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This issue touches upon a range of topics connected by a unifying theme that stresses both innovation and that which is alternative, two defining characteristics of our times that pave the path to progress and success in every field. Although innovation generally implies a futuristic vision and speaks to that which is new, it may also involve the rediscovery and reaffirmation of past -- and at times event ancient -- values and practices. This is evident in the field of medicine, or alternative medicine to be more exact, a body which although not yet widely accepted by traditional medicine is becoming increasingly diffused among the general public.

In a continual effort to highlight the evolving relationship between Italy and the United States, we have once again uncovered a rich partnership between the two countries in the field of scientific research, as apparent in the flow of information, technology, and particularly human capital, namely researchers -- although we “common mortals” prefer to call them scientists -- who dedicate their lives to the discovery of formulas, medicines, techniques, and devices that have the potential to improve our quality of life.

In this issue we resume our journey through the South East of the United States in search of the region’s numerous opportunities. As a follow-up to the article on Mississippi featured several issues ago, we have this time ventured not too far from our native Miami to Orlando, a city known primarily as the capital of theme parks and entertainment. Yet beyond the realms of Disney and Universal, between one ride and the next, Orlando offers a world of opportunity, particularly in the form of a flourishing hi-tech sector which embodies more than 1000 companies and a highly-qualified labor force.

Speaking of labor forces, it seemed only fitting to address a contemporary phenomenon related to the arrival of young people in the labor force: Generation Y, as they are known (“Y” as in young), refers to the managerial class of our future which is already beginning to redefine our present.

Our heart-felt appreciation goes out to our columnists, Prof. Nanni and Prof. Pastor, for their continued support and engaging contributions to .it Italian Trade as visible in the R2B and itCulture columns.

In closing, we would like to invite all our readers to send us comments and observations regarding this publication. Your contributions are always appreciated.

Pleasant reading! !
Italy's Biomedical Sector & Investment Opportunities

BY PAOLA SANGIOVANNI, ATTORNEY AT LAW AND CO-FOUNDER/DIRECTOR OF THE ITALIAN ASSOCIATION FOR THE STUDY OF BIOTECHNOLOGY (SISB) (WWW.SISB.ORG)
The Italian biotechnology sector has experienced significant growth over the last few years, with a trend which seems destined to continue. The number of Italian companies operating in the biotech sector has in fact grown more than 50% since 2001. Given the emergence of new entrepreneurial developments and the consolidation of those companies already present, experts in the field can now speak of a sector that has reached maturity.

Several Italian biotech companies have also recently been listed on leading international stock markets, evidence of their potential to expand and desire to internationalize. Some have opted to be listed on NASDAQ or the Zurich stock market, while others (i.e., Biosearch, Novuspharma, Cell Therapeutics, DiaSorin, MolMed) chose to remain in the Italian financial market.

The success of the “Italian case” is strongly linked to the existence of a series of factors unique to the Italian panorama. The presence of numerous research centers of excellence -- particularly active in the biomedical research field and often highly specialized (in oncology, among others) -- plays a key role in Italy’s success. In imitation of the American model, such centers collaborate closely with local Universities and their dynamic Technology Transfer Offices responsible for interacting with the entrepreneurial world. The existence of important science and technology research parks active in the biotech sector also represents a “contagious” example of how entrepreneurial and technological networks can facilitate collaboration between the public and private realms.

The Region of Lombardy boasts a noteworthy concentration of the above mentioned factors which have facilitated the expansion of a robust life sciences sector. In fact, an estimated 35% of the biotech companies in Italy and almost half of the national income generated from this sector can be attributed to the Region of Lombardy. Milan and its surrounding areas in particular (including the provinces of Como, Varese, Lodi, and Pavia -- all situated within 50 km of Milan) enjoy a high concentration of research and development activities and a significant presence of medium and large-sized companies.

Some of the most prestigious Italian Universities (Università degli Studi di Milano, Politecnico di Milano, Università di Milano Bicocca, Università Cattolica, and Università Commerciale Luigi Bocconi) are based in Milan and have a strong tradition in the fields of science and technology. An estimated 175,000 undergraduate and graduate students attend Milan’s universities.

Milan’s Universities have developed policies for patenting inventions, obtained patents for hundreds of scientific discoveries, and contributed to the establishment of numerous spin--off companies. In addition, the Universities have undertaken numerous initiatives designed to improve the quality of university-based research and encourage the creation of new companies. Examples of such programs include UNI.V.E.R.S.I.T.A.S. (http://89.186.73.218/Universitas/index.php) and Netval (www.netval.it), not to mention the Università Statale’s “company accelerator” and Politecnico’s “business incubator,” all examples of useful instruments which facilitate the transfer of research and scientific knowledge from the University to the corporate realm.

Milan and its surrounding areas are also home to several important science parks, namely the Parco Tecnologico Padano and the Raf Science Park, which is affiliated with the Istituto Scientifico Universitario San Raffaele, the foremost Italian private hospital. Last but not least, Milan boasts a vibrant and enterprising financial community that revolves around the Italian stock exchange, which in recent years has invested with
increasing confidence in innovation and advanced technology.

Additional evidence confirming the potential of the sector can be seen in the encouraging results obtained from the numerous technology scouting programs undertaken in Milan, such as Bioinitiative and Iniziativa Materiali (www.sib.org/InfoCli/Varie/PresentazioneProfGalli19-4-07.pdf).

The Italian State and its institutions (both at the local and federal level) have recognized and favored the development of the biotech sector, given its potential in terms of both economic growth and social welfare.

In 2006, the Italian Parliament -- with the goal of both clarifying the regulatory statutes surrounding the biotech industry and attracting foreign investment -- approved a law dedicated to the juridical protection of biotech inventions. By addressing the previous situation of juridical uncertainty, the law explicitly confirmed the patentability of biotech inventions. The innovation -- which institutes several defined measures to increase the assurances (juridical and otherwise) that biotech companies can rely on -- was welcomed by the Italian biotech community.

In order to encourage foreign investment, the law also aims to streamline bureaucratic procedures related to company development, with specific regard to the support and start-up of intellectual capital companies. In essence, companies can benefit from a tax relief measure relevant to research and development expenses, particularly if the company collaborates with Universities or public research institutions. The percentage has recently passed from 15% in 2007 to 40% in 2008, up to a maximum of costs totaling 50 million euros per company.

Recently, numerous foreign investors, particularly from the United States, have demonstrated a strong interest in considering investment opportunities in Milan's technical cluster. Surely, the Italian biotech sector will benefit from the experience and resources of American serial entrepreneurs and venture capitalists. At the same time, Italian biotech companies can offer high quality projects and handsome returns.

Hon. Ronald Spogli, the American Ambassador in Italy who hails from a past as a venture capitalist, has played an instrumental role in supporting numerous initiatives and programs designed to stimulate innovation, entrepreneurialism, and scientific exchange between Italy and the United States. Several of the Ambassador's programs that have enjoyed significant support include Partnership for Growth and Fulbright Best.

Recently, the Italian Association for the Study of Biotechnology (SISB - www.sisb.org) hosted three American gurus in the life sciences -- Janice LeCocq, Gregory Lawless and Russell Owen Potts -- who had been personally invited by Ambassador Spogli to offer their commercial and scientific expertise and conduct an exploratory mission of several biotech companies in Northern Italy. The experts reported that they were pleasantly surprised by the quality of Italian technology and by the number of companies of interest to investors. It is our hope that the relationship between Italy and the United States continues to grow in scope and intensity in the near future.
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Entrepreneurial in style and spirit, the University of Miami Health System (UHealth) at the Leonard M. Miller School of Medicine has become an international academic medical center known for its excellence in patient care, medical education, scientific research, and community service. Within the South Florida international community, Italian scientists, professionals, and institutions remain at the center of some of the University of Miami’s most exciting technologies and collaborative efforts.

To fulfill its mission and unique position as the only university-based medical center in South Florida, UHealth has made significant investments to build a world-class destination for preeminent care where knowledge grows each day through significant strides in medical research and scientific discovery. Under the UHealth umbrella, patients have access to great physicians who continue to raise the level of medicine in South Florida.

With the flagship University of Miami Hospital at UHealth’s core, patients can receive services at six hospitals including Sylvester Comprehensive Cancer Center, Bascom Palmer Eye Institute, Jackson Memorial Hospital, Holtz Children’s Hospital, the Miami VA Medical Center, and more than two dozen outpatient facilities in four counties.

Through serious scientific endeavors at established research centers such as the Diabetes Research Institute, the Lois Pope LIFE Center, the Miami Institute for Human Genomics, the Interdisciplinary Stem Cell Institute, and the Batchelor Children’s Research Institute, treatments and cures are fast-tracked to patients. The physicians of UHealth and the scientists from the Miller School work together with the nation’s

Imprenditoriale nello stile e nello spirito, l’Università di Miami Health System (UHealth) presso la Scuola di Medicina Leonard M. Miller è diventato un centro medico accademico riconosciuto a livello internazionale per la sua eccellenza nella cura dei pazienti, l’educazione nel campo medico, la ricerca scientifica ed il servizio civile. All’interno della comunità internazionale del Sud della Florida, scienziati italiani, professionisti ed istituzioni sono tra i protagonisti di alcune tra le più entusiasmanti tecnologie e sforzi collaborativi ad opera dell’Università di Miami.

Per adempiere la sua missione e mantenere la sua posizione di unicità in quanto il solo centro di medicina universitaria nella regione, UHealth/Miller ha investito significativamente nella realizzazione di una destinazione di livello internazionale per l’eccellenza delle cure prestate, dove la conoscenza cresce ogni giorno grazie ai notevoli passi fatti nella ricerca medica e nelle scoperte scientifiche. All’interno dell’UHealth i pazienti sono seguiti da medici illustri che continuano ad innalzare il livello della medicina nel Sud della Florida.

Con il fiore all’occhiello rappresentato dall’ospedale dell’Università di Miami al centro dell’UHealth, i pazienti possono ricevere servizi in 6 diversi ospedali (gli altri sono: Sylvester Comprehensive Cancer Center, Bascom Palmer Eye Institute, Jackson Memorial Hospital, Holtz Children’s Hospital, Miami VA Medical Center), e più di altre 24 strutture in 4 contee. Attraverso consistenti sforzi nel campo scientifico, i trattamenti e le cure presso centri di ricerca affamati quali il Diabetes Research Institute, il Lois Pope LIFE Center, il Miami Institute for Human Genomics, l’Interdisciplinary Stem Cell Institute ed il Batchelor Children’s Research Institute, sono ora più accessibili ai pazienti. I medici dell’UHealth e gli scienziati della Miller School lavorano insieme agli studenti più brillanti a livello nazionale, sia in prima linea a diretto contatto con i pazienti che nei laboratori per lo sviluppo di trattamenti e cure. Una struttura accademica di questo tipo, con la scuola di medicina al suo centro, consente ai pazienti di avere accesso preferenziale ai nuovi sviluppi e alle nuove tecnologie nel momento stesso in cui queste si rendono disponibili, un fattore chiave questo delle strutture sanitarie che inglobano l’università.

Grazie allo sforzo di preminenti medici, chirurghi e scienziati italiani, che sono attualmente impiegati presso l’University of Miami, il centro UHealth intrattiene collaborazioni particolarmente attive con molte università ed istituzioni accademiche italiane. La collaborazione con l’Italia è, ad esempio, particolarmente sviluppata nel campo della ricerca sul diabete. I Dottori Camillo Ricordi, Luca Invernizzi, Antonello Pileggi, Alberto Pugliese e Luigi Meneghini dell’Istituto per la Ricerca sul Diabete del DRI lavorano a stretto contatto con l’Università di Milano, Pavia e Pisa, nonché con l’Istituto Mediterraneo per i Trapianti e le Terapie avanzate (ISMETT) di Palermo, dove il Dott. Ricordi ricopre la carica di Presidente del Consiglio. L’Ospedale San Raffaele di Milano è anche la sede del DRI-HSR, un Istituto per la Ricerca sul Diabete associato con l’UM DRI che offre le attrezzature, il tirocinio ed un efficace supporto collaborativo attraverso un network di “TeleScience” che coinvolge le principali istituzioni per la ricerca sul diabete a livello mondiale, le quali fanno tutte parte della Federazione DRI. Infine, l’Università di Milano collabora con la Facoltà di Scienze Motonie, il cui Preside, Prof. Livio Luzi, è anche Professor Aggiunto all’UM-DRI.

Collaborazioni tra l’Università di Miami e le Università
In the field of Diabetes research, collaboration with Italy is particularly developed. Dr. Camillo Ricordi, Luca Inverardi, Antonello Pileggi, Alberto Pugliese, and Luigi Meneghini of the UM Diabetes Research Institute (DRI) work closely with the Universities of Milan, Pavia, and Pisa, along with the Mediterranean Institute of Transplantation and Advanced Therapies (ISMETT) in Palermo, where Dr. Ricordi also serves as President of the Board.

Dr. Gianluca D’Ippolito, Dr. D’Ippolito is now collaborating with another Italian-based investment group to form what could become yet another joint commercial initiative between UM and Italian investors in the area of regenerative medicine.

Additional UM-Italy partnerships flourish in the area of transplantation and Tissue Engineering. At Niguarda Hospital in Milan, Dr. Ricordi’s group is working with Dr. Mario Marazzi and Dr. Francesca Crovato. At the University of Turin, Molinette Hospital, active collaborative efforts are ongoing with Dr. Luigi Biancone from the Division of Nephrology and the program of cellular transplantation for diabetes.

Moreover, at Bascom Palmer Eye Institute, ranked number one in the US, Dr. Vittorio Porciatti, a graduate of the University of Pisa, was recently awarded a major grant from the National Institute of Health.

In the area of biotechnologies, three UM start-up companies, Converge Biotech. Inc., LifeGate Inc., and Jotmate Inc. have been established thanks to the contributions of Italian “Angel Investors” and “Venture Philanthropy”. A new initiative that involves the commercialization of technologies surrounding a novel type of adult stem cells (Miami Cells) was spearheaded by UM based Italian scientist Dr. Gianluca D’Ippolito. Dr. D’Ippolito is now collaborating with another Italian-based investment group to form what could become yet another joint commercial initiative between UM and Italian investors in the area of regenerative medicine.

Without a doubt the ties between Italy and South Florida via the University of Miami and UHealth are strong. As one of the nation’s leading private research universities, UM takes great pride in its research mission, and is committed to the advancement and commercial application of scientific discoveries. Certainly, Italian scientists, professionals, and institutions share a part of that success.
Energy Medicine: 
The Mystical World of Ancient Doctrines

BY VLADIMIRO GIUA, M.D., F.A.C.P., FOUNDER AND PRESIDENT OF YOUNIQUE CLINIC
(www.youuniqueclinic.com)

The scientific and medical exchanges between Italy and Florida extend well beyond traditional sectors to include smaller niche forms of complementary and alternative medicine (CAM), a term which denotes practices not typically accepted or entirely understood by conventional medicine. CAM practices include, but are not limited to, chiropractics, acupuncture, massage therapy, homeopathy, yoga, biofeedback, energy medicine, naturopathy, and even mediation and prayer. Back pain, allergies, arthritis, insomnia, headaches, high blood pressure, and depression are some of the common ailments for which Americans consult CAM practitioners.

Although still regarded with skepticism by much of the medical establishment, CAM treatments have becoming increasingly popular among the general public. As early
as 1993, a Harvard University study estimated that roughly one-third of Americans used some form of CAM treatment (similar trends exist among Europeans, while the percentage is an astounding 70% among the world population). Even more astonishingly, the 425 million visits to CAM providers in the U.S. in 1990 surpassed the number of visits to all primary care physicians by roughly 47 million. Given this booming industry, it is no wonder that Congress established the National Center of Complementary and Alternative Medicine in 1998 with a budget of $100 million.

In recent years, CAM treatments have continued to gain legitimacy, as evidenced by a 50% increase in the number of visits to CAM providers, the proliferation of "integrative medicine" (a discipline which combines alternative and conventional medicine), and the fact that 41% of medical schools, including Harvard and George Washington University, now require a course on alternative therapies. Finally, many insurance companies, particularly in the Northeast, Mid-Atlantic States, and on the West Coast (i.e. Oxford, Horizon Blue Cross Blue Shield, Ameri-Health, and Health Net), are now beginning to offer limited coverage for selected CAM treatments.

The appeal of CAM is no less visible in the Sunshine State, which accounts for 5.7% of the $34 billion in average revenues produced each year in the U.S. from this growing industry. With this article, Dr. Vladimiro Giua, a Roman native and founder and president of Younique Clinic (www.youniqueclinic.com) -- a health care and cosmetic skin care center located in Miami which combines complementary and energy medicine -- introduces the reader to the world of energy medicine. Energy medicine is a form of alternative medicine which proposes that imbalances in the body's "energy field" result in illnesses which can be treated by "manipulating" this "holistic living force," thereby bringing the body's "live energies" into balance.

The twenty-first century gave birth to a lot of insecurity for the future, leaving people searching for mystical solutions to their daily problems. This search led to the blossoming of ancient healing traditions hailing from a variety of ethnic backgrounds, currently reigning under the stereotyped term of "energy medicine." Energy medicine is rooted in vitalism, the notion that living organisms possess some unique quality, an élán vital, which gives them that special quality we call life. Belief in the existence of a living force, often associated with the soul, spirit, and mind, is ancient and remains widespread to this day.

Practitioners of energy medicine believe that they can affect cures for many illnesses by manipulating this hypothetical vital force or field (also referred to as the bio-energetic field), thereby bringing the body's "live energies" into balance. Quantum mechanics, in the world of energy medicine, postulates that human consciousness actually controls reality and it is often claimed as support for mind-over-matter solutions to health problems. In this equation, the role of the intuitive healer is to help patients to re-establish their lost connection with the synchronous intelligence of their own body to the almighty one of the universe, helping them to regenerate their innate ability to self-healing.

According to the U.S. National Center for Complementary and Alternative Medicine (NCCAM), there are two categories of energy medicine: veritable and putative. Veritable energy medicine refers to energy fields which can be measured with our current technology. Examples of measurable energy fields used in the diagnosis sono diventati sempre più popolari tra il pubblico generico. Già nel 1993, uno studio della Harvard University stimo che circa un terzo degli americani aveva fatto ricorso a trattamenti medici alternativi (e trend simili sono stati ricontrati tra gli europei, mentre la percentuale sale ad un sorprendente 70% quando consideriamo la popolazione mondiale). Un dato ancora più sorprendente, nel 1990 il numero di visite presso specialisti CAM, negli Stati Uniti è stato pari a 425 milioni, sorpassando di circa 47 milioni quello presso i medici generali. Data la forte espansione del settore, non sorprende che il Congresso abbia creato nel 1998 il National Center of Complementary and Alternative Medicine (NCCAM), con il proprio budget di $100 milioni.

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and treatment of disease include: magnetic resonance imaging, laser eye correction surgery, cardiac pacemakers, radiation therapy, and UV light therapies for psoriasis and seasonal affective disorder.

Most frequently, energy medicine refers to techniques that involve the putative energy fields, energy not measurable by conventional methods. This field is based on the fundamental premise that all physical objects (bodies) and psychological processes (thoughts, emotions, beliefs, and attitudes) are expressions of energy. Therefore, all bodies are believed to be infused with a "subtle" energy or life force. Healing methods involving this energy field include acupuncture, acupressure, applied kinesiology, energy psychology, healing touch, homeopathy, intercessory prayer, intuitive medicine, and various other healing techniques.

In therapies involving this subtle energy field, it is believed that health is determined by the overall flow and balance of a person's vital life force energy. Imbalances or blockages in the natural flow of the subtle energy fields in the body cause illness. Therapies such as acupuncture and acupressure are believed to act by correcting imbalances in the flow of subtle energy along the meridians, or energy channels. In therapies such as Theta Healing, Reiki (a Japanese technique for stress reduction and relaxation), and even prayer, a healer is believed to emit or transmit the vital energy to a recipient as a way to restore health.

Although no unique living force has ever been conclusively demonstrated to exist in scientific experiments, proponents of alternative medicine claim that current scientific evidence exists for some entity beyond conventional matter, and that this claim is supported by modern physical theory - especially quantum mechanics - which continues to validate many of the concepts Eastern physicians and intuitive healers have understood and practiced for centuries.

It is my conviction that emotional wellbeing and spirituality play a critical role in healing. The use of alternative medicine techniques such as energy balancing, spiritual DNA activation, and Theta Healing coupled with conventional medicine makes it possible to help patients achieve impressive positive changes in their health. It is a tool we can use to proactively promote physical and emotional healing at a deep, subconscious level, and an empowering process that everyone can use to co-create healthier and happier lives.
Business is Business: Or is it?

BY KRISTEN MAAG
For the Italian businessman, the American way of interacting and conducting business may seem peculiar or even offensive at times. According to Dr. L. Robert Kohls, noted cultural anthropologist and author, some 95% of these actions can be explained by thirteen core American values, values which typically contrast to those held by most of the world. Paradoxically, most Americans are not even aware of these values because one very core American belief is that every individual is so unique that it would be nearly impossible to come up with a list of common values (for a complete list, see The Values Americans Live By (1984) by L. Robert Kohls).

Likewise, Americans may find Italian practices equally perplexing, and may fail to appreciate it when their Italian host offers them a caffè that is served in what seems more like a tea cup from a toy-china set than the mug-sized American coffee they are accustomed to.

While some cultural differences may result in innocent faux pas - do not, for example, give an Italian chrysanthemums, a flower traditionally used for funerals in Italy (unless you foresee the death of your business relationship) — others may result in miscommunication and ultimately the failure to seal that important business deal. So, the next time you cross the Atlantic for business -- advise Terri Morrison, Wayne A. Conaway, and George A. Borden, co-authors of Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries - make sure you know your host culture. The following guidelines may prove indispensable for the success of your next business trip:

1) Time and Its Control vs. Human Interaction: For most Americans, punctuality and the productive use of time are of the utmost importance. As Kohls points out, the American language is saturated with references to time as something to be “filled”, “saved”, “used”, “spent”, “lost”, “killed”, etc. If you are running even ten minutes late to a business appointment, it is considered rude not to call ahead of time to inform the person of your unfortunate circumstances. Due to their at times excessive preoccupation with time, Americans may appear more interested in sticking to a predetermined schedule (even to the smallest detail) than nurturing meaningful interpersonal relationships, a key component of Italian business practices. Americans looking to do business in Italy should invest in developing a rich contact network, since Italians usually insist on doing business with individuals they know. In an Italian economy that is dominated by small and medium sized industries (many of them family-owned), business deals are often negotiated directly by business owners rather than managers in one rung of an extensive corporate ladder.

2) Informality vs. Formality: Americans are one of the most informal peoples in the world, as reflected in their dress, greetings (“hi” or “how are you”) are typical greetings between both friends and an employee and his/her superior), and forms of address (or lack thereof). It is common for American executives to insist on being called by their first names almost immediately, a practice not widespread in Italy where titles are still commonly used to acknowledge rank and status. Compared to Italians, who have a whole array of titles — Dottore being the most common title for college graduates — Americans are reluctant to use titles (a simple Ms., Mr., and Dr. for medical doctors and professors with a Ph.D are sufficient) because they have an aversion to treating individuals in high ranking positions in an overly deferential manner. Foreigners not accustomed to being “treated like everyone

Per gli imprenditori italiani, lo stile tipicamente americano di condurre affari potrebbe sembrare singolare e, a volte, perfino offensivo. Secondo il Dr. Robert Kohls, noto antropologista ed autore, il 95% di queste azioni può essere spiegato da tredici “valori americani tipici,” valori non condivisi dal resto del mondo.

Paradosso, molti americani non sono neanche a conoscenza di questi valori perché è opinione comune tra gli americani che ciascun individuo è così unico che sarebbe quasi impossibile creare una lista di valori condivisi (per una lista completa si veda The Values Americans Live di L. Robert Kohls - 1984).

Tuttavia, gli americani trovano alcune pratiche italiane altrettanto insolite, e potrebbero non apprezzare un caffè servito in quella che sembra una tazzina da té di un set per bambine quando si è abituati alle dimensioni della tazza da caffè americana.

Mentre qualche differenza culturale a volte si risolve in innocenti gaffe, come offrire dei crisantemi ad un italiano, un fiore in Italia tradizionalmente usato per i funerali - almeno che non prevediate la fine della vostra relazione di business - altre potrebbero generare fraintendimenti determinanti per il fallimento dell’accordo. Quindi, la prossima volta che attraversate l’Atlantico per motivi di affari, assicuratevi di conoscere la cultura del paese che vi ospita (così come consigliato anche da Terri Morrison, Wayne A. Conaway e George A. Borden, co-autori di Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries). I consigli che seguono potrebbero risultare determinanti per il successo del vostro prossimo viaggio di affari:

1) Tempo e suo controllo vs. Interazione umana: la maggioranza degli americani danno la massima importanza alla puntualità e all’uso produttivo del tempo. Come Kohls afferma, il linguaggio americano è ricchissimo di espressioni che fanno riferimento al tempo come a qualcosa che deve essere “riempito”, “salvato”, “ben speso”, “non perso”, “ucciso” e così via. Anche se siete solo dieci minuti in ritardo ad un appuntamento di lavoro, è considerato maleducato non chiamare in tempo per avvisare delle sfortunate circostanze. Data la
else’ -- a compliment for Americans -- may feel embarrassed or disrespected.

3) Directness vs. Indirectness in Negotiating: In delivering less than pleasant evaluations, Americans tend to be more direct and “to the point” than Italians, preferring to establish right away “the bottom line.” Italians, on the other hand, may engage in a somewhat “round-about” discourse in order to ease the blow of unpleasant news, a practice which may create a sense of distrust on the part of their American interlocutor who appreciates the straight answer. At the same time, however, Americans must understand that Italians tend to negotiate at a slower pace, although when it comes to bending the established rules Italians are usually more flexible. Americans should know that Italians tend to perceive any sense of urgency by the other side as a sign of weakness or suspicion. Just be patient, as things tend to always come together at the last minute.

In conclusion, whoever said that “business is business” may have underestimated the powerful impact of cultural differences. As one keen observer remarked: “We don’t see things as they are... we see things as we are”. No realm, from the private to the public, can elude culture’s unyielding grip. The world of business is no exception.
When you consider places abounding with business opportunity, does Orlando, Florida come to mind? It should!

For years and behind the scenes, a $13.4 billion technology industry has grown alongside the theme parks, palm trees and golf courses of Central Florida. Companies located here have immediate access to a technology and innovation ecosystem that has been building since the 1960s. This includes a highly skilled workforce, university research and development, unique partnership opportunities and facilities dedicated to helping high tech companies flourish. Industry clusters include digital media; simulation research and development, unique partnership opportunities and facilities dedicated to educational and training; optics and photonics; aviation/aerospace; defense and homeland security; information technology; clean technology; and life science/biotechnology.

Such industry diversity makes for a strong economy. Despite the national slowdown, Metro Orlando’s economic engine continues to hum. That’s because, in terms of economic vitality, Orlando leads the State of Florida and the state leads the nation. A Global Insight study predicts that job growth in Orlando during the next five years will occur at the fastest rate in the country. Each year, Metro Orlando appears among Policom’s top 25 metropolitan areas in the nation for economic strength and stability. In fact, if Florida were a country, it would have the 19th largest economy in the world.

Orlando’s strong economy has enticed companies from throughout the world to explore this region’s potential as a trading partner or location for their U.S. operations. In 2006, Metro Orlando reported over $486 million (USD) in export activity with the European Union; an 18% increase over the prior year. Italian companies that have discovered Orlando’s robust business climate, include: FILA – Fabbrica Italiana Lapis ed Affini, Alfa Romeo Inc., and Tapematic USA Inc.

The strong economy of Orlando has convinced some of the world’s leading companies to locate here. In 2006, Orlando was named as one of Forbes’ “America’s Best Big Cities” to do business. Orlando has been named as one of the best places to live by many publications including Money magazine. Orlando has also been ranked as the #1 place in the country to do business, by U.S. News & World Report. Orlando is home to 17 Fortune 500 companies, including Disney, McDonald’s, Best Buy, and Kraft Foods. Orlando is also home to the signature headquarters of such companies as United Airlines, Nabisco, and Siemens. A recent study revealed that Orlando is one of the top 10 cities in the nation for business and economic growth.

Latest developments promise an even brighter future. Orlando is fast earning its growing reputation as a “medical city.” Noteworthy accomplishments include the establishment of a College of Medicine at the University of Central Florida (UCF), which will be the first research-based medical school established in the United States in the past 30 years; quickly followed by the Burnham Institute for Medical Research's decision to locate for a research-based medical school established in the United States in the past 30 years; quickly followed by the Burnham Institute for Medical Research's decision to locate...
to establish its East Coast USA operations in Orlando. The region is also home to two of the top-ranked hospital systems in the United States (Florida Hospital and Orlando Regional Healthcare); a hub for pharmaceutical distributors; and a center for leading research that includes the development of an anthrax vaccine, stem cell research with applications for Alzheimer’s and a protein to stop cancer cells from spreading.

Orlando’s recognition as a global Digital Media hub is also growing. Over 400 companies involved in related software, simulation, and entertainment industries call Orlando home, including Electronic Arts’ (EA) Tiburon studio, makers of one of the world’s top selling video games -- EA Sports’ Madden Football -- among other best selling titles. This industry is driven by its creative workforce. To meet that demand, UCF established the Florida Interactive Entertainment Academy (FIEA), a graduate level degree program in the interactive entertainment and gaming. The school, located in downtown Orlando’s new “Creative Village,” is adjacent to the East Coast operations of House of Moves, making Central Florida home to the only professional motion capture studio on the USA East Coast. Full Sail Real World Education, a specialized program offering degrees in digital media, computer animation, film and music production, further adds to Metro Orlando’s higher education offerings.

The region is already well known as an Information Technology center. Led by companies serving the financial services industry -- including Metavante, Convergys and Fiserv -- more than 1,000 businesses specializing in software development and service, data processing and information retrieval are based in the region. Together these companies employ approximately 12,000 and generate nearly $1 billion in annual revenue.

In addition, Orlando is widely recognized as the National Center for Simulation, boasting the largest cluster of modeling, simulation and training companies in the world. The simulation and training commands for the United States Army, Navy, Air Force and Marines are all based here. The region also claims one of three centers of excellence in the optics and photonics industry. In terms of aviation and aerospace, AirTran Airways is based in Orlando; JetBlue Airways operates their pilot and crew training facility in the area; and the 20th busiest airport in the world. With the recent addition of Lufthansa Airlines and increased flights from Aer Lingus and Copa Airlines, Orlando International now provides non-stop service to 16 international and 84 domestic destinations. In addition, Orlando has proximity to two deep water ports and extensive road and rail systems.

Those that take a closer look discover that there is much more to Orlando than they ever expected. Through 2010, it is estimated that three of the four top jobs in Central Florida will be technology related. This is why eWeek has recognized Orlando as one of the top 10 U.S. emerging technology hubs, and Wired magazine has named the region “a Mecca for geeks”.

To discover more, contact the International Business Development Team at the Metro Orlando Economic Development Commission: Carmenza.Gonzalez@OrlandoEDC.com, +1. 407.422.7159.
Meet Generation Y: America’s Fastest Growing Labor Force

BY BRUCE TULGAN, AUTHOR OF SIXTEEN BOOKS ON YOUNG PEOPLE IN THE WORKPLACE INCLUDING HIS LATEST, IT’S OKAY TO BE THE BOSS (HARPER COLLINS 2007), AND FOUNDER OF RAINMAKER THINKING, INC., A MANAGEMENT TRAINING FIRM LOCATED IN NEW HAVEN, CONNECTICUT.

INTRODUCTION BY KRISTEN MAAG
They are smart, computer literate, financially savvy, diverse, high achievers, addicted to change, and not afraid to challenge the status quo...and they have yet to turn 30. Meet Generation Y, a term experts have coined for the generation of individuals born roughly between 1978 and 1991 who account for some 70 million Americans and 14% - 20% of the American workforce; by far the fastest growing labor force segment. Many of them are just now beginning their careers at a time when substantial demographic change is tasking them to work alongside a rapidly aging workforce that is often twice their age. The result: generational conflict in the workplace and confusion among many managers who are struggling to recruit and retain them.

These are the findings of researchers and scholars who have been studying the attitudes of young Americans (and their oftentimes frustrated managers) to the workplace. Jordan Kaplan -- an associate managerial science professor at Long Island University-Brooklyn in New York -- claims that Generation Y, unlike previous generations, has been accustomed to constant feedback, praise, and pampering. They are therefore less inclined to accept more traditional command-and-control management approaches that are still prevalent today. “They’ve grown up questioning their parents, and now they’re questioning their employers. They don’t know how to shut up, which is great, but that’s aggravating to the 50-year old manager who says, ‘Do it and do it now’”. In order to accommodate these youngsters -- who hail from a generation entirely different from any before -- companies are re-thinking their policies. It is no wonder that corporate giants like Google offer a whole host of special perks like time-off rewards, flexible work schedules, unlimited sick leave, extended maternity/paternity leave, on-site health fairs, and even work-places equipped with oil change and car wash facilities, banking and fitness centers, and complimentary breakfast, lunch, and dinner on a daily basis (Sources: USA Today, “Generation Y: They’ve arrived at work with a new attitude”, by Stephanie Armour, 11/6/2005; Great Place to Work Institute, “Google: Take Two”, 2008).

Bruce Tulgan, who has been studying young people in the workplace since 1993, offers some poignant insights for today’s managers trying to cope with this changing landscape.

Generation Y will be the most high maintenance workforce in the history of the world. They will be more difficult to recruit, retain, motivate, and manage than any other new generation to enter the workforce. But they will also be the most high-performing workforce in history, for those who know how to manage them properly. This high-maintenance workforce calls for strong leadership, not weak.

Here are the seven most important things you need to know about managing Generation Y:

1. They have high expectations, first and foremost, for themselves. They expect to identify problems nobody else has identified, solve problems nobody else has solved, and do things smarter. They expect to prove themselves to themselves and to you. They expect to do more work better and faster than the next guy.

2. They also have high expectations for you. They expect you to know who they are and help them succeed. They expect you to take note of their success and reward them accordingly. They expect you to be honest, direct, fair, and highly engaged.
every step of the way. They would not have come to work for you if they did not expect these things.

3. They look at every employer as a hub of resources offering: learning opportunities, relationship opportunities, opportunities to tackle creative challenges and collect proof of their ability to add value, flexible work conditions, and financial and non-financial rewards.

4. The number one question for Generation Y at work is this: “What’s the deal around here?”. If you do not answer that question explicitly on a regular basis, you will lose their enthusiasm… followed by losing their commitment. They want to know exactly what you want from them and what you have to offer them -- today, tomorrow, and next week.

5. The best way to hire Generation Y is to build a recruiting message that answers the question, “What’s the deal?”. The goal is to attract a large well-qualified applicant pool for each position so that you can be very selective. Speed is important in hiring, but not as important as making good hires. Before you test and interview an applicant, first try scaring them away by giving them all the downsides and telling them how very much you expect from them. 6. Generation Y wants to get on board and up to speed very fast. The worst thing you can do to a Generation Y new hire is leave them sitting around waiting… Be ready for them
before it, will leave its own unique legacy. It is always inevitable. Certainly, Generation Y, like those
are challenging the established rules. While change is never easy, it is always inevitable. Certainly, Generation Y, like those
before it, will leave its own unique legacy.


As managers all across America struggle to accommodate the labor force’s newest arrival, Europe and Italy must also
cope with the demands of a new generation of workers who are challenging the established rules. While change is never easy, it is always inevitable. Certainly, Generation Y, like those before it, will leave its own unique legacy.
Massimo Cellino was born in 1956 in Cagliari, Sardinia, where he graduated with a degree in accounting and later attended the Department of Economics and Business. He is an industrialist, husband of Francesca Boero, and proud father of three: Ercole, Edoardo, and Eleonora. He interrupted his studies in the 1970s and began collaborating with his father, Ercole, in the management of the family businesses. From 1978 to 1983 he lived in Australia.

Although the Group has diversified its commercial and entrepreneurial interests over the years, its principal activities remain the commercialization and processing of grains and cereals. To this day, the Cellino Group is considered one of Europe’s principal milling companies.

In the 1990s, the Group’s members processed over three million quintals of grain (70% of Sardinia’s entire grain production), making the Cellino Group the 7th largest importer of grain in the world. At that time the Group averaged annual revenues of around 400 billion lire (with some 450 employees and roughly 1,200 contractors) and constituted a fundamental source of income for a considerable number of Sardinian families. Thanks to Massimo Cellino’s efforts, the Cellino Group jumped from some 30 billion lire in annual revenue in 1982 to more than 1000 billion lire in 1992.

For his successes in the entrepreneurial and business realm, in 1994 Massimo Cellino was conferred an honorary degree in Economics by Columbia University of New York, an achievement he is extremely proud of. Subsequently, in 1992, he became President of the Cagliari Soccer Team, a major league Italian soccer club, bringing all his entrepreneurial experience with him. In 1999, he decided to dedicate himself entirely to soccer, leaving his previous duties in the family businesses. His interests also encompass the international real estate sector.

In spite of the well-known “soccer crisis,” Massimo Cellino, successful entrepreneur and President of an Italian soccer team, boasts an enviable balance. Why did you decide to move to Miami?

Living in Cagliari had become too difficult. The soccer situation in Italy has become
unacceptable: there is simply too much violence and team Presidents are fleeing. Paradoxically, it is football teams themselves that are blamed for this horrific situation. In the U.S., this does not happen.

What do you appreciate most about the American lifestyle?
The freedom and spirit of enterprise. If an individual has good ideas and is determined, no one will ever clip his/her wings; on the contrary, people tend to support others in their creative endeavors. I also admire the security that police forces ensure to citizens.

Cagliari is well-known for having launched several international-level players. Do you think the U.S can be a source of future soccer champions?
Yes, of course. As far as soccer is concerned, the U.S. represents in many ways virgin soil. There are talented players, but they need to be helped to develop their potential. By creating the Cagliari Strike Force, a team where young players are trained to become high-level sportsmen, we took a first step in that direction. We are extremely satisfied with the results, although major accomplishments will only be seen in the long-term.

Let’s talk about your future. Besides the Cagliari team, will you set off on new business ventures?
We’re actually working on something right now, but I want to make clear that soccer is a serious job for us, not just a hobby. There will certainly be time for other activities, but for the time being soccer is my absolute priority.
In the April 2008 issue of .it, we made the case for the importance of innovation in industry. This article attempts to provide some guidance to companies doing business in the U.S. in terms of tax incentives to Research and Development (R&D) activities.

Background

Companies of all sizes have been eligible for substantial tax relief under the Federal R&D Tax Credit Program. In the tax world, R&D is defined much more broadly than in scientific circles. Research that qualifies companies for the Federal R&D Tax Credit Program includes much more than just new product development. Expenditures to improve existing products as well as to develop or improve processes also qualify. The Internal Revenue Service (IRS) defines R&D expenditures as those “incident to the development or improvement of a product,” including the costs and attorney’s fees associated with obtaining a patent. The IRS definition of “product” includes formulas, inventions, patent, pilot models, processes and techniques. Excluded expenditures include quality control testing, advertising and promotion, consumer surveys, efficiency surveys, management studies, research for literary, historical or similar projects, and the acquisition of another’s patent, model, production or process. In short, much of a company’s day-to-day operation may qualify it for this benefit.

It is estimated that more than $8 billion in R&D tax credits are awarded annually to qualified companies in the U.S. Yet, IRS estimates that only a mere 20% of companies that qualify have taken advantage of this program designed to encourage innovation. Over the past 25 years, the R&D Tax Credit Program has been an elusive target for many businesses. The roadblocks to claiming R&D tax credits include lack of awareness and the time required to document a company’s eligibility. Also, many companies find it ambiguous and difficult to interpret statutory and regulatory descriptions of the tax code. Since its creation in 1981, the R&D Tax Credit Program has died and
has been resurrected at least 11 times by Congress, but never made permanent. Table 1 shows a snapshot of the situation as of today (see TABLE 1).

Private industry expenditures R&D have increased to about two-thirds of national R&D spending, as the government’s portion has declined, from 1.92 percent of GDP in 1964 to 0.80 percent of GDP in 2004. While R&D is often considered the domain of large companies, smaller businesses have more to gain, as the value of the R&D credit as a percentage of their assets can be as high as 9.4 percent. Of the 16,000 businesses using the R&D credit, more than 4,500 companies have assets of less than $1 million.

Businesses must first determine their base amount of R&D expense. The business can claim 20 percent of R&D expenses over that base amount, which will vary from business to business. The work must be done in the U.S. for U.S. research and development. Businesses may be able to go back as far as three years in claiming the R&D credit. Utilizing the R&D tax credit can result in “found money” for businesses, allowing investment in further research and development or other business growth activities.

Finally, tax incentives to promote R&D are also provided at the state level with their myriad variations across states as, for example, a nonrefundable tax credit against the corporate franchise tax designed to encourage corporations to invest in increased research and development activities. In general, many states model their credits on the federal credit.

The R&D tax credit expired December 31, 2007 for the 13th time. On April 17, 2008 Legislative Update

The U.S. R&D Tax Credit Program expired on December 31, 2007.

In 2006, Congress enacted into law a seamless extension of the R&D tax credit from January 1, 2006, through December 31, 2007.

Included in the law was language to strengthen the credit with a new credit formula called the Alternative Simplified Credit that became effective January 1, 2007 through December 31, 2007.

TABLE 1: U.S. FEDERAL R&D TAX CREDIT PROGRAM

<table>
<thead>
<tr>
<th>Allows a maximum 10% incremental credit (a nominal 20% credit) for qualified R&amp;D expenditures in excess of a calculated base amount.</th>
<th>The U.S. R&amp;D Tax Credit Program expired on December 31, 2007.</th>
</tr>
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<tbody>
<tr>
<td>The Alternative Simplified Credit (ASC) provides companies with a credit of 12% of R&amp;D expenditures that exceed 50% of average R&amp;D expenditures over the prior three years.</td>
<td>In 2006, Congress enacted into law a seamless extension of the R&amp;D tax credit from January 1, 2006, through December 31, 2007.</td>
</tr>
<tr>
<td>An Alternative Incremental Research Credit (AIRC) formula is also available. The AIRC computation combines a three tiered fixed-base percentage with a reduced three-tiered credit percentage.</td>
<td>Included in the law was language to strengthen the credit with a new credit formula called the Alternative Simplified Credit that became effective January 1, 2007 through December 31, 2007.</td>
</tr>
<tr>
<td>The business deduction for R&amp;D expenses must be reduced by the amount of any R&amp;D credit.</td>
<td>Further, the formula would allow companies to step up their R&amp;D investments, provided they meet certain criteria.</td>
</tr>
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Consente di ricevere fino al 10% di credito aggiuntivo (per un valore nominale non superiore al 20%) per spese giustificate di R&S in eccesso rispetto all’ammontare base stabilito.

L’AIRC (Alternative Incremental Research Credit) è un ulteriore meccanismo che combina 3 scagliazioni di percentuali su base fissa con tre scagliazioni di percentuale di credito ridotto.

Gli sgravi ricevuti per le spese in R&S devono essere dedotti dal valore dei crediti relativi alla stessa

2008, Senate Finance Chairman Max Baucus and Ranking Member Charles Grassley introduced S. 2886, the “Alternative Minimum Tax and Extenders Tax Relief Act of 2008,” a bill that includes a 2-year extension of the R&D tax credit through the end of 2009 and strengthens the credit by phasing in over two years an increase in the new credit formula (Alternative Simplified Credit) rate to 14% in 2008 and 16% in 2009. Senate Finance Committee markup of S. 2886 may occur before the congressional Memorial Day recess.

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La tabella 1 fotografa la situazione ad oggi. Le spese delle imprese private in R&S sono aumentate fino ad essere pari a 2/3 della spesa nazionale in R&S, a fronte di un calo della quota pubblica (dal 1.92% del PIL del 1964 al 0.80% del PIL nel 2004). Anche se la Ricerca e Sviluppo è spesso considerata dominio delle grandi imprese, le piccole imprese hanno più da guadagnare, poiché il valore del credito per R&S concesso può arrivare a coprire il 9.4% del loro patrimonio totale. Delle 16,000 imprese che si avvalgono del credito per l’attività di R&S, più di 4,500 sono società con un valore del patrimonio inferiore a $1 milione.

Le imprese dovrebbero prima determinare la loro spesa base per l’attività di R&S. La società ha il diritto di chiedere il 20% delle spese determinate, che variano da impresa a impresa. Il lavoro deve essere fatto negli Stati Uniti per attività di R&S negli Stati Uniti. È possibile chiedere il credito con effetto retroattivo su spese sostenute fino a tre anni prima. Utilizzare il “R&D tax credit” equivale ad avvalersi di un fondo in denaro che permette di finanziare investimenti in ulteriori ricerche e attività per la crescita dell’impresa.

Infine, gli incentivi fiscali per promuovere l’attività di R&S sono previsti anche a livello statale, con variazioni tra stato e stato, come, per esempio, un credito di imposta non rimborsabile sulla tassa applicata ai franchising che ha lo scopo di incentivare i gruppi societan ad investire maggiormente nelle attività di ricerca e sviluppo. Più in generale, molti stati hanno elaborato il loro schema di erogazione dei crediti partendo dal modello federale.

2008 Aggiornamento Legislativo


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Big Business

Last month Italian aerospace and defense company Finmeccanica SpA purchased New Jersey defense company DRS Technologies, Inc. The deal, valued at $5.2 billion, is the latest strategic move by European aerospace and defense companies maneuvering for better footholds in the world's biggest defense market. It is also a big national-security test for U.S. regulators, given the Italian government's roughly one-third ownership of Finmeccanica.

DRS is a major supplier to the U.S. military, which uses its equipment in such frontline systems as the Aegis destroyer and Abrams tank. Law-enforcement agencies and the U.S. Department of Homeland Security also use its technologies. The company, founded in 1968, registered revenues of $2.82 billion last year.

Settling U.S. Class-Action Suit

Italian dairy group Parmalat SpA reached an agreement to settle the securities class-action case against it in the U.S. Southern District Court of New York, removing the threat of a lawsuit that has been weighing on its stock.

Under the agreement, Parmalat will issue $10.5 million in existing shares to class members *in full satisfaction of any and all claims asserted against it in the class action, worldwide.* Based on current prices, the stock issue will cost Parmalat around $36.8 million, compared to an original claim of $8 billion.

Parmalat will also pay up to $1.5 million of the cost of notifying the class members of the settlement. Class members were former company shareholders and other investors, who claimed they had been damaged by Parmalat’s bankruptcy.

Parmalat faces another key legal test when it brings a case against Citigroup Inc., alleging the U.S. bank contributed to its spectacular bankruptcy in 2003. Enrico Bondi, chief executive of the new Parmalat, has been pursuing dozens of banks that he alleges helped the dairy giant collapse under a debt of €14 billion, in Europe's largest corporate failure. So far, he has obtained more than €1.3 billion in settlements from financial institutions in Europe and the U.S.

Digital Leadership

The Italian-French company STMicroelectronics, one of Europe’s largest chip makers, recently closed an important transaction, buying digital-television chip maker Genesis Microchip Inc.

Founded in 1987, Genesis Microchip Inc. is the established leading supplier of display image processors in both the flat-panel TV and LCD monitor markets. The world’s leading television and PC manufacturers rely on Genesis’s award-winning, patented technologies and display controller solutions to produce visibly better and more vibrant images in their displays. Headquartered in Silicon Valley, California, Genesis operates on a global scale to serve customers in their own countries with sales and support centers in Taipei, Taiwan; Seoul, Korea; Shenzhen, China; Tokyo, Japan and Singapore. In addition to its administrative and development center in the Silicon Valley, the company also maintains two development sites in Toronto, Canada and Bangalore, India.

The acquisition of Genesis strengthens STMicroelectronics’ ability to expand its leadership in digital consumer technologies. STMicro’s shares are traded on the New York Stock Exchange, on Euronext Paris, and on the Milan Stock Exchange. In 2007, the company’s net revenues were $10 billion.
In the Italian collective imagination the name Miami evokes a series of vague yet enticing connotations: tropical climate, expansive beaches, fun, transgression, wild nights, sexual escapades, drugs, loud music of every type, exotic and spicy foods, palm trees, exclusive islands, a virtual winter playground for New England retirees, yachts and premium racing boats, cruises for the wealthy, casinos, extravagant entertainment, and water and land sports, all showcasing an excessive and obsessive wellness. Of course, visitors will find this (and much more) in Miami, particularly in that island called Miami Beach (actually another city connected by various bridges to Greater Miami), a reality which certainly fulfills those stereotypical images first mentioned. But those who pay close attention will discover a Miami that intersects and overlaps with that flashy and boisterous Miami previously evoked.

Take for example, the pristinely maintained Art Deco District, carefully restored in the 1980s in Miami Beach, evidence of a well preserved historical legacy, along with other important, yet dilapidated, architectural structures and museums scattered across Miami-Dade County, not to mention those ever present artistic events (exhibitions, classical concerts, opera, conferences, literary presentations, and historical reenactments, all taking place under the watching eye of “Old Europe” and the omnipresent Latin American world). Italians who are also aware of these more noble aspects of Miami will find, first and foremost, the widespread diffusion of the Italian language, not only in the many Italian restaurants (well deserving of our praise for bringing Italian culinary traditions to the U.S., even if in a slightly “Americanized” version), but also in other sectors including finance, business, and construction (all led by a young managerial world intent on expanding their businesses through “Italianization”). These keen observers will later learn of the conspicuous percentage of students in local schools, from the elementary to University level, that decide to study Italian as a means to learn our language and understand our past and
contemporary culture. Many of them dream of, and later even undertake trips to Italy. Our Consul General, Hon. Marco Rocca, promotes and supports frequent initiatives and cultural and exchange events. In this endeavor, the Consulate is always supported by the Societa’ Dante Alighieri -- which in recent years has experienced a substantial increase in and development of its activities (i.e. courses in language, history/culture, culinary arts, wine tasting, and Latin, in addition to conferences, readings, expositions, etc.) -- as well as the other organizations that facilitate the diffusion and study of the Italian language.

The spread of Italian culture has also been aided by the various agreements established with the cultural representatives of the most diffuse Latin American communities present in Florida (particularly from Cuba, Argentina, and Brazil), which have resulted in the proliferation of jointly organized and mutually enriching cultural events including film festivals, musical performances, and numerous other happenings. In particular, the Societa’ Dante Alighieri enjoys a blossoming partnership with L’Alliance Francaise, with whom it shares its new central location.

In a land where English and Spanish-speakers often complain about the use of “Spanglish,” Italian tourists will be taken aback by the warm welcome they will receive and by a presentable and evolved Italian language which has become increasingly correct and precise. Surely, they will feel much closer to home than the 10,000 kilometers of Atlantic Ocean that separate Miami from the “bel Paese ove il si’ suona.”
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IACC Happenings

1. 03.09.2008 Shark Valley Bike Ride
   The group of bikers ready at the meeting point

2. 04.01.2008 Mercedes-Benz Corporate Run
   The Afram team before the race

3. 04.01.2008 ABiCC World Business Month Inauguration
   A group of IACC representatives sponsoring the event: (from left) Frank Cifarelli from Orvino Wines, Silvia Cadamuro from IACC, and John Flora from Flora Foods

4. 04.04.2008 NIAF Ambassador’s Ball
   Dr. Camillo Ricordi receiving the recognition medal from Guido Barilla

5. 04.04.2008 NIAF Ambassador’s Ball
   H.E. Giovanni Castellaneta and Eros Ramazzotti

6. 04.04.2008 NIAF Ambassador’s Ball
   (from left) De Simone, Danilo Nanni, Lorella Nerini Dal Pezzo
IACC Happenings

7. 04.30.2008 L’Aperitivo Italiano @ Le Bon Restaurant
8. 04.30.2008 L’Aperitivo Italiano @ Le Bon Restaurant during the event the Crowning of Miss Italia-Cuba 2008
9. 05.17.2008 F. Bellucci Memorial Tennis Tournament
The finalists (FROM LEFT): Costantino Cicchelli, Falco Odorisio, Dennis Britt, Oswaldo Simpaio, and Gustavo Beremblum
10. 05.19.2008 F. Bellucci Memorial Tennis Tournament
A moment from the Award dinner at Boteco Brazilian Bar
11. 05.22.2008 Italian Cooking Show II – Piedmont VS Tuscany
12. 05.22.2008 Italian Cooking Show II – Piedmont VS Tuscany
The class during the demonstration
13. 05.22.2008 Italian Cooking Show II – Piedmont VS Tuscany
Among the guests the Consul General of Italy in Miami, Hon. Marco Rocca with wife
14. 05.22.2008 Italian Cooking Show II – Piedmont VS Tuscany
The chefs of the participating restaurants: (from left) Nicola and Fabrizio Carro from Quattro Restaurant and Riccardo Tognozzi from Blu Restaurant
Beghelli S.p.A., which is based in Monteveglio, Bologna and has been listed in the Milan Stock Exchange since 1998, is the headquarters for the Beghelli Group. Beghelli S.p.A. is responsible for the Group’s strategies and coordination. In addition to the corporate offices and the logistics center that serves the Italian and European markets, our Monteveglio premises are also home to laboratories dedicated to research and development, design, engineering, testing, and certification of Beghelli products.

The Beghelli Group also includes seven other international research, production, and trading subsidiaries, including Beghelli North America, which coordinates Beghelli USA, Beghelli Canada, and Beghelli de México. Beghelli’s westward journey began its international operations in the USA, thereafter expanding to the Mexican and subsequently Canadian market.

In the lighting industry, especially in the Life Safety line, Beghelli USA, located in Miramar, Florida, is a leader in design, technology, and customer service excellence. Beghelli de México, located in Querétaro, Mexico, offers a mix of industrial, commercial, and emergency lighting products, including supplies and spare parts. Beghelli Canada, located in Toronto, Ontario, is characterized by industrial, commercial, and emergency lighting. It is also a leader in the introduction of innovative code-compliant products. Furthermore, along with Beghelli North America’s fully established Life Safety product line, Beghelli is now marketing a brand new lighting product line called LUCE, launched at the LightFair International Trade Show in Las Vegas, Nevada in May 2008.

How was LUCE envisioned?

From the Italian word meaning ‘light’ comes the word LUCE – pronounced (l oo’châ). For Beghelli, LUCE is the evolution of light, an avant-garde design. It is the future of architectural indoor and outdoor lighting. Beghelli LUCE is founded on innovation, design, efficiency, and performance. Beghelli’s goal is discovering the ultimate balance between design, energy savings, and performance. Unlike most global lighting companies focused on interior and residential design, Beghelli has taken the design element and aesthetically incorporated it into the industrial and commercial lighting fields. In short, LUCE is a refreshing bridge that brings European technology to the US market. Beghelli’s outlook has and always will be “for the people, the business, and the environment.” Solar Power is considered to be an alternative source of energy and one of Beghelli’s strategies is to reduce energy consumption and to focus on developing alternative sustainable energies, with particular emphasis on solar energy. Beghelli’s current project, PlanetSun, attests to the company’s dedication to the environment and thinking Green.
On March 31, 2008, it became official. The Bureau of International Expositions (BIE) -- the international body created in Paris in 1928 to regulate the quality and quantity of the Universal Expositions held every five years -- chose Milan, Italy over Turkish rival city Izmir to host the World Expo in 2015. Feeding the Planet, Energy for Life will be the theme showcased during Milan Expo 2015, which will run from May 1st through October 31st.

The Expo, or World’s Fair as it was previously known, refers to the series of non-commercial international exhibitions which have been held since the mid 19th century. Milan Expo 2015 will feature an estimated 180 exhibitors hailing from 120 guest countries, 10 international organizations, 21 Italian organizations, and 30 international businesses. Some seven thousand events are scheduled to take place on the topic of sustainable food development and a variety of sub-themes related to food safety, security, quality, innovation, education, solidarity, and cultural appreciation.

In supporting its candidacy, Italy cited its expertise in organizing international events like the 2006 Winter Olympic Games, hospitality toward important international agencies including FAO and WFP, excellent infrastructure, strong support for the bid at the highest political levels, and extremely rich food culture. The city of Milan (as well as the surrounding Region of Lombardy) -- heralded as a “fine example of balance between labour, economic growth, human relations, and nutrition” -- will be the proud host of World Expo 2015. In addition to being the wealthiest and most economically developed Region in Italy, it contributes some 22% of all Italian food exports and boasts a significant organic farming industry. These unique characteristics, along with Milan’s central location in Europe, rich transportation network, cosmopolitan flavor, prestigious research centers and universities, and cultural and artistic jewels helped the Northern Italian city secure its bid for this prestigious event focused on sustainable food development.

In presenting its bid, the city of Milan relied on the expertise of Fiera Milano S.p.a., Italy’s foremost fair company and a major world player which hosts some 80 international exhibitions a year at two main facilities encompassing approximately 520,000 sq. meters of exhibition space. Sviluppo Sistema Fiera -- the engineering and contracting company established by the Fiera Milano Group in 2001 -- was chosen by the Milan City Council to handle the master plan for Milan Expo 2015.

The Expo area, which will be located on a site covering an estimated 1.7 million sq. meters just northwest of Milan’s city center in Rho-Pero, will include the state-of-the-art Fiera Milano exhibition center in Rho along with a series of parks and gardens. Ferruccio Ferranti, the managing director of Sviluppo Sistema Fiera, reiterated that the new structures will feature eco-compatible solutions and the latest in green technology designed to reduce environmental impact and maximize energy savings. In line with the theme of the Expo, he described the project as “an urban settlement inspired by the criteria of liveability and quality of life, sustainability, and respect for energy resources.”

At a time when Milan, Fiera Milano, and Italy are preparing to welcome an estimated 29 million visitors during World Expo 2015, national pride is high. “This will be a Universal Expo for the world,” exclaimed Milan’s Mayor, Letizia Moratti, shortly after the city’s candidature had been confirmed. “This victory should help us reawaken some national pride. Right now, I feel proud to be an Italian. Tomorrow, a new stage begins.”

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Sept. 11-14
FOOD
SANA – INTERNATIONAL EXHIBITION OF NATURAL PRODUCTS
BolognaFiere SpA, Bologna
http://www.sana.it/

Sept. 20-27
FASHION
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Fiera Milano Rho-Pero, Milan
www.cameramoda.com

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July 11-15
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http://www.americasmart.com/

Aug. 20-23
WOODWORKING MACHINERY
INTERNATIONAL WOODWORKING MACHINERY AND FURNITURE SUPPLY FAIR
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Georgia World Congress Center Atlanta, GA
http://www.iwf2006.com/

Aug. 29-Sept. 1
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Tampa Convention Center
Tampa, FL
http://www.bighomeshow.com/

Sept. 5-7
FOOD & BEVERAGE
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Orange County Convention Center Orlando, FL
http://www.flrestaurantandlodgingshow.com/

Sept. 7-9
TRAVEL
THETRADESHOW –TRAVEL RETAILING AND DESTINATION EXPO
Orange County Convention Center Orlando, FL
http://www.thetradeshow.org/

Sept. 5-8
HOME SHOW
MACEF
Fiera Milano Rho-Pero, Milan
http://www.macef.com/
Calendar of Events

**JULY**
7-11
100% MADE IN SALENTO
Delegation of US fashion buyers and journalists to visit Salento
Apulia - Italy

**22-24**
100% MADE IN SALENTO IN NEW YORK
Fashion Show and trade mission
Metropolitan Pavilion
New York

**SEPT.**
5-8
MACEF
US Buyers delegation to MACEF
Fiera Milano
Milan - Italy

**AUGUST**
17
ITALIAN COOKING SHOW II
Learn the different culinary traditions of the Italian Regions
Mia Cucina Showroom
Miami

**21**
ITALIAN COOKING SHOW II
Learn the different culinary traditions of the Italian Regions
Mia Cucina Showroom
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