. If the costs associated with producing Italian furniture or yachts, for example, go up, the company has no choice but to increase prices to compensate for production costs. As production costs go down, consumers have now become accustomed to paying the slightly higher price, and thus, the business sees a profit by not dropping the price right away.

To conclude, my overall message is to communicate with members who have experienced profits over the last couple of years and to really use the Chamber membership to your advantage – not just for trading products, but for business advice, particularly given the perilous pecunary climate.
BIG TABLE

Design by A. Gilles
By **Bonaldo**

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**Finishes:**
Top: Available in Mat White Lacquer, Walnut or Extra-light acid-treated white glass.
Base: Available in white; or painted red/orange/green/lilac or cream/beige/brown/grey.

**Dimensions:** 98” x 39” or 118” x 43”
Buccellati was founded in 1750, when Contardo Buccellati set up a shop in Via degli Orafi or ”Goldsmith’s Street” in Milan. Since that time, jewelry making and silversmithing have remained at the heart of the Buccellati family business.

Today, Gianmaria Buccellati and his son, Andrea Buccellati, carry on the torch, creating a link, which merges the past, present, and future. While the family maintains its commitment to handmade craftsmanship, Buccellati has simultaneously forged ahead with modern, iconic pieces including their beloved: Cuff Bracelets, Eternelle Rings, their silver collection, watches, their extraordinary jewelry collection and their new silver jewelry collection.

Buccellati can be found in the most glamorous destinations in the world, including: New York, Venice, Paris, Tokyo, Osaka, Nagoya, Hong Kong, Milan, Los Angeles, Palm Beach, Aspen, London and Moscow.

Leading Buccellati Americas as CEO is Alberto Carlo Milani. With his extensive experience in all the aspects of the luxury business cycle, from production to distribution, Alberto is a world-class innovator and communicator of ideas. Alberto has successfully and internationally managed leading operations, from moderate to luxury price points. Before joining Buccellati, he held executive positions within Procter & Gamble, Sector Sport Watches and Bulgari. Alberto is a passionate visionary in the areas of marketing and management excellence. His focus transforms businesses…and business people.

Gianmaria Buccellati recently won the first prize in the Made in Italy category of the ”Confindustria Awards for Excellence Andrea Pininfarina 2010”. How do you define Italian style and what sets Buccellati apart from other ”Made in Italy” brands?

In my opinion Italian style comprises of a continuous hunt for qualitative details, uniqueness and a creative challenge.

For 4 generations, Buccellati has presented artisan excellence in its design and creation of jewelry, silver and watches. It has never skewed away from the magical combination of entirely manual artisan techniques and extreme attention to detail.

This approach defines the rich artistic value of what we produce, which has allowed us to define our own style in our field, the Buccellati style that is.

Gianmaria Buccellati has recently vinto il primo premio nella categoria Made in Italy del “Confindustria Awards for Excellence Andrea Pininfarina 2010”. Come definisce lo stile italiano e cosa distingue Buccellati dagli altri marchi ”Made in Italy”? Lo stile italiano secondo me è una continua ricerca del dettaglio qualitativo, dell’unicità e della sfida creativa. Buccellati, da 4 generazioni, è pura eccellenza artigianale nella costruzione di gioielli, argenti e orologi. Non si è mai deviato dalla combinazione magica di tutte le tecniche di lavorazione, strettamente manuali, e dalla massima cura del particolare. Questo approccio alla creazione definisce la qualità museale di quello che produciamo e ci ha fatto raggiungere nel nostro campo la definizione di uno stile, lo stile Buccellati appunto.

Agli inizi del 1900, Mario Buccellati vantava una clientela illustre, comprese le famiglie reali europee, i principi orientali e molti altri che hanno segnato le tendenze del lusso. Qual è la clientela di rilievo che segue Buccellati
At the beginning of the 1900’s, Mario Buccellati boasted a wealthy clientele including royal European families, Oriental princes and many more of the world’s wealthiest tastemakers. Who is Buccellati’s clientele in the United States and what are their tastes?

Buccellati’s clientele is a sophisticated international one, which values the exclusivity of its acquisitions. They all have one thing in common: the love for all forms of art, which is usually a synonym of a strong cultural background.

In my opinion, this drives them to be unique in what they select to buy. Their tastes are unpretentious, never over top, and they are far from being ostentatious. Their elegance is based on their recognition within their social group and never extends itself outside of such. Buccellati respects their position and nurtures both their privacy and their artistic tastes.

Before becoming part of Buccellati, you held administrative positions within Procter & Gamble, Sector Sport Watches and Bulgari. How did these experiences prepare you to become the CEO of “the 2008 most exclusive jewelry company in the U.S.” as defined by the Luxury Institute?

The company dimensions and the diverse markets have given me a broad view on which to base my decisions. For continuous improvement, I consider it is important to apply every single experience you have had in the past every single day, always.

The 80’s basic marketing concepts are what I remain true to. I have revised them and applied them in the luxury goods industry, a sector which has much evolution ahead of it. In my opinions, a European cultural background combined with American pragmatism is a good mix for a strong daily drive.

What strategies have you applied to maintain Buccellati’s prestigious image and to remain competitive in a broad market such as the U.S.? What projects do you have planned for continued success?

Human resources management is the new entrepreneurial challenge for Italian companies, both on a level of innovation and participation in its goals.

The same approach is valid for both clients and suppliers.

Our exclusiveness will allow us to share more and more plans and projects with our partners providing continuous mutual improvement.

What adjective would you use to best describe your entire career?

Exciting; both from a motivational and growth point of view. The enthusiasm of leading a Milanese brand is a source of pride that interweaves itself with my past and shares the same values.

Made in Italy and excellence are two concepts that also characterize me as a person and I feel they are a source of inspiration for the future. I think it is passion to be precise.

oggi negli Stati Uniti e quali sono i suoi gusti?

Una clientela internazionale sofisticata che apprezza l’esclusività di quello che acquista. In comune hanno tutti un amore per l’arte in tutte le sue forme che è di solito unita ad una solida base culturale.

Secondo me questo spinge ad essere unici anche nelle scelte di acquisto.

I gusti sono sobri ma non dimenticano le linee e fuggono dall’ostentazione. La loro eleganza si basa sulla riconoscribilità all’interno del gruppo sociale di appartenenza e mai fuori da esso.

Buccellati rispetta il loro sentire e lo protegge sia nella privacy sia nel gusto estetico.

Prima di iniziare a lavorare per Buccellati, Lei ha occupato posizioni dirigenziali in aziende come la Procter & Gamble, Sector Sport Watches e Bulgari. In che modo queste esperienze le hanno preparato a diventare Amministratore Delegato dell’azienda di gioielli “più esclusiva degli Stati Uniti”, così come riconosciuta dal Luxury Institute nel 2008?

Dimensioni aziendali e mercati diversi mi hanno dato un orizzonte ampio su cui basare le mie scelte. Lo credo che sia importante applicare ogni esperienza fatta per migliorarsi ogni giorno, sempre.

Concetti base di marketing degli anni 80 sono forti in me e sono stati rivisti e applicati nel lusso in un settore ancora molto da sviluppare

Una base culturale europea crede si sia bene combinata con il pragmatismo americano in un buon mix di stimolo quotidiano.

Quali strategie ha deciso di attuare in passato per mantenere il prestigio e la competitività su un mercato ampio come quello americano e quali sono i progetti che prevede di realizzare in futuro per continuare ad avere successo?

La gestione delle risorse umane è la nuova sfida imprenditoriale delle aziende italiane, sia a livello di innovazione che di coinvolgimento negli obiettivi.

Lo stesso approccio vale sia con clienti che fornitori.

La nostra esclusività ci farà sempre di più condividere programmi e progetti con i nostri partners in un continuo migliorarsi reciproco.

Appassionante. Sia a livello di crescita, sia come motivazione. L’entusiasmo di guidare un’azienda milanese è per me una fonte di orgoglio che si intreccia nel mio passato e ne condivide i valori.

Made in Italy ed eccellenza sono concetti validi anche per la mia persona e il sento come fonte di stimolo per il futuro.
A Creative Mind at Work – Part II

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

This is the second part of an article that provides a practical example of what is happening in our own community and demonstrates that research and development in the context of academia is a critical contributor to creating a sustainable future. In Part I, Alexander Suma (a.suma@umiami.edu) wrote about his journey to entrepreneurship and now he describes his invention to you. The final section of the article draws from quotes and material received from Dr. Bart Chernow, M.D., University of Miami’s Vice Provost for Technology Advancement and Vice President for Special Programs and Resource Strategy (BChernow@med.miami.edu).

An invention that can change our homes

In my previous article, I described how I integrated my architectural design and structural engineering skills throughout college by giving two examples where I performed as an architect, structural engineer and practicing entrepreneur. Now I would like to explain my “Roof Wind Energy System” invention which is an example of an integration of design, technology and structure. This invention...
has the potential to have an impact on the world we know today by offering a sustainable solution to the current energy problem.

The renewable energy solutions we know today are better than conventional ones, but are not as good as we need them to be. Some are dependent on location (hydro, tidal and geothermal), some are potentially polluting (biomass), and others may not give enough electricity against investment (solar and rooftop windmills). All solutions require high investment, much maintenance and are not efficient enough to sustain our electricity need. For example, wind turbines in the South-East cannot efficiently generate energy because the average wind speed is about 8 mph and turbines require an input flow above this level. As a remedy, tower turbines are placed 60 miles off the coast resulting in a costly alternative for maintenance and the miles of cable needed to transport energy to shore. Similarly, roof-top wind mills are no option at all in these states. The Roof Wind Energy System offers a novel solution by increasing the wind velocity with funnels, in a way that electricity can be efficiently generated. This makes wind energy a good solution for South-Eastern states and an even better one for regions with stronger winds.

The Roof Wind Energy System is based on a simple physical phenomenon together with a roof design integration of funnels, turbine and structure. When a flow of air enters a funnel with a skewed shape, its velocity has to increase locally in order to stay in balance with the overall flow on a greater scale. This phenomenon is called the Venturi Effect and is experienced by the accelerating winds between buildings for example. A roof system, or a portion of it, may be partitioned in funnels which also have the function of stiff structural elements, like Roman bows. These funnels capture and lead the air flow (see Fig. 1) and, since they are three-dimensionally skewed towards the roof top (see Fig. 2), they create the highest velocity at this final section. The air flow velocity can easily increase five times after taking all the physical factors into account. A vertical-axle turbine is placed at the roof top so that the highest possible amount of energy can be generated at the point of highest velocity.

Two additional mechanisms improve the efficiency of the system. Firstly, on the lee-ward side, the flow going over the roof (see Fig. 1) creates a lower back-pressure at the exit of the funnel. This creates suction at the exit which further increases the acceleration of the flow. The level of suction obviously depends on the shape of the roof. Secondly, on the wind-ward side, the wind hitting the façade under the roof, cannot go anywhere but upwards and can be captured by opened louvers at the entrance of the funnels which direct this great volume of air into the funnel towards the generator. Together, a large skewed volume, suction from the back and an additional volume from the façade, contribute to generate a higher amount of wind energy electricity compared to systems on the market today.

Other advantages are that the turbine is now integrated with the roof therefore, noise and unpleasant aesthetics are being resolved and a sustainable structural design with a better insulated roof further reduces the need for energy. Modeling indicates that the proposed roof design for a standard single-family household in the State of Florida would offer more electricity than needed. The initial
investment is estimated to generate a profit in about four to five years with current electricity rates, when continuing to be connected to the electrical grid and selling the surplus.

The role of University in promoting innovation

The University of Miami (UM) is equipped with a specialized division of Technology Advancement, UM-Innovation that is designed to expedite the translation of science-based discoveries into commercially available innovations that benefit the public. Having the UM-Innovation infrastructure in place allows for rapid incorporation of novel ideas into our “discovery to innovation” system and thereby fulfills the translational mission of the university without delay. “We are actively making connections within the local and State communities to streamline the development of technologies and companies generated by our faculty and students” says Dr. Chernow. “Specifically, UM-Innovation is leveraging our extensive relationship network of local government, for-profit, not-for-profit, and investment entities – including, support from the Beacon Council (a group focused on both bringing and starting companies in Miami-Dade County) and the Greater Miami Chamber of Commerce.”
Business Lounge

Cesare Paciotti's Unmistakable Style Shines in Bal Harbour

In July 2009, Cesare Paciotti opened his boutique in Bal Harbour Shops, the upscale, open-air shopping mall that features all the most exclusive and fashionable brands, most of which exclusively made in Italy like Dolce & Gabbana, Ermenegildo Zegna and Max Mara, just to name a few. The space dedicated to Cesare Paciotti’s boutique is outfitted in white marble, glass display cases and scorching red accents. A new touch of Italy has thus landed in Miami. Men will now be able to show a renewed form of elegance, coming from an accessory that no longer plays just a functional role, but is almost attention-catching and representative of the man’s character. Women, on the other hand, will be expected to score towering heels of superb design and superior craftsmanship, plus glam accessories that will materialize the stylist’s idea about the woman, who has to be attractive, strong, sophisticated and modern.

Paciotti’s unmistakable style comes from his experience in many artistic fields, as well as in many countries all over the world, which highly enriched his creativity and refined his artistic sensitivity. In his shoes, quality and elegance are perfectly mixed with a contemporary feel. This has made of the Paciotti brand one of the best representatives of Italy’s hand crafted style since the beginning, and has granted it also a great international success.

The King of Italian Cashmere Warms Up Cold South Florida Nights

Another great representative of refined Italian craftsmanship, Brunello Cucinelli is expected to be coming soon to Bal Harbor Shops. Brunello Cucinelli Spa, under the Cucinelli Group, is a leading company in the cashmere knitwear sector. Its luxury and highly fashionable products are tailored to a global market, and in fact, over 60 percent of its revenues come from its exported products. Cucinelli’s product offerings are based on core values such as hand-crafted production and pure quality, attained through continuous research and innovation efforts.

Brunello Cucinelli is also known as the “Ethical Entrepreneur” or the “Philosophic-Entrepreneur,” who treats all his employees equally and equally grants them high working conditions. He contends that working improves the human being’s conditions, and he puts this belief into action by providing his employees with a high quality of life, maintaining a human relationship with them, and making them feel at home in the workplace. Today he is the king of Italian cashmere around the world, with stores in Paris, New York, Moscow, Japan, Switzerland and Northern Europe.

The Highly Sought After Crisp Italian Look

Nara Camicie has recently opened on South Beach. The company produces and distributes high-quality, high-fashion shirts and knits. Greatly spread over the Italian territory, Nara Camicie has been expanding internationally for over 25 years. Its first store in North America opened in New York City. Now, the company has 450 stores worldwide, 300 of which are located in Italy, and 150 abroad. Throughout all its stores, it aims at offering goods made exclusively in Italy, where good quality is combined with a highly dressy image. Products are both for a male and female target, and styles range from ultra classic to avant-garde.

Thanks to its easily replicable selling formula, based on a franchise network, Nara Camicie is now spreading its renowned stores all over the world, particularly in North America. The company’s promise is to tailor an impeccable, luxury shopping experience to all its customers worldwide.
The World's Largest Cruise Operator Partners with Italy for the Long Run

Italian American commercial relationships have been strengthened by the deal recently sealed between Miami based Carnival Corporation and the Italian company Fincantieri. The US giant of the cruising sector has acquired a 130,000-ton cruise ship for its Carnival Cruise Lines brand, scheduled to start service in spring 2012. The new ship, modeled after the recently launched Carnival Dream and able to carry up to 3,690 passengers, is to offer a water-works aqua park, an indoor/outdoor café, and a live entertainment venue called Ocean Plaza. It will also feature a wide range of staterooms, including luxury staterooms such as deluxe ocean views with two bathrooms.

Carnival Corporation & Plc. is the world’s largest cruise operator. The corporation comprises of 11 cruise brands, among which Costa Crociere, the historic Italian company acquired in 2000, is one of them. With the finalization of this deal, the company’s relationship with Italy seems to be for the long run. In fact, a second ship, the Carnival Magic, is already under construction at Fincantieri, and will be ready May 2011.
Even before the great splendor that was Rome and its empire, we know that the Etruscans were great admirers of the finer things in life including rich textiles, beautiful jewelry and vibrant colors. The history of fashion in Italy is almost as ancient as our existence as a civilization. For the Romans; dress, hair and fashion accessories were an important part of daily life. The famous and majestic ruins of the Roman Baths remain as a testament of the Roman preoccupation with the body and its appearance. Perhaps this fascination with beauty which seems to predate that of so many other cultures has remained ingrained in our DNA as a people. All cultures and peoples in the world have art and history to be admired; however, few would argue that Italy singularly stands out.

During the Renaissance Era, Italian fashion had already begun to influence the rest of Europe. Caterina dei Medici was famously said to have brought this refinement in good taste to the Court of Henry II of France. Italy’s primacy in commerce within the Mediterranean also assured its pivotal role as the first nation to globalize its fashion and textile industries.

Quality of textiles and of the finished product, artisan craftsmanship, precision, attention to detail and the continuous hunt for perfection have always been some of the typical characteristics of Italian fashion items. All of these characteristics seem to come natural within the Italian entrepreneurial models of family owned
and run small and medium sized companies. These types of companies, more than others, are able to keep strong on genuine and authentic values which reflect upon the final product. This has been the model under which some of the most important fashion houses such as Valentino, Versace, Armani and Cuccinelli have been born, where the idea of a family working together adds a special touch to the business and keeps the business true to authentic values and in turn connects this idea with the stylists' image.

Today, in cities such as New York, Paris and Milano, names like Gucci, Prada, Ferragamo, Bulgari, Blumarine, Cavalli and Dolce & Gabbana to name a few, are the pillars of the Italian and in many ways, the international fashion scene.

In reality, fashion is nothing more than a living and evolving expression of the men and women that create it and wear it. It is as much a way of communicating as the Italian language itself. This language and this expression can only be achieved through a tradition of seduction and refinement handed down through generations. In the end, Italian fashion is not about the clothes at all, it is actually about an attitude of custom-made fluid sophistication, savoir faire and a certain nonchalance that can only be Made in Italy.
We’ll take you there...

www.WebVisionItaly.com

Legal disclaimer: Not responsible for loss of productivity during work hours.
Miami has developed some unique reputations - gateway to Latin America, beach-laden tropical retreat, party city. While these titles are much deserved, they developed recently, and are hardly authentic. Miami’s Latin American feel arose in the last fifty years; the nightclub and party scene developed in the last forty. Even the beaches here are new - most are artificially built using offshore sand. So, what does authentic South Florida look like? Less than a century ago, Miami was part of a mosaic of ponds, sloughs, wet prairies, and hardwood hammocks. Until recently, beaches here were scarce - in their places, mangroves dominated the coastline. For those in search of this authentic landscape, one needs to look no further than the Everglades National Park.

The Everglades National Park is the largest remaining intact sub-tropical habitat in the continental United States. A diverse array of habitats make up this park, including cypress swamps, saw grass marshes, mangrove coasts, tree islands, and hardwood hammocks. With almost two million acres of wilderness, the Everglades National Park offers a wide variety of activities that are likely to satisfy any kind of visitor. Below are four of the Everglades’ must-sees or must dos that will introduce you to what this part of Florida once looked like.

With respect to nature, the most impressive place to visit is unquestionably the Anhinga Trail. This short (0.8 miles), self-guided trail takes visitors through a large saw grass marsh on a stilted wooden boardwalk. The wildlife here is unbelievably abundant and has an almost zoo-like feel. On almost any day of the year it is possible to see hundreds of animals, including various bird species, turtles, and of course, alligators. The variety and density of animal life here, has rightfully made Anhinga one of the most popular trails in the Everglades.

Once inside the park, it is common to feel restricted. This environment is impenetrable on foot, and exploration seems limited to established trails and boardwalks. One solution: rent an airboat. Airboats are flat-bottomed boats that are propelled by an enormous aircraft-like rear propeller. Having this propeller above the water allows the boat to move over areas with too much aquatic vegetation for regular boat engines. Airboat rides are not only thrilling, but they are one of the only ways to get far away from roads and trails, and deep into the Everglades, where you can find unadulterated wilderness.

Another way to explore the natural beauty of this park is in a kayak or canoe. Between the Everglades National Park and the surrounding watershed, the variety of sites for kayaking and canoeing are limitless. While canoes and kayaks don’t have the speed of Airboats, these small crafts allow you maneuver quietly through tight canals and secluded coves without scaring off the wildlife. Of particular interest is the Thousand Island area to the west of Everglades City. This network of literally thousands of islands is a spectacular place to explore, camp, see wildlife, and is a famous destination to fishermen worldwide.

If you appreciate nature, but aren’t inclined to experience it first hand, Clyde Butchers Big Cypress Gallery is the place to see authentic South Florida at its best. Clyde Butcher is one of America’s most famous photographers. He built his career here in South Florida taking pictures of these swamps, cypress forests and hardwood hammocks. The gallery itself is in the heart of wild Florida, surrounded by over a million acres of wilderness. Perusing Butchers spectacular images will take visitors to remote places in the Everglades that few people have ever seen, and many of his images portray a landscape that once also dominated the Miami area.

For visitor and locals alike, the roughly 2,500 square miles that make up the Everglades National Park will entertain as well as educate. This vast wilderness, the third largest National Park in the lower forty-eight states, showcases a unique landscape that represents the authentic side of South Florida.

Nathan Dappen is a Doctoral Candidate in Biology at the University of Miami. To know more about his research, please visit www.bio.miami.edu/nathandappen/home.html. For more photos visit Nathan Dappen Photography at www.nathandappen.com.
South Florida has a long history of Italian opera. Similar to a great part of the U.S., opera was produced locally for many years, by itinerant producers who had a stock of costumes and sets and hired some great singers to present performances of mostly Italian operas. They may not have been dramatically cohesive, but they were vocally gorgeous.

In 1945, Dr. Arturo DiFilippi pulled together a performance of Pagliacci and thus started the first local company in Florida, the Opera Guild of Greater Miami (now Florida Grand Opera). The Guild would eventually present some of the greatest singers, including the American debut of Luciano Pavarotti.

Today the torch is carried by Sarasota Opera on the Gulf Coast. Originally founded in 1961 to present a small touring company in a historic 300 seat theater, two events in the mid-eighties precipitated a transformation that dramatically changed the reputation of this small company. The first was the arrival of Italian-American conductor Victor DeRenzi as artistic director in 1982. The second was the move into a new venue: a renovated vaudeville theater that is now called the Sarasota Opera House.

After initiating an Apprentice Program to be more professional and the first to boast a full orchestra, Sarasota Opera rose to a new level. While the company presents a broad mixture of repertoire, it is the passion and excellence that DeRenzi brings to the core Italian repertoire which has become the hallmark of Sarasota Opera. In 1989, DeRenzi initiated an effort to investigate rarely heard yet significant works in the Modernworks Revival Series. The series began with Catalani’s La Wally, a verismo opera not heard in the U.S. since 1909, and has continued to include works by Montemezzi (L’amore dei tre re) and Cilea (L’Arlesiana), along with rarely heard works of non-Italian composers as well.

What marks the company for even greater international attention however, is its Verdi Cycle. Although it nominally began in 1989 with a production of Verdi staple Rigoletto, the idea really took root after a 1990 performance of the composer’s Aroldo. Many skeptics felt that the Sarasota audience wouldn’t accept such a rarely heard opera, but after a tumultuous reception, the company was encouraged to continue down the path it had begun to blaze. In 1992, Simon Boccanegra was performed not only in the standard version, but also in its original form, which had never been performed in the United States. Since then, DeRenzi and the company have made the commitment to perform every single note written by Verdi, including his non-operatic music in concert. To date, Sarasota Opera has performed 26 of his operas, several in multiple versions and for the first time in the U.S.

As a result of these two initiatives, as well as the high quality of the performances that the company gives, lovers of Italian opera flock to Sarasota during February and March to enjoy the crystalline beaches, gorgeous weather, and a truly unique operatic experience.
Members Lounge
THE LATEST NEWS & EVENTS FROM OUR MEMBERS

The Angler's

660 at The Angler's Expands!
At the heart of the upscale resort on Washington Avenue is 660 at The Angler's. The cozy intimate indoor setting has recently expanded into a new outdoor sidewalk café, perfect for luxurious people watching on the bustling avenue. Indoors, the fine dining area is just across from a relaxed and comfortable newly redesigned lounge space with banquettes, tufted stools and candles galore. The menu at 660 has also expanded and includes a new cocktail and beer selection and growing wine list. Open daily for breakfast, lunch, dinner and cocktails. www.theanglersresort.com - 660 Washington Avenue, Miami Beach, FL 33139 – Tel. (305) 534-9600

La Voce

The Voice of America's Businessmen
La Voce Degli Imprenditori di America is a magazine whose objective is to bring out your abilities as an Italian-American entrepreneur and we join the Chambers of Commerce to promote the Made in Italy in the NAFTA area (that include Central and North America from Mexico to Canada) with a distribution of 35,000 copies. Visit us by clicking on www.lavoce.ca. For more information and to request an interview, contact Mr. Arturo Tridico at (514) 781-2424. “Satisfaction guaranteed”.

CAPSEC

CAPSEC Now Offers Commercial Credit Collection on US Territory
CAPSEC has recently become a licensed and bonded Commercial Credit Collection Agency in the State of Florida. Among consulting services for business internationalization, CAPSEC now also offers commercial credit collection on US territory. CAPSEC handles both legal and extra judicial credit collection. The service, currently offered to Italian corporations, may now also be offered to American corporations. As an American business with Italian roots, CAPSEC becomes the ideal credit collection solution for all companies with Italian “DNA”. For more information, contact Mr. Francesco Secchiaroli at (305) 374-5725 or visit www.capsecusa.com.

Luca Artioli

Luca Artioli Inaugurates Zadok Art Gallery - March 1, 2010
Luca Artioli, an internationally recognized artist, poet and photographer, will inaugurate an exhibition at the grand opening of the Zadok Art Gallery (2534 North Miami Avenue, Miami Wynwood District) on March 1, 2010. ZAG will celebrate Luca with a series of photos and a video dedicated to the Miami Beach Art Deco District. Artioli’s portfolio includes working for Hermés, MontBlanc and Milano’s La Scala. Artioli has also published 10 books with Mondadori, the key publishing house in Italy. Last year, Artioli opened a studio in South Beach to realize artistic portraits, art photo installations, books and fine art catalogues. For more information, visit www.lucaartioli.com.

Epoque Hotels

Epoque Hotels Adds to its Collection
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 deluxe properties to its portfolio: the Banke Hotel, in Paris and the Levante Laudon in Vienna. To learn more about the special discounts and upgrades available to members of the Italy-America Chamber of Commerce Southeast, contact David Maranzana at david@epoquehotels.com. For reservations, visit www.epoquehotels.com.

Learn Italy

Learn Italy Arrives in New York
Learn Italy, “Made in Italy”, has opened New York’s newest language center for Italian and now offers its unique experience to those wishing to learn Italian and its related culture. Learn Italy New York (LINY) will also provide the opportunity to showcase the many talents of the Italian and American community. LINY offers courses and cultural events at our US Headquarters in the New York Language Center’s midtown location. For further information please email Valeria Vannoli or Jeanne Outlaw at newyork@learnitaly.us.
Raffaella Armstrong, DMD Opens Dental Office in Downtown Miami

Dr. Raffaella Ricciulli Armstrong has recently opened a new dental office conveniently located in the Downtown Miami area. This state of the art practice provides a wide variety of dental services in a friendly and relaxing environment. General dentistry procedures include crowns, root canals and implants. Emphasis is also given to cosmetic dentistry such as tooth whitening, veneers and invisible braces. The new address is 150 SE 2nd Avenue, Suite 604, Miami, FL 33131. Special discounts are given to IACC members and their families. For more information call (305) 371-6064 or visit www.miamidental.net.

Tenuta Casteani’s 60 Sessanta ’07 Wine Wins Gambero Rosso Award in the “Berebene” Category

Mario Pelosi has been producing wine since 2002 at Tenuta Casteani, in the heart of Maremma. Aside from being in the Berebene category, 60 Sessanta ’07 is full of character and body. It contains typical odors of prunes and small mixed berries. At taste, it is smooth and dynamic, full of body yet it isn’t heavy to the stomach. It is a great “daily wine” as described by Gambero Rosso.

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

1. (from left) Claudio Pastor, Marco Ferri, Haydee’ Rocca, Ricardo Chiavaroli, Hon. Marco Rocca (Consul General of Italy), Nazario Pagano (President, Regional Board of Abruzzo), Maria Rosa Roos, Cesare Sassi, and Guido D’Urbano

2. (from left) Vicky (Radio 105) and Nazario Pagano (President, Regional Board of Abruzzo)

DECEMBER 10, 2009
IACC HOLIDAY DINNER
FONTANA RESTAURANT, THE BILMORE HOTEL, CORAL GABLES

3. Guests enjoying dinner

4. Guests enjoying dinner

JANUARY 4-5, 2010
CIAO FRANKIE
COLONY THEATRE, MIAMI BEACH

5. Massimo Lopez singing on stage

FEBRUARY 9-12, 2010
PISA INCOMING FOOD & BEVERAGE DELEGATION
WESTIN COLONNADE HOTEL, CORAL GABLES

6. (from left) Francesca Tanti, Dr. PierFrancesco Pacini (President, Pisa Chamber of Commerce), Benetti Yachts representative, and Dr. Paolo Ribechni

7. (from left) Marco Busti, Sara D’Anzeo, Dr. PierFrancesco Pacini (President, Pisa Chamber of Commerce), and Angiolina Buselli

FEBRUARY 12, 2010
PISA AD 1064 - THE MIRACLE SQUARE - EXHIBIT
UNIVERSITY OF MIAMI, SCHOOL OF ARCHITECTURE, CORAL GABLES

8. (from left) Hon. Marco Rocca (Consul General of Italy), Dr. PierFrancesco Pacini (President, Pisa Chamber of Commerce), and Hon. Don Slesnick (Mayor of Coral Gables)
February 12, 2010
PISA AD 1064- THE MIRACLE SQUARE- EXHIBIT
UNIVERSITY OF MIAMI, SCHOOL OF ARCHITECTURE, CORAL GABLES
9. (from left) Dr. PierFrancesco Pacini (President, Pisa Chamber of Commerce) and Hon. Don Slesnick (Mayor of Coral Gables)
10. Exhibition model of the Leaning Tower of Pisa

February 16-18, 2010
EXECUTIVE VISIT TO MOLISE
ISERNIA, ITALY
11. (from left) Edmondo Di Mambro, Luigi Brasiello (President, Isernia Chamber of Commerce), Silvia Cadamuro (Executive Director, IACC), and Giovanni Venuto
12. (from left) Luigi Brasiello (President, Isernia Chamber of Commerce) and Silvia Cadamuro (Executive Director, IACC)
13. (from left) Silvia Cadamuro (Executive Director, IACC) and Paolo Francesco Potena (Executive Director, Isernia Chamber of Commerce)

February 18, 2010
L’APERITIVO & COCKTAIL 101
MAI TARDI, DESIGN DISTRICT, MIAMI
14. (from left) Corylie Suarez-Valente, Davide Ferretti, and Karl Zucconi
15. Young Italian Professional Comites
February 18, 2010
L’APERITIVO & COCKTAIL 101
MAI TARDI, DESIGN DISTRICT, MIAMI
16. (from left) David Marquette, Carol Haefner, Dennis Britt, Ugo Campello, Francesca Tanti, and John Marquette
17. (from left) Felicity Fang, Myriam Angulo, Franco Carusi, Akshay Sharma, Klemens Zeller, and Maria Gloria Cardarelli

February 25, 2010
EUROPEAN CHAMBERS’ NETWORKING RECEPTION
SETAI HOTEL, MIAMI BEACH
18. (from left) Marinella Cucciardi, Sergio Fracchia, Sara D’Anzeo, and Corylie Suarez-Valente

February 25, 2010
EUROPEAN CHAMBERS’ NETWORKING RECEPTION
SETAI HOTEL, MIAMI BEACH
19. Sara D’Anzeo and Altitalia Real Estate team

March 18, 2010
CRUISE SHIPPING MIAMI
MIAMI BEACH CONVENTION CENTER, MIAMI BEACH
20. (from left) Camilo Sandoval (ICE Miami), Corylie Suarez-Valente, Sara D’Anzeo, Anna Maria Di Gennaro (ICE Roma), Veronica Tanzi (ICE Miami), and Maria Furfaro (ICE Roma)

March 18, 2010
L’APERITIVO
THE ANGLER’S BOUTIQUE RESORT, MIAMI BEACH
21. Port of Olbia and IACC representatives
March 18, 2010
L’APERITIVO
THE ANGLER’S BOUTIQUE RESORT, MIAMI BEACH
22. (from left) Rosa Maria Britt, Dennis Britt, Joseph Raia
23. (from left) Marc Pugliese, Beverly Barrett, and Sara D’Anzeo

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A large majority of the people in South Florida know of Iberia Tiles and its strong Spanish heritage. What many people don’t know is that Iberia Tiles also has a very strong connection with Italy.

Spanish born Entrepreneur Rosa Sugranes opened Iberia Tiles in Miami, Florida in 1979. Rosa’s family had been in the tile/brick manufacturing business for two generations and it was her duty to open the U.S. markets for her families tile sold under the brand Rosa Gres.

Rosa Gres has created a niche in Europe by making highly technical extruded tile mostly for swimming pools and commercial areas (as seen at the Bayside Shopping center in Miami). Rosa Gres recently opened a state of the art facility. This will allow Rosa Gres to expand their production range into new areas for which Iberia Tiles will be responsible in the U.S.

During the mid-eighties, Rosa befriended Italian cousins Claudio and Ettore Cuoghi. Claudio and Ettore’s respective fathers began making tiles in 1968 under the Edicuoghi brand. The group now operates under the umbrella of Fincuoghi and is led by Ettore Cuoghi with other well known brands such as Edilgres, Campani, and Aquilea. The group has factories in Sassuolo and Borgotaro in which they produce more than 120 million square feet of tiles per year. Claudio Cuoghi co-owned the agency responsible for the sales of the family’s products within the U.S. for over 20 years. During this time, Claudio enlisted Iberia Tiles as the brand’s exclusive distributor in South Florida. Fincuoghi rapidly became the leading supplier and subsequently stockholding partner of Iberia Tiles.

Currently, Iberia Tiles’ Board of Directors is led by Rosa Sugranes and is made up of three Spaniards, two Italians, and one American. Jason T. Quimby, the U.S. born Director and current President/CEO of Iberia Tiles explains, “The Italians have always been leaders in the tile industry due to their dedication to design, innovation, and quality”. Iberia Tiles is also known for providing design solutions and therefore, works with all of the leading Italian brands such as: Marazzi / Ragno, Florim, Refin, Italgraniti, Gardenia, Lea, and many more.

Iberia Tiles has also become a leading glass mosaic and stone resource, representing well known brands such as Bisazza for over 15 years and Sicis for 3 years. The Italian stones and marbles that Iberia Tiles represents can be found in many of the homes and office buildings across the southeast.

Recently, Iberia Tiles began targeting Italian consumers with the recent condo purchasing boom seen in areas like Miami Beach and Brickell. Jason explains, “Two years ago, Iberia Tiles started a remodeling service to help homeowners find the proper qualified construction trades.” Many of the current condo purchasers come from Italy, other parts of Europe, the United States, and Latin America. Most of the people want turn key decorating advice that transcends their floors or walls. Due to the 30 years of stellar customer service and reputation, Iberia Tiles has become a great resource for people looking for “peace of mind” when remodeling their spaces.
It is with great pleasure that I introduce Overseas Ship Services to .it Italian Trade in 2010 as we celebrate our 10th anniversary. Established in December of 1999, Overseas Ship Services was initially and essentially the consulting arm of the now defunct Renaissance Cruises. From its inception, the newly formed company has shared the rollercoaster ride of the industry it was meant to serve, but always proving resilient and flexible enough to survive its downturns.

Today, 10 years later, with proprietary offices in Fort Lauderdale and in Genoa and with a correspondent office in Shanghai, Overseas Ship Services is positioned strategically and better than ever, to service its traditional customers with a wide range of services.

From "Buyer Surveys" to "Maritime Casualty Surveys" and from complete refits and conversions to specialized mechanical installations and repairs, Overseas Ship Services currently also represents manufacturers of shipboard equipment and is a supplier of spares and components.

2009 was the most successful year since Overseas Ship Services’ inception and this is a result that speaks for itself. The experience and dedication of its staff, straight talk to its customers and to its suppliers and the relentless effort to deliver an excellent product and an excellent service, always keep Overseas Ship Services on top.
Salone Internazionale del Mobile

Now in its 49th edition, Salone Internazionale del Mobile will be ready this April to surpass the success of 2009’s record edition, which registered about 313,385 attendees, consisting of operators, general public and press. Launched in 1961, with its original focus on Italian furniture, over the years this furnishing exhibition has become an international trend-setting furniture fair in its sector. This year, about 2,300 exhibitors are expected to occupy the 210,000 plus square meters of dedicated space. Innovation, quality and variety will be, as usual, the key elements characterizing the exhibition.

Salone Internazionale del Mobile showcases everything from indoor to outdoor furniture, with a particular clue on the materials used and the styles adopted, which range from traditional to ultra modern and cutting edge. A series of other exhibitions will take place alongside Salone Internazionale del Mobile to complete the home furniture offerings such as Eurocucina / International Kitchen Furniture Exhibition (in its 18th edition), FTK, devoted to the technology of built-in electric domestic appliances and cooker hoods, the International Bathroom Furniture Exhibition, the International Furnishing Accessories Exhibition and SaloneSatellite.

Salone Internazionale del Mobile will take place April 14-19, 2010 in the FieraMilano complex, located in Milan’s metropolitan town of Rho. For further information, please visit www.cosmit.com or contact the Fiera Milano Desk Info Line: Ms. Sara D’Anzeo, at danzeo@iacc-miami.com, Tel. 305-577-9868.

EIRE

Organized by Ge.Fi. Spa, EIRE (Expo Italia Real Estate), is meant to give professionals of the real estate industry the opportunity to become knowledgeable of the Italian real estate market and learn more about its best practices. Interactions, collaborations and synergies among individuals and businesses can thus be set up to create new opportunities in this increasingly international industry, further boosting its growth.

EIRE is a meeting place for professionals, where investments and learning opportunities, come together at the same time and place. In the words of Antonio Intiglietta, President of Ge.Fi., “knowledge is the best investment that any entrepreneur can make”; a particularly true statement given this economically daunting period.

EIRE will take place June 8-10, 2010 in Milan, Italy.

For further information, please visit www.italiarealestate.it or contact the Fiera Milano Desk Info Line: Ms. Sara D’Anzeo, at danzeo@iacc-miami.com, Tel. 305-577-9868.

Modaprima 68

Organized by Pitti Immagine Srl, the biennial tradeshow Modaprima 68 is meant to offer a preview of programmed-fashion collections and ready-to-wear clothing and accessories for men and women. The main focus will be on the Spring/Summer 2011 collections. However, some Autumn/Winter 2010-2011 collections will also be showcased.

The previous edition, Modaprima 67, which took place in November 2009, was very successful. It mainly focused on product quality, attracting nearly 1,720 visitors, 700 of which came from 48 foreign countries.

Modaprima 68 will take place in Milan, Italy on May 22 – 24, 2010.

For further information, please visit www.pittimmagine.com or contact the Fiera Milano Desk Info Line: Ms. Sara D’Anzeo, at danzeo@iacc-miami.com, Tel. 305-577-9868.
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Hotel Modigliani (ROME-ITALY)
Special rates starting at Euro 80 (low season) or Euro 140 (high season). Must present Membership card.
Via della Purificazione n. 42, 00187 Roma Tel. 0039 06 42815226 Fax. 0039 06 42814791
info@hotelmodigliani.com - www.hotelmodigliani.com

Sonesta Hotels
Special rates starting at $109.00/day offered at Sonesta Hotel & Suites Coconut Grove. Must present Membership card.
Phone Central Reservations: 1-800-321-2211

The Angler’s Boutique Resort South Beach
Special rates available for Studio Suites with 1 King-sized bed. Must present Membership card.
January 2 – April 17, 2010: $195.00+ tax/day. Must present Membership card.
April 18 – June 30, 2010: $175.00+ tax/day.
July 1 – September 30, 2010: $135.00+ tax/day. Must present Membership card.
October 1 – December 31, 2010: $175.00+ tax/day. Must present Membership card.
Phone: 305-374-0031 ext. 7808

Best Western Palm Beach Lakes Inn
Special rates starting at $99 + tax/day. Must present Membership card.
1-800-766-9911

Courtyard Marriott Miami Downtown
Special rates starting at $99.00+ tax/day. Must present Membership card.
1-800-528-1234

Holiday Inn Express Hialeah/Miami Lakes
Members receive 10% discount on standard room prices. Must present Membership card.
Call: 305-674-1660

Holiday Inn Port of Miami
Members receive 10% discount on standard room prices. Must present Membership card.
Call: 305-374-3000

Holiday Inn University of Miami
Special rates starting at $89.00/day. Must present Membership card.
Call: 305-667-5611 ext. 7808

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Special rates starting at $109.00/day offered at Sonesta Hotel & Suites Coconut Grove. Must present Membership card.
Phone Central Reservations: 1-800-321-2211
Call: 786-594-5888

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

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 CD#1646043 is the key.
Call 1-800-654-2210 or visit the Hertz website at www.hertz.com when making your reservation. Then present your Hertz Member Discount Card at the time of rental. It’s that easy!

Shopping

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

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

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

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

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

Professionals & Others

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

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

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

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

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

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

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

Wellness & Entertainment

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

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

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

**Italy**

**March 26 - 29**
Antiques & Art
**Miart**
Fiera Milano, Rho-Milano
www.miart.it

**April 14 - 19**
International Furnishing Exhibition
**Salone Internazionale del Mobile**
Fiera Milano, Rho-Milano
www.cosmit.it

**May 10 - 13**
Food, Drink & Beverage
**Cibus**
Fiera di Parma, Parma
www.cibus.com

**May 13 - 16**
Fitness & Wellness
**Rimini Wellness**
Rimini Fiere – Business Space, Rimini
www.riminiwellness.com

**June 15 - 18**
Fashion Industry
**Pitti Immagine Uomo**
Firenze Fiera, Florence
www.pittimmagine.com

**USA**

**March 18 - 21**
Fashion Industry
**Miami International Fashion Week**
Shops at Midtown Miami, Wynwood Art District
www.miamifashionweek.com

**March 26 - 29**
Architecture & Design
**Home Design and Remodeling Show**
Miami Beach Convention Center, Miami Beach
www.homeshows.net

**April 27 - 30**
Tiles & Stones
**Coverings**
Orange County Convention Center, Orlando FL
www.coverings.com

**June 4 - 7**
International Jewelry Show
**JCK Las Vegas 2010**
Sands Expo & Convention Center, Las Vegas
www.jcklasvegasshow.com
### Calendar of Events

#### March

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>L’Aperitivo</td>
</tr>
<tr>
<td></td>
<td>The Angler’s Resort</td>
</tr>
<tr>
<td>25-28</td>
<td>Euro&amp;Med Food</td>
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<tr>
<td></td>
<td>Food&amp;Beverage buyer delegation to Foggia, Italy</td>
</tr>
<tr>
<td>28</td>
<td>Italian Heritage Night @ Miami Heat</td>
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<tr>
<td></td>
<td>Miami Heat vs. Toronto Raptors @ AA Arena</td>
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</table>

#### April

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>6</td>
<td>Authentically Italian Prelude Dinner</td>
</tr>
<tr>
<td></td>
<td>Vizcaya Museum &amp; Gardens</td>
</tr>
<tr>
<td>7-20</td>
<td>Authentically Italian Escopazzo, Quattro, Sardinia and TiramesU Restaurants</td>
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<tr>
<td></td>
<td>Miami Beach</td>
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<tr>
<td>7</td>
<td>Seminar: Taxation in Florida</td>
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<tr>
<td></td>
<td>Miami</td>
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<tr>
<td>9</td>
<td>NAFTA AREA MEETING</td>
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<td>Italian Chambers of Commerce Meeting</td>
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#### May

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<thead>
<tr>
<th>Date</th>
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<tr>
<td>5</td>
<td>Seminar: Labor Laws in Florida</td>
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<tr>
<td></td>
<td>Miami</td>
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<tr>
<td>12</td>
<td>European Chambers Networking Event</td>
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<td>Biltmore Hotel</td>
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<tr>
<td>13</td>
<td>Webinar: How to secure your credit in the USA</td>
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<tr>
<td></td>
<td>Webcasting</td>
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<tr>
<td>20</td>
<td>Italian Cooking Show IV</td>
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<td>Mia Cucina</td>
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</table>

#### June

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<tr>
<td>18</td>
<td>Seminar: EB5 Investor Visa Program</td>
</tr>
<tr>
<td></td>
<td>Miami</td>
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</tbody>
</table>

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The 2010 Winter Olympics, officially the XXI Olympic Winter Games, were a major international multi-sport event held on February 12-28, 2010, in Vancouver, British Columbia, Canada.
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