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Marketing Services Francesca Tanti
Trade Officer Kristen L. Maag

CONTRIBUTING TO THIS ISSUE OF .IT

Project Management Silvia Cadamuro and Kristen Maag
Content Joe Autieri, Nevio Boccanera, Krystle Cacci, Silvia Cadamuro, Marian Johnson, Kristen Maag, Lelio Micheli, Antonio Nanni, Ph.D., Claudio Pastor, Roberto Race, Ken Stewart, Francesca Tanti
Translations Sara D’Anzeo, Kristen Maag, Desiree Taschini
Graphic Design Man Advertising
Sales Team IACC Staff (contact us at 305.577.9868 or info@iacc-miami.com).

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This issue of .it Italian Trade examines an extremely heated topic that continues to keep the world on its toes: the American Presidential election in November. As always, we have endeavored to cover this matter in an objective fashion that highlights a myriad of view points. This issue strives to offer the reader numerous topics of reflection related to the potential impact of the upcoming election on our everyday lives.

I would like to thank all those who contributed to this issue for their neutral, professional, and insightful coverage of an extremely timely event. With the arrival of the next issue, we will be able to reflect on the observations herein presented, observations which we hope have proved to be a font of sound and non-partisan reasoning.

When it comes to the topic of changing consumer trends in the automobile industry -- a natural response to rising gasoline prices and a growing concern for the environment -- as well as the host of business opportunities offered by our neighboring Georgia, this issue offers valuable information on trends which are likely to persist over time. As we continue our journey throughout the Southeastern United States, we encounter important advancements in both traditional manufacturing sectors like textiles and industrial machinery, as well as advanced technological sectors pertaining to the aerospace industry, IT, and the biological sciences. Considering that Georgia's friendly business climate offers incentives for foreign investment and assistance to newly relocated companies, it's no wonder that businesses thrive in the Peach State.

In the coming months the Chamber will be involved in promoting numerous initiatives -- both in the world of business and via its networking activities -- that focus on Florida in particular. Back by popular demand, the Chamber will offer a series of theme-based 'Aperitivi' which will whisk away friends and associates alike to some of Italy's most beautiful cities. The coming months will also see numerous opportunities to meet with the local international entrepreneurial community, delegation visits of Italian companies to Miami, and business trips to Italy that will allow local entrepreneurs in various sectors to experience firsthand genuine "Made in Italy" products.

Recently, the Chamber concluded an agreement with Unioncamere Molise that marks the opening of a Representative Desk in Miami for the promotion of enterprise in Molise, a Southern Italian region that remains largely unknown despite the many opportunities it has to offer, as evidenced by the region's numerous business ventures in Canada, as well as the presence of "Colavita" products in the U.S.

I leave you with this thought and an invitation. Membership with the Chamber is like a gym membership: it is difficult to obtain results if you do not invest your time and energy. I invite you all to read our publications and newsletters to keep abreast of the Chamber's activities and the benefits offered to our associates. If you send us your observations and requests, keep us informed of your events, and participate in our initiatives, success is guaranteed.

Giampiero Di Persia
President
McCain - Obama: A Crisis-Stricken Italy Weighs in on the American Presidential Election

BY ROBERTO RACE, JOURNALIST AND COMMUNICATION ADVISOR (ROBERTORACE@YAHOO.IT)

Obama or McCain? A largely divided Italian political and entrepreneurial world observes the American elections from afar, although an increasingly vocal segment harbors a favorable glance toward the African American candidate. Walter Veltroni, Secretary of the Democratic Party, has supported Obama since the beginning of his candidacy (Veltroni even wrote the preface for the Italian version of Obama’s book), while Massimo D’Alema, the Ex Minister of Foreign Affairs, initially backed Hillary Clinton.

The center right, on the other hand, favors McCain, who is considered an experienced veteran who best personifies the American dream. Prime Minister Silvio Berlusconi has also cast his vote in favor of McCain. During a press conference this past June following President George Bush’s visit, Berlusconi humorously stated: “I have a personal preference for the Republican candidate for the Presidency of the United States. John McCain, if elected, would become the oldest leader at the G8 summit. We were both born in 1936, although he was born on August 28 and I on September 28.”

Daniele Capezzone, spokesperson for Forza Italia, predicts that the Democrats will emerge victorious, although he contends that it will be difficult for them to enact major changes in the current political status. “If the Democrats capture the White House, they will probably think twice about altering President Bush’s tax cuts. Despite the many promises that are made during electoral campaigns, it will be effectively difficult to increase taxes. President Bush’s decision to cut taxes was a wise one, as it was the only way to relieve the economy. The issue of public health care, which can be traced back to the Clinton era, was at the time considered too liberal of an idea. I believe that America is still set at that conclusion.”

Along with Italy’s political realm, the country’s entrepreneurial class is eagerly awaiting the results of America’s upcoming presidential election. Emma Marcegaglia, President of Confindustria -- Italy’s principal employers’ association -- addressed the impending U.S. election at a Confindustria -- Italy’s largest enterprise representative -- meeting in early July. “The American elections are of great importance. We are currently facing Obama or McCain? Italy’s gotha della politica e dell’imprenditoria italiano combatte e sta a guardare alla finestra ma chi si espone strizza l’occhio al candidato afro americano.

Il tutto in un clima politico che ha visto il segretario del Partito Democratico Walter Veltroni appoggiare Obama (ha scritto anche la prefazione del suo libro in Italia) sin dall’inizio della sua candidatura mentre l’ex Ministro degli Esteri Massimo D’Alema credeva in un’autefidamenta della Clinton. Dal centro destra si guarda con interesse a McCain, considerato come il professionista che non pensi nel migliore dei modi americano. E’ questo il di là delle battute del Presidente del Consiglio Silvio Berlusconi che a giugno nel corso della conferenza stampa dopo l’incontro con il presidente degli Stati Uniti George Bush che ha dichiarato: “ho una personalissima preferenza per il candidato repubblicano alla presidenza Usa, John McCain perché se lui fosse eletto sarebbe il più vecchio al vertice dei G8, essendo lui nato il 28 agosto del ’36 e io il 28 settembre dello stesso anno”. Per il portavoce di Forza Italia Daniele Capezzone i democratici hanno maggiori possibilità di vittoria, ma non potranno rivoluzionare gli assetti politici americani: “Una volta arrivati alla Casa Bianca, ci penserebbero tre volte prima di toccare i tagli di G.W. Bush. In campagna elettorale si dicono certe cose, ma sarà quasi impossibile tornare a un rialzo delle tasse. Bush ha fatto benissimo a tagliare il fisco perché era l’unico modo per dare risposta all’economia. Quella della Sanità di Stato è una questione che risale ai tempi di Bill Clinton. Allora venne ritenuta un’idea troppo a sinistra. Credo che l’America sia ancora ferma a quelle conclusioni”. E se la politica guarda con interesse alle elezioni americane l’imprenditoria certo non sta ferma ed inizia a valutare i risultati elettorali. La Presidente di Confindustria Emma Marcegaglia ne ha parlato ai primi di luglio ad un incontro di Confindustria dichiarando che “le elezioni americane sono un appuntamento importante. Siamo di fronte a un calo della domanda internazionale molto forte ed è evidente che siamo di fronte a un calo continuato. Sono convinta che se ci si tira alla crescita ci potrebbe essere una ripresa dei consumi ed è chiaro che un ruolo di stimolo fondamentale lo dovrà avere il nuovo presidente. Da mesi stiamo cercando di lanciare un allarme su questo. I nostri problemi partono da prima della crisi internazionale, abbiamo un problema serio di competitività e produttività e chiaramente in un momento di crisi internazionale questi problemi strutturali si fanno sentire ancora di più.”

La Marcegaglia ha annunciato poi che la Confindustria italiana si farà promotrice di incontri con l’amministrazione americana per cercare di ridurre i dazi che gli Usa impongono sulle importazioni di prodotti orafi. Il numero uno di valore dell’Astronomia ha ricordato che i dazi Usa (5,9 per cento, contro il 2,5 imposto dall’Italia sulle importazioni) impattano per il 59 per cento sul valore aggiunto dei prodotti orafi. “Questo - ha dichiarato - è uno dei classici esempi di mancata reciprocità nei mercati internazionali. I nostri prodotti per andare alle Americhe hanno dazi più alti rispetto a quelli che hanno i nostri prodotti americani che arrivano in Italia. Su questo non ci deve essere un grande impegno dell’Europa, noi stiamo costruendoci”, ha spiegato la Marcegaglia che ha anche annunciato che “su questo problema faremo degli incontri con le contrapparti americane in preparazione del G8 che si farà in Italia nell’aprile del 2009”. Nella speranza - ha aggiunto il leader degli industriali...
a significant decline in international demand, a situation which is likely to continue. Certainly an increase in growth will be accompanied by an increase in demand and consumption. The policies of the new American President will have an important impact on the state of the international economy. For some time we have been attempting to draw attention to this matter. Unfortunately, our difficulties run much deeper than the current international crisis. We have a serious problem of competitiveness and productivity which has only been exacerbated by the international crisis."

Marcegaglia subsequently announced that Confindustria plans to promote vigorous dialogue with the American administration in an effort to reduce U.S. duties imposed on imported gold products. Currently, noted Marcegaglia, the United States applies a 5.9% import tax (compared to Italy's tax of 2.5%) on the importation of these products. "This," she stated, "is a classic example of a lack of reciprocity in the international market. Our products destined for the American market are taxed at a higher rate than the American products entering our country. Europe must address this issue. To that end, we will be meeting with our American counterparts in preparation for the G8 summit to be held in Italy in April of 2009."

Our hope, added Marcegaglia, is that we can come to an agreement "before the American election in November. This is an issue that has already been addressed with the current administration and should be resolved now rather than later."

The upcoming American election has also captured the attention of Italy's Aeronautical industry, which has always looked favorably upon the American market. As Dario Scalella, President of the Chain Consortium (one of Italy's principal Aeronautical consortiums formed several years ago) pointed out, "we look toward the United States with great interest, for the obvious fact that it is difficult to imagine significant investments -- particularly in the extremely innovative transnational sectors -- without following the movements on the other side of the ocean. We are particularly interested in the upcoming U.S. election because of two factors that can be directly attributed to the U.S. market; namely, the current crisis affecting international markets and the euro-dollar exchange rate. The latter issue, in particular, has increased Europe's buying power and constituted yet another motivating factor for investing in the United States."

"The U.S. presidential election is characterized by several new factors, including the youthful age of the Democratic candidate, Barack Obama (47 years old), a phenomenon which offers food for thought for a country like Italy still ruled by a geriatric political class. Moreover, the future U.S. President will be faced with the pressing issue of an American economic downturn which has had deleterious effects on the world economy. To that end, the Democratic candidate has proposed some sound economic solutions, although at times his policies are riddled with protectionism and questionable undertones."

"This is the case with the so-called Patriot Employer Act," concludes Scalella, "legislation which grants tax cuts for companies that maintain a U.S. headquarters and resist the temptation to further outsource labor (even in the event that the American employees are paid more than minimum wage). Overall, however, Obama's platform offers numerous innovative and courageous initiatives that would certainly do some good in our country as well."
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In 1860, when Abraham Lincoln ran for president of the United States, life was rough, yet uncomplicated. Campaigning was straightforward and face-to-face. He had gained a reputation from his run for U.S. Senate against Stephen A. Douglas and he had learned from this campaign. His presidential campaign plan was simple: 1) Present yourself and your platform to the people; 2) Ask people if they will vote for you; 3) Make a list of the people who said they will vote for you; and 4) Make sure they vote on election day.

Lincoln made speeches standing on tree stumps or whatever makeshift platform available. He looked into the eyes of the voters and asked for their vote. He wrote down their names and he made sure they voted.

The U.S. population in 1860 was around 31.5 million people. To travel to a campaign event, Lincoln rode a train, a horse or used a buggy. He could not cover three states in a day or in several days for that matter. Direct mail was not a campaign tool item in the budget; it was the route the pony express riders traveled to deliver the letters between families.

My! How times have changed. Today, the U.S. population is slightly more than 303 million people, candidates fly to events either by plane or by car, and yes, they can cover three states or more in a day.

Although things are much more complicated now, those four basic steps are still the groundwork for successful campaigns today. The difference is in the delivery.

In today's world, electioneering is an expensive business. In order to be considered a credible candidate, whether you are running for the state legislature or President of the United States, you must be willing and able to raise adequate funds. And campaigns have never been more expensive.

For example, current candidates for the Florida House of Representatives are expected to raise between $50,000 - $100,000 in order to be considered viable. Many will raise far above that, especially in hotly contested races. Campaigns for the Florida Senate can cost upwards of $1 million – and that is without so-called 'soft money'
from the Democratic and Republican state parties. In addition, fundraising for federal elections has become astronomical in recent years, and many predict that 2008 will bring the first $1 billion Presidential campaign!

What explains the rising cost of “public service”? Advanced technology, a diversified voter base, the 24-hour news cycle and rising costs of advertising all contribute to the value of campaigning.

For example, the cost of getting a candidate on television has risen exponentially in the past 25 years. Though television is a largely unfocused medium, it reaches the maximum number of voters in densely populated areas. Candidates with larger coffers buy up limited advertising time in the expensive urban markets both on network and cable television. In many cases, the candidate that gets ahead in the television game maintains that momentum throughout the race and can dominate in the end.

Other important methods of campaigning include direct mail, phone calls, radio advertisements and polling. While radio and television are a very popular and necessary means to hit a wide range, these methods include both those who are not registered to vote in legislative districts and those who do not actually live in the district. Direct mail, phone calls and door-to-door are the best methods for targeting voters. Add in administrative costs such as staff, travel and even postage – and campaigns are an expensive business!

And of course, the advent of widespread Internet, blogging and e-mail usage have created an entirely new market for campaign funds. New Media, or “Web 2.0” have revolutionized today’s campaign cycle, demanding that candidates be accessible at all times – via the Web. Where once it was an advantage to be Web accessible, today’s candidate absolutely MUST compete in the virtual as well as the physical realms in order to be taken seriously.

The Internet, and its rampant accessibility, has changed the way that campaigns are run, and won. If Candidate A makes a mistake on the campaign trail, it can be mere minutes before it is broadcast to the entire world. If Candidate B garners the endorsement of an influential person or group, that information can (and should) be instantly conveyed to the voters. The Internet has opened up an entirely new breed of potential strengths and weaknesses for the modern campaign.

Campaigns are serious business and if done correctly are run like a business. No lending institution will lend you money to begin a business if you do not have a good plan and convince them that you will be successful. The same goes for campaigns. You MUST have a good, written plan that includes all targets and methodologies to achieve success. Having a plan keeps you focused and targeted. That, in turn, conveys a sense of triumph to the voters…and getting the voters to vote for you is what you want…a victory.

One thing is certain about campaigns and elections. You know when the finale is going to occur long before it does. It’s September. Florida’s primary elections are over and now we head to the BIG one…the general election.

As citizens of our great nation and state, it is an honored privilege to be able to register to vote. As a registered voter, it is a consecrated responsibility to find out about the candidates and issues, and to vote. Voting is much easier today. You can request an absentee ballot and vote by mail without ever having to leave your home. Or you can vote early during the two weeks prior to the election by going to your supervisor of elections office or other locations and cast your ballot. Or you can vote the ‘ole fashion way’ by going to the polls on Election Day. Many times bad people are elected to office because good people don’t vote. So please, just vote.
As Election Day on November 4th draws near, the race for the White House intensifies. Now that both the Democratic National Convention and Republican National Convention are behind us, any speculation as to who the official Presidential candidates and Vice Presidential candidates will be can be laid to rest. Sen. Barack Obama delivered the speech of a lifetime on the closing night of the DNC in front of a crowd of more than 80,000 supporters. As if that wasn’t news worthy enough, the following morning Sen. McCain dropped a bomb shell to steal the media focus when he announced that his running mate would be Gov. Sarah Palin of Alaska. The media will debate the qualifications of both candidates until the last ballot is cast. The media’s presentation of these candidates will surely influence the voting public, consequently determining who will lead our country over the next four years.

By all accounts, the 2008 Presidential election will go down in history for all of the reasons mentioned by so many political analysts. Sen. Obama is the first African American candidate to be endorsed by his party countered by Sen. McCain who

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goes down in history as the oldest endorsed candidate to ever run for the oval office. The 2008 election will also mark the first election since President Kennedy's time where a US Senator is guaranteed to be elected. Additionally, the media have polarized the candidates in such a way that voter turn out could be the highest in recent history. Yet while the American voting public has been bombarded with all the reasons why Senator McCain or Senator Obama is more qualified for the position of Chief Executive of our great republic, amazingly enough not much attention has been focused on the upcoming Congressional races. In the world's foremost democracy, founded upon a system of checks and balances that ensures that no single branch of government governs without restraints, we find ourselves engrossed in just part of the story.

In the shadows of the big Presidential race of our time lurks a story of arguably even greater significance. Both chambers of Congress are poised for a monumental shift in power that could significantly influence the very agenda of our new President. A closer analysis of the current makeup of each chamber offers some important insights. First, in the House of Representatives, there are currently 236 Democrats versus 199 Republicans. This year 29 Republican Congressional Representatives are set to retire compared to only five Democratic Representatives. These seats will become vacant and will subsequently be contested with new candidates from both parties. The early polling numbers show that the Democrats stand to pick up the majority of these seats and need to win approximately 31 of the 34 open seats to gain a two-thirds majority in the house. Even if the Democrats do not pick up a two-thirds majority in the House, they will certainly reinforce an already overwhelming presence in the lower chamber.

On the Senate side, the Democrats hold a slim lead over the Republicans with 51 of the 100 senators hailing from the Republican Party. This may very well change, however, since six Republican senators are due to retire, while no Democratic senators have put in for retirement. Even though Senator Kennedy's brain cancer has sidelined the long time senator from Massachusetts, his seat (if it were to become available) would most likely stay in Democratic control.

As the above analysis demonstrates, the Democrats stand to gain even greater control of Congress. The stage is set therefore for a major shift in the control of our nation's leadership. How exactly does this affect the ordinary citizen? Although the implications are too numerous to be discussed in this brief article, I would like to draw your attention to one issue in particular; taxes. Setting all other partisan issues aside, a close examination of the issue of taxes reveals some very compelling examples of how the potential shift will drive our tax system.

First, it is important to note that the current income, capital gains and estate tax were altered during President George W. Bush's first term in office when the Republicans controlled both chambers of Congress. As a result, many argue that the last eight years have provided one of the lowest tax environments in recent history. The current legislation pegs the top income tax bracket at 35%, the top capital gains tax at 15% and the top estate tax bracket at 45%. As many analysts have pointed out, lower taxes coupled with high government spending on the War on Terror have contributed to our record setting national deficit. Yet others have been quick...
to point out that a higher taxing system would have curbed growth and prevented prosperity across the board. Regardless of your personal political affiliation, one thing is for certain: the congressional races coupled with the Presidential election have set the stage for a major shift in tax policy.

Furthermore, the reductions in the current tax law -- drafted on a temporary basis -- are set to expire in 2011. Take the federal estate tax for example. Although the estate tax, also known as the “death tax,” will be fully repealed by 2010, the tax will come back in full force in 2011 with exemptions and tax rates equal to the legislation dating back to 1999. This could have a potentially devastating impact on smaller estates if the law is not amended yet again. The new President will need to work very closely with Congress to amend the current tax policies. Given the current macroeconomic conditions, it is safe to assume that, regardless of the outcome of the political races, higher taxation is in the cards. The question thus becomes who will pay the bigger share? Senator Obama has gone on record stating that he does not accept money from special interest groups and PACs, although most Democratic congressional representatives and senators do. Is it possible that we could have a Democratic President and a heavily controlled Democratic House of Representatives and Senate that do not agree on major policy issues like taxes? On the other hand, if Senator McCain manages to pull off an upset, will he be able to work with House members and senators from the other side of the isle?

With such a dramatic change of leadership in both parties, one thing is certain: anything can happen. Let’s hope that our elected officials recognize that there has never been a greater time for responsible governance than the present. I leave you with this final thought regarding the right to vote; our founding fathers believed that everyone who could vote should make every effort to do so, it is one of the very liberties they found so hard to acquire. So regardless of your party affiliation, on November 4th please remember to vote; Washington, Adams, Jefferson and Franklin would expect nothing less of us.
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With a dynamic combination of abundant resources and competitive business climate, Georgia has steadily grown to become one of the United States’ central locations for innovative economic growth and a hub for visionary executives and leaders. Why not allow your business to flourish in this uniquely advantageous environment?

Numerous companies with an international scope have already discovered the benefits of calling Georgia home. AFLAC, The Coca-Cola Company, The Home Depot, UPS, Delta Air Lines, and Newell Rubbermaid are all based in the state. In fact, a total of 12 Fortune 500 companies are located in Georgia. Convenient to this thriving business climate is Hartsfield-Jackson Atlanta International Airport, the world’s busiest airport, which averages 230,000 passengers each day and is within a two-hour flight of 80 percent of the U.S. population. The airport serves as an ideal gateway for international travel, offering direct flights to Europe, Asia, Mexico, Canada, Latin America, and Africa. Delta Airlines offers daily direct flights from Atlanta to Rome and Milan.
The Savannah Ports are also a key player in the transportation infrastructure of Georgia. The ports are the largest single-terminal container facility of their kind on the U.S. East and Gulf coasts and the fastest-growing in the nation.

Georgia has an increasingly diverse number of influential industries. Some of its major economic players include aerospace; autocomponents; information technology; telecommunications; life sciences; automobile; wood; pulp and paper; textiles; agriculture; floor coverings; and logistics. These industries illustrate Georgia's continued success with both more traditional fields (such as agriculture and textiles) alongside newer, cutting-edge industries like biosciences and information technology. In fact, due to its significance in the biosciences industry, Atlanta will host the 2009 BIO International Convention.

In order to foster its key industries, Georgia has formed six Centers of Innovation, housed by the Georgia Department of Economic Development. Covering aerospace, agriculture, energy, life sciences, logistics and manufacturing, these centers foster growth by sharing knowledge with businesses and entrepreneurs.

Georgia is nationally recognized for its business friendly atmosphere. For instance, in 2007, CNBC, a national news network, rated Georgia the fourth best state to business in. Likewise, Site Selection Magazine deemed Georgia second in the country for its outstanding business climate. Additionally, Georgia is noticed for its burgeoning population and economy. It was ranked as the fourth fastest-growing state, with more than 100,000 people moving in each year. In fact, Georgia’s GDP growth rate has consistently remained strongest in the U.S. Southeast. Moreover, the state’s low cost of living, the fourth lowest of major metropolitan areas in the U.S., provides further incentives.

Georgia has already made a strong international network one of its top priorities. The state has established first-rate international connections, with 10 offices across the globe. Additionally, more than 50 countries have consular, trade or bi-national chamber of commerce offices in the state. Georgia is home to more than 1,600 companies with foreign headquarters.

Con un dinamico connubio di abbondanti risorse ed un’atmosfera competitiva dal punto di vista degli affari, la Georgia è cresciuta costantemente, fino a divenire una tra le più importanti sedi americane per la crescita economica innovativa e l’apice del business per dirigenti visionari e leader. Perché allora non decidere di investire in quest’ambiente così unicamente vantaggioso?

Molte aziende con una visione di sviluppo internazionale hanno già scoperto i benefici di fare della Georgia la propria casa. AFLAC, Coca-Cola Company, Home Depot, UPS, Delta Air Lines e Newell Rubbermaid hanno stabilito la propria sede in questo Stato. Non a caso, tra le 500 più grandi aziende statunitensi elencate da Fortune hanno sede in Georgia. L’aeroporto internazionale Hartsfield-Jackson di Atlanta ben si adatta a questo ambiente alacre, essendo il più affollato aeroporto del mondo, con una media di 230.000 passeggeri ogni giorno, e situato a circa due ore di volo per l’80% della popolazione americana. L’aeroporto rappresenta uno scalo ideale per le destinazioni internazionali, con voli diretti per Europa, Asia, Messico, Canada, America Latina e Africa. Delta Airlines offre voli giornalieri diretti da Atlanta per Roma e Milano.

Anche i porti di Savannah giocano un ruolo chiave nel sistema dei trasporti della Georgia; rappresentano infatti il più grande terminal merci della East Coast e del Golfo, oltre a quelli in più rapida crescita negli USA.

La Georgia sta registrando una costante crescita di aziende di un certo calibro. A porti da settori economici di maggior rilevato include: l’aerospaziale, i componenti per le auto, la informazione technology, le telecomunicazioni, le life science - scienze naturali, il settore automobilistico, il legno, le cartiere, il tessile, l’agricoltura, i rivestimenti per pavimenti e la logistica. Questo elenco dimostra il continuo successo della Georgia sia in settori più tradizionali (come l’agricoltura ed il tessile), che in altri più innovativi, quali industrie all’avanguardia nel campo delle bioscienze e dell’information technology. In considerazione della sua importanza nell’industria delle bioscienze, Atlanta ospiterà la BIO International Convention nel 2009.

Georgia’s consular corps visits Pirelli’s tire manufacturing operation in Georgia.
Hartsfield-Jackson Atlanta International Airport, the world's busiest airport, serves six continents.

Internationally-owned facilities representing at least 44 countries. The state has placed a special significance on attracting international businesses by hiring the state's first "International Business Concierge" this past March, who will assist business leaders new to the country with driver's licenses, banks, housing and real estate, schools and cultural opportunities.

Italy already holds an important place in Georgia's economy, and is a key trading partner. Italy ranks 10th among Georgia's export destinations. In 2007, the state's exports to Italy totaled more than $530 million, an eight percent increase from the previous year. Georgia is ranked first among U.S. states for paper exports to Italy. Other top exports include non-electrical machinery; minerals & ores; and pharmaceutical products. In 2007, the Savannah Customs District's imports from Italy totaled $1.2 billion. Top imports include industrial machinery vehicles and parts; optic and medical instruments; mineral fuel; and electrical machinery.

Many Georgia companies have locations in Italy, such as Equifax, Intercontinental Hotels Group, and Scientific-Atlanta. Approximately 60 Italian companies already have operations in Georgia, including Agnati America Inc., Tintoria Piana US Inc., and Pirelli Tire North America. In 2006, Italian cumulative capital investment in Georgia totaled more than $496 million.

Italian businesses are not the only ones discovering the benefits of Georgia. More than 2,000 Italian people have made homes in the Peach State, contributing to Georgia's diverse population and culture.

Georgia has a lot to offer international businesses, with its remarkable quality of life and engaging business climate. Companies that choose to locate or expand in Georgia will find these and many more advantages not possible anywhere else in the country.
Soaring gasoline prices have made smaller cars more appealing to Americans. In what industry analysts are calling a first, about one in five vehicles sold in the United States was a compact or subcompact car during April, based on a recent monthly sales report. Almost a decade ago, when sport utility vehicles were at their peak of popularity, only one in every eight vehicles sold was a small car. The decline of Sport Utility Vehicles (SUVs) and pickups has curtailed the biggest source of profits for General Motors, Ford and Chrysler. This could mean the decline in visibility of such models as the Escalade and Hummers, and more popularity in “crossover” vehicles or wagons (as we commonly call them) which provide the compact aspect of a typical sedan or coupe, while providing the cargo space of an SUV. I myself drive a Lexus crossover vehicle, which was discontinued in 2005, slightly before the current jump in necessity for cheaper oil and gas prices, and before the new and apparent desire for such a versatile vehicle. The crossover style has also drawn in empty-nesters who have less need for a large car, SUV or minivan.

Once considered an unattractive and cheap alternative to large cars and SUVs, compacts have become the new star of the showroom at a time when overall industry sales are falling. Small cars have traditionally been favorites of young, first-time buyers attracted by their low prices. But sales have been creeping up since 2005, particularly among older baby boomers whose children have grown. Sales of Toyota’s subcompact Yaris increased 46 percent, and Honda’s tiny Fit had a record month. Ford’s compact Focus model jumped 32 percent in April from a year earlier. All those models are rated at more than 30 miles per gallon for highway driving. The latest crop of small cars and crossovers also feature the comforts and safety features once found only in more expensive models. It has also become the trend for these compact (non-luxury) sector cars to provide luxurious commodities to stretch the consumer’s dollar further, such as having blue-tooth capabilities, navigation systems, and iPod auxiliary hookups.

The Chinese car industry, which is famous for supplying compact economical cars, has also switched gears. Tiger Truck LLC (Tiger Truck), for example, has effectively designed larger vehicles with hybrid technology. Tiger Truck has been offering a wide range of light utility trucks and vans for off-road use since 1999. Recently, the company introduced hybrid electric/gasoline models in addition to its all-electric and all-gasoline powered product line. Like its other models, Tiger Truck starts with trucks built by the Chinese automaker Chang’An, which are then modified into hybrid vehicles at the company’s Dallas, Texas, facility. In North America, Tiger Truck vehicles are being marketed toward a range of applications, such as landscape and grounds maintenance, campus and industrial complex patrolling, and utility service vehicles.
The European car industry has remained serene while coping with stagnating sales, and cleverly held on to respectable profits while undergoing serious restructuring. But soaring oil prices look like the last straw, potentially plunging the industry into a savage downturn not seen for some 30 or 40 years. “The West European car market is going to see an old fashioned downturn of the kind we have seen in mature markets previously in the 1960s and 1970s and that involves a 15 to 20 percent decline in demand, and distress for the car manufacturers,” said Karel Williams, professor of accounting and political economy at Manchester University. Another potential problem for the car manufacturers in Europe is new regulations seeking to drastically curb emissions of carbon dioxide which are currently being negotiated by the European Union (EU). This might surprise Americans because European cars now, without direct pressure from governments, achieve an impressive average 35 miles per U.S. gallon, compared to about 25 mpg in the U.S. Washington has agreed legislation which will force American cars to match Europe’s achievement today, by 2020.

The EU wants to raise average fuel economy to the equivalent of about 43 miles per U.S. gallon. Manufacturers that fail will be subject to huge fines. The original proposal was for this regime to start in 2012; now this is likely to be postponed until 2015. Concern about fuel economy from car buyers, as well as pressure from regulators, is forcing car manufacturers to accelerate the development of fuel-saving technologies which will initially include turbo-charging, direct-fuel injection, mild hybrids and dual clutch automatic transmissions. Major changes like plug-hybrids will follow.

The financial pain of higher fuel prices is particularly acute for airlines, as it is their single biggest expense. Eight years ago, 15 percent of the price of an airplane ticket went to pay for jet fuel; now, it is 40 percent, according to the Air Transport Association, the industry trade group. If prices stay where they are, U.S. airlines will collectively spend $61.2 billion this year on jet fuel - more than five times what they spent in 2002, when travel fell sharply after the September 2001 terrorist attacks. A number of airlines have even succumbed to flying their planes somewhat slower to save fuel - 480 miles per hour instead of the usual cruising speed of 500 mph. Lighter passenger seat designs and the amount of water necessary to be kept for passenger bathroom usage have also been altered.

A myriad of different preoccupations have resulted from the onset of higher gas prices. Rising gas prices are affecting more than the family budget. More pain at the pump results in more employee stress on the job, says Wayne Hochwarter, the Jim Moran Professor of Management at Florida State University’s College of Business. “People concerned with the effects of gas prices were significantly less attentive on the job, less excited about going to work, less passionate and conscientious and more tense,” says Hochwarter. “These people also reported more ‘blues’ on the job. Employees were simply unable to detach themselves from the stress caused by escalating gas prices as they walked through the doors at work.”

What is the state of Florida doing specifically? The press is swirling around the controversy of whether or not to conduct offshore drilling in an effort to nationally lower oil and gas prices. Most Florida politicians have opposed drilling because they fear it would harm beaches vital to the state’s tourism economy and interfere with weapons testing and training in and over the Gulf of Mexico by Florida military bases. “We’re a tourist state,” Governor Charlie Crist said. “We have to protect the beauty of Florida, but we also need to have people the opportunity to drive here and be able to afford to do that too.” Crist, though, acknowledged that even if Florida decides against drilling, the state’s beaches could be damaged by pollution from neighboring states. He said he hoped improved technology would reduce the chances of that happening.

L’Unione Europea vuole iniziare la media di risparmio di carburante a circa 69 km con un gallo. I produttori che non rispettino questo standard saranno soggetti al pagamento di pesanti sanzioni. La proposta originale prevedeva che questa norma entrasse in vigore nel 2012, ma sembra che il tutto venga modificato. La proposta è stata approvata nel 2015. La conseguenza di questo aumento di valori è che ci sono più persone che viaggiano, dietro la pressione dei legislatori, sta costringendo i produttori ad accelerare lo sviluppo di tecnologie in grado di far risparmiare carburante, che riguardano inizialmente parti come turbo-compressione, diretta iniezione di benzina, ibridi leggeri e doppia frizione automatica. Cambiamenti più significativi, come gli ibridi di nuova generazione (plug-hybrid), saranno il passo successivo.

La crisi finanziaria causata dal caro petrolio è particolarmente sentita dalle compagnie aeree, visto che il carburante rappresenta la loro maggiore spesa. Otto anni fa, il 15% del costo di un biglietto aereo serviva per pagare il carburante; adesso, la percentuale si è alzata al 40%, secondo quanto afferma l’associazione di categoria Air Transport Association. Se il prezzo si mantiene a questo livello, le compagnie aeree americane spenderanno in totale 61,2 miliardi di dollari per la benzina, più di cinque volte la spesa sostenuta nel 2002, quando i trasgressori sono stati attaccati terroristici del settembre 2001. Un numero di compagnie aeree è arrivato addirittura a volare a velocità più bassa per risparmiare carburante: 770 km orari anziché i normali 800. Anche i sedili dei passeggeri e la quantità d’acqua necessaria per l’utilizzo dei servizi igienici sono stati adattati.


Cosa sta facendo lo Stato della Florida al riguardo? La stampa è in fervore attorno alla controversia riguardo alla possibilità di condurre perforazioni off-shore o meno, per ridurre a livello nazionale il prezzo dei carburanti. La maggior parte dei politici della Florida sono contrari alla perforazione off-shore perché temono danni alle spiagge, vitali per il turismo, oltre ad interferire con le prove delle armi e gli addestramenti effettuati dalle basi militari della Florida nel Golfo del Messico. “Siamo uno stato basato sul turismo”, afferma il governatore Crist. “Dobbiamo proteggere la bellezza della Florida, ma è anche necessario che le persone abbiano l’opportunità di guidare ad un costo accettabile.”

Crist riconosce comunque che, anche se la Florida si sforzerà contro la perforazione off-shore, potrebbero essere danneggiate dall’inquinamento proveniente dagli stati vicini, ma si augura che la tecnologia più avanzata possa ridurre le sfide di queste avverse.

Smaller Cars for a Big Issue
The tap, tap, tapping never stopped. The sewing machines worked tirelessly, as did the women hunched over them maneuvering thread with such acumen, like a sculptor shapes his clay. It was tireless work for just 52 blazers, but these were haute-couture John Rocha blazers with beautifully stitched adornments. They would leave this small manufacturer in southern Italy, after three quality checks, for the world’s finest boutiques.

That’s why no mistakes are tolerated. Perfection is expected at G&B, a family-owned manufacturer in a humble town in the Province of Salento. The business stitches for fashion’s biggest names: Rocha, Dolce Gabbana, Valentino, Prada, Gucci, Moschino and others.

G&B was one of many manufacturers I visited along with six American buyers and a fellow journalist on the “100% Made in Salento” trade mission in July. The all-expense paid journey launched a joint effort between the Italy-America Chamber of Commerce Southeast and a consortium of Salentinian manufacturers and leaders to export clothing and accessories from this area to the United States. A similar program is underway between Salento and Russia.

“We view America as a leader, and we look up to the United States,” said Silvio Astore, president for the Assembly of Mayors in the area, at a press conference to welcome the American visitors the night we arrived. “We are very happy to do this.”
The five-day trip bustled with energy from local business people, who are obviously proud of the region and products made here, from swimsuits to sweaters and wine to olive oil. However, the mission aimed to create personal relationships between the U.S. buyers and Italian manufacturers that would hopefully end with Salentinian goods exported to and sold in the United States.

We spent days on a small bus traveling across the rugged land and beautiful coastline of Salento to visit many manufacturers. Watching the detail and care employees took to make their products, I quickly gained a greater respect for the “Made in Italy” label on anything. Simple socks seem quite frivolous until you see people meticulously working hours to make them.

At G&B, one man ran his worn fingers over every seam on every silk Dolce Gabbana blouse, looking for any loose or hanging thread. I realized why the blouse would later sell for 200-300 Euros. This care was especially attractive to the U.S. buyers who operate specialty retail stores and want to develop and carry their own private label. Others were interested in the manufacturers’ own brands that would be unique to American buyers.

“The big selling point is ‘Made in Italy,’ because their quality is so fine, and with so many things being mass produced, it’s very special,” said Marilyn Markus, sales account executive for Markus & Coffman in Dallas, Texas, who was on the mission. “Customers appreciate that.”

Despite a few scheduling glitches and some buyers’ frustration with the southern Italians’ laidback sense of time, the trip was successful. Joaquin Del Olmo, owner and designer at J. Del Olmo Couture, a bridal and formal gown boutique in Miami, Fla. decided to work with G&B to design and manufacture a line of high-end gowns for mothers of the bride.

“It’s pricey, but it’s fair,” Del Olmo said in reference to the cost of service, which is escalated by the weak dollar, shipping prices and customs fees.

Graziella and Vincenzo De Caria, owners of Bennett Uomo, a specialty men’s store in Ft. Lauderdale, Fla., bought stocks of shirts and sweaters from three manufacturers. The De Carias said, despite the high Euro, the price was good because buying directly from the manufacturer cuts out the middleman.

“It still works,” Graziella said. “It’s an advantage to us to be able to buy and sell quality products.”

SIDEBAR

Several yards to my right, the calm Ionic Sea spread across the beach like a turquoise necklace on a woman’s creamy skin. To the left was an expanse of olive trees and vineyards disrupted only by the occasional seaside village.

The wind was soft. The sky was clear. And I was the quintessential Italian atop a rumbling Vespa. There is no better way to take in the beauty of southernmost Italy, a finger of craggy land nestled between the Ionic and Adriatic seas. The climate is ripe for grapes and olives, a commodity on which I had just dined. Crusty bread dipped in light olive oil left me comfortably full, and the Greco wine left me pleasantly tingly.

The cuisine of southern Italy is quite different from its northern counterpart, where...
you find heavy sauces and pastas. Here, the meals are refreshingly light and healthy with fresh seafood and fruit that bursts in your mouth. Paper-thin pizza is another delicacy that I found to be consistently and delightfully crisp with a tangy sauce made from the region’s juicy tomatoes that I ate like apples.

I pulled back the Vespa’s accelerator, turning the warm breeze into a strong wind against me. I headed further south and stopped in Leuca, where the two seas meet and locals say you can see the dividing line afloat the water. Maybe I missed it. I saw crystal waters differentiated only by names. I wanted to head north, but the sun was low. Driving on narrow streets peppered with scooters and speeding cars was frightening enough the daytime.

I returned the scooter in Gallipoli, a lovely seaside town where you can spend hours people-watching from the sidewalk cafés that sprinkle the scenery. The old town is subtly beautiful, and its true richness is only known when someone opens their apartment – so plain from the outside – to show sprawling courtyards and flower-lined balconies hidden behind the front door. I was told that real-estate owners rarely sell their homes and instead pass them from one family generation to the next.

A young employee at the scooter shop drove me back to the Gallipoli Resort, a sprawling hotel that served as the buyers’ mission headquarters. The teenage boy and I exchanged nary a word on the trip, as he couldn’t speak English and my Italian is quite poor. Yet, he eventually reached his thin, suntanned arm out the open car window and waved to the horizon, where the old buildings of Gallipoli met its blue waters.

“Bellissima, no?” he said so proudly.

The message in Salento was clear, despite language and cultural barriers: The locals love it here. They want you to love it, too.

“Bellissima,” I replied, looking out the window.
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A famous Chinese proverb wishes one to “live during interesting times.” In an increasingly interconnected world, where new economic powers emerge and others decline, the election of the new President of the USA is an event of global significance which will surely impact the international economy, particularly in Europe and Italy. Mr. Salvatore Carrubba was asked to express his opinion on how the upcoming American presidential elections might impact Italy and how Italians are living these “interesting times.”

Mr. Carrubba is Co-Editor and Director of Editorial Strategies at Il Sole 24 Ore, Italy’s principal financial newspaper, where he previously worked as CEO. He was also the International Relations and Cultural Alderman for the city of Milan from 1997 to 2005.

The USA must choose between John McCain and Barack Obama for President. How

The USA must choose between John McCain and Barack Obama for President. How

Un famoso detto cinese augura di ‘vivere in tempi interessanti’. In un mondo sempre più interconnesso, con nuove potenze economiche che crescono ed altre già affermate che rallentano, l’elezione del nuovo presidente degli Stati Uniti è un evento globale che condiziona tutte le economie mondiali, Europa ed Italia in testa.

A Salvatore Carrubba abbiamo chiesto uno ‘sguardo da lontano’, come le imminenti elezioni americane condizioneranno il sistema Italia e come gli italiani vivono questi ‘tempi interessanti’.


Gli Stati Uniti sono chiamati a decidere tra John McCain e Barack Obama. Quale è stata la reazione degli italiani alla candidatura del primo afro-americano candidato alla presidenza degli Stati Uniti?

Come ho avuto occasione di scrivere in un paio di occasioni sul il Sole 24 Ore, gli italiani sono il popolo europeo più favorevole ad Obama. Un sondaggio di qualche settimana fa sulle opinioni pubbliche dei maggiori paesi europei mostra come esse, con a capo l’Italia, manifestino un favore per Obama molto più alto di quello riservato a McCain: parliamo del 65/70%. Il forte consenso è probabilmente legato ad una certa opposizione alle politiche di Bush e all’esigenza, che Obama ha saputo interpretare, di una politica di cambiamento ed innovazione che è molto popolare in un paese, come l’Italia, in cui di innovazione politica ce n’è sempre poca.

Naturalmente aggiungevo che a questo forte consenso per Obama si accompagna anche una scarsa conoscenza della sua piattaforma. Obama, rispetto a McCain, è, nella tradizione del suo partito, più protezionista e quindi ‘più pericoloso’ dal punto di vista degli scambi commerciali per l’Italia e per l’Europa; ma di questo l’opinione pubblica non si occupa.

Inoltre gli europei collegano il messaggio e la figura di Obama alla figura di Kennedy, che certo non si tirava indietro quando c’era da menar le mani, come dimostrano gli interventi alla Baia dei Porci e in Vietnam. La speranza, quindi, che un candidato democratico significhi necessariamente un candidato pacifista non regge; anche Clinton era molto popolare nell’Europa, poi, giustamente secondo me, trascinar l’Europa nell’impegno nei Balcani.

Questo conferma una fascinazione dell’Europa per un personaggio che sa essere forse e fatale in una politica che diventa sempre più personalizzata.

Come pensa si distingueranno i due candidati nelle scelte di politica economica internazionale?

Delle sfumature diverse naturalmente ci saranno. Sicuramente una maggiore fiducia da parte di McCain, almeno a parole, nei confronti di politiche di apertura dei mercati internazionali, che è la cosa che dovrebbe interessare più di tutte l’Europa. La tradizionale linea democratica è più favorevole ad un certo protezionismo. Su questi aspetti Obama, ma anche la senatrice Clinton, sono stati piuttosto chiusi durante la campagna elettorale. Quindi, da questo primo punto di vista, credo che una differenza ci sarà e sarà una differenza non secondaria.

Da altri punti di vista, non so se da Obama ci si possa aspettare una maggiore prodigalità statale, con un conseguente aumento del deficit pubblico. Deficit pubblico che non è diminuito con Bush
did Italians react to the candidacy of the first African American presidential hopeful?

As I recently wrote in Il Sole 24 Ore, Italy is the European Country which displays the most favorable attitudes toward Obama. A recent survey measuring European public opinion toward the American presidential election found that most Europeans, and principally Italians, largely prefer Obama over McCain, with some 85/70% favoring the former. This overwhelming consensus can probably be attributed, at least in part, to a certain opposition among Europeans to Bush’s policies, as well as the fact that Obama’s message of change and innovation resounds in a country like Italy where political innovation is largely lacking. It must also be noted, however, that this strong consensus for Obama is also accompanied by a lack of knowledge regarding his policies. Obama, following his traditional party stance, is much more protectionist than McCain. His policies could therefore prove to be “more dangerous” for the future of transatlantic trade, an issue which public opinion does not seem to consider.

Furthermore, Europeans tend to associate Obama and his message of change with the late President Kennedy, who himself did not hesitate to take action (military and otherwise) when deemed necessary. U.S. intervention in the Bay of Pigs and Vietnam offers a prime example. It is therefore incorrect to assume that a Democratic candidate is always a pacifist. Even Bill Clinton, who was very popular in Europe, involved Europe (rightly so in my opinion) in the war in the Balkans. This suggests that Europeans are fascinated with a candidate they know little of, a reality which could prove fatal in an era where politics is increasingly personalized.

How do you think the two candidates will differ in their respective international economic policies?

Naturally, there will be differences. Certainly McCain, at least vocally, has endorsed a policy of greater opening of the international markets, an issue of fundamental importance for Europe. Traditionally, in fact, the Democratic Party tends to display somewhat protectionist undertones. Both Senator Obama and Senator Clinton were rather clear on this point during their electoral campaigns. Based on this reasoning, we are bound to see important differences between the candidates’ international economic policies, distinctions which will affect the very nature of international trade.

Moreover, it is not clear if Obama’s policies will result in greater government wastefulness and a subsequent increase in the national deficit, a deficit which was certainly not alleviated by the policies of George W. Bush, proof that Republicans are not necessarily the bastions of fiscal discipline.

Regardless of party affiliation, the future U.S. President will have to manage a difficult economic situation in which the United States plays a central role. Certainly, the candidates’ respective economic policies will be put to a difficult test. The international economic crisis, the rising price of oil, a weak dollar, and the deleterious effects of globalization will certainly test the theoretical principles that have shaped public policy over the last two decades. In order to accommodate these unique circumstances, the future Commander in Chief’s response may be surprising, although it is difficult to say in what way. It appears that Obama, via the choice of his first economic advisors, is trying to convey his steadfastness and sound economy policy to reassure both Americans and the international community.
How do you think the euro–dollar exchange rate will evolve in the immediate future? How might this affect the upcoming presidential election?

Although our companies are suffering a great deal, they are trying to defend their positions in the American market. Our large exporters in the agro-alimentary, textile, and engineering sectors, are paying dearly in the face of a weak dollar. Nonetheless, they are striving to take advantage of “reverse decoupling,” a phenomenon facilitated by the rise of the Asian economies which permits our companies to balance, at least in part, the damages inflicted by the American market.

I believe that sooner or later America will have to abandon low interest rates. This will result in a strengthening dollar in the medium term. This may cause some problems for Europe in terms of the cost of oil for example, which today we purchase with a devalued dollar. Perhaps one day we will achieve the goal cited by our Economic Minister, Giulio Tremonti, namely the return of the Bretton Woods system in the form of an international agreement that reestablishes to some extent equilibrium in the international exchange market. On this point I am extremely skeptical. Unlike the time of Bretton Woods, the international players today are numerous; Russia, China, Brazil, and various other countries will surely demand a voice in the decision-making process. For these reasons, it would be much more difficult to reach a similar agreement today. Nevertheless, I believe that international monetary policy will begin to converge in the coming months.

Will it be possible to predict future financial trends with greater certainty in order to facilitate international investment and trade?

This is the hope of the financial players both in the United States and Europe. The financial crises, which are certainly related to instances of embezzlement, error, and fraud (as illustrated by the arrests on Wall Street during June), go hand in hand with proper market functioning. No market, financial or other, functions without crises. We would be off to a good start by establishing a sound plan of action and specific tools for properly managing and dealing with financial crises in a timely manner. Certainly, financial markets would benefit from the greater convergence of monetary policy in order to combat the harmful effects of inflation, particularly those related to energy costs. The beginning of a discussion on these matters would be a welcome and entirely feasible feat.

In the event that McCain is elected, it would be interesting to see how his vision of a “League of Democracies” would develop. Certainly it would provoke a noteworthy transformation of the international courts. By giving life to such an initiative that would exclude Russia, the Arab world, and other important international players, reciprocal dialogue would be difficult. Certainly, these political choices would have an important influence on international economic policy.

Let’s hope that in the coming months the new American President will make a conscious effort to bring the international community toward consensus. Perhaps now more than ever, no one country can go it alone. The need for dialogue between the two sides of the Atlantic is fundamental in order to address international problems of growing concern linked to the environment, sustainable food development, energy resources, and other impending global issues. The recent round table of the Aspen Institute in Rome, one of the most qualified institutions dedicated to fostering international dialogue, confirmed the need for international consensus on issues of global importance.
Industry-University Partnership: A Great Example

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

We hear about the need for a closer relationship between industry and university from all pulpits. For the people in the trenches, the reaction may be different depending on where they sit: industry folks worry about their pocketbook, university folks worry about unreasonable expectations. There are different ways to skin the cat and come up with innovative approaches that make both side winners. Dr. Damiano Pasini, an Assistant Professor in the Department of Mechanical Engineering at McGill University, Montreal, Canada (damiano.pasini@mcgill.ca) recently teamed up with the Innovation Department of automaker Ferrari bridging the transatlantic gap with truly Italian creativity.

The Ferrari Innovation Team works on technologically advanced solutions to provide fulfilling experiences to Ferrari’s customers. The key for Ferrari’s success is to provide products that have a delicate balance between emotions and performance, without neglecting comfort and controlability. Pasini saw Ferrari’s superior design requirements as a suitable opportunity to provide his students with a real-life design problem. “I wanted to offer a project that combines the technical skills and knowledge, students had acquired in previous and current engineering courses, and expose them to industrial partnerships and requirements.”

In September 2006 Pasini contacted Ferrari to ask if they were interested in providing a design project for engineering students. “Ferrari was interested in strengthening their relationships with certain universities and my proposal was suitable to their plans, so they agreed. Ferrari is a renowned company interested in establishing contacts, not only with industrial, but also educational partners,” says Pasini. After a face-to-face meeting in Maranello, Italy, the Ferrari foldable bike project was proposed as part of the term-project within an academic course to be held in the winter term 2007. The main objective of this course was to teach students failure analysis and design of machine elements under static and variable loadings.

The project requirements, specified by Ferrari, essentially consisted in developing a creative, innovative, and original design for a “Motard”, a cross-over of a motorcross and road racing style motorbike. The foldable bike should be easy, reliable and city-functional. The focus of the project was on the foldable mechanism, which should require no more than a 15 second assembly-time. The folded bike dimensions should not exceed 30 x 60 x 80 cm to conveniently fit into the trunk of a GT Ferrari. The mass of the foldable bike should not exceed 6 kg. Ferrari provided students with general design specifications to match standard rider requirements. The mechanical engineering students were essentially asked to develop an expression of Ferrari’s high technology. This involved that the design should be made out of high performance, and lightweight materials and guarantee balanced structural efficiency. Prof. Pasini used the lectures of this course to explain machine design and provide guidance for this project. “In class I discussed the main issues to consider in the design of a
foldable bike to provide students with the opportunity to understand how to approach and solve this problem."

Great emphasis was placed on students’ communication and team-working skills. The project required students to team up in groups of maximum four members and to present the progress of design developments through notes, sketches, calculations, charts and advisor feedback. In addition, e-mail communication with the Ferrari’s Innovation Department was available. “This not only provided immediate feedback for students, but students had to clearly define problem, formulate questions and present these in clear and concise engineering terms.”

The project did not consist of a mere theoretical exercise. Rather, it represented a real innovative design activity undertaken by Ferrari in 2007. In addition to the technical challenges students faced in designing functionally machine elements, Pasini says that “students were challenged by knowing that Ferrari was most probably working on this project. It was almost like a competition. Students knew that they needed to propose a peculiar design, because other companies had also developed similar ideas. The requirement for a creative design was certainly a challenge for students, but essential to their education.”

The thrill of competing with Ferrari made this project an exciting project for engineering students. One of the students said: “It was a neat idea. A lot of projects you get are academic exercises. It was nice to know that our ideas might be of help to a company, especially a company like Ferrari, which has such a great name.”

This great partnership example can be a model for similar collaborations within and outside the field of engineering. The obvious analogy in the marine environment of Miami is the boating industry. Italy excels in this technological field with some of the largest and most prestigious boat manufacturers. Collaboration does not necessarily mean impossible financial or time commitments: it is all about people’s creativity and ideas. In successful endeavours, the tangible and intangible effects can be felt at once!

suggerimenti. Inoltre era possibile corrispondere via email con il Dipartimento di Innovazione della Ferrari. “Questo non solo forniva agli studenti dei feedback immediati, ma in questo modo dovevano delineare chiaramente il problema, formulare domande, il tutto utilizzando un linguaggio ingegneristico chiaro e conciso”.

Non si tratta di un progetto meramente teorico. Al contrario, ha rappresentato una vera e propria attività di design innovativa organizzata da Ferrari nel 2007. Oltre alle sfide tecniche affrontate dagli studenti per realizzare, da un punto di vista funzionale, elementi meccanici, Pasini afferma che “gli studenti erano stimolati dai dati di capire che la Ferrari stessa molto probabilmente stava lavorando su questo progetto. Era come una gara. Gli studenti sapevano che dovevano proporre un design particolare, perché anche altre società avevano proposto idee simili. La richiesta di un design creativo era certamente un forte stimolo per gli studenti, e allo stesso tempo essenziale per la loro istruzione”.

L’eccitazione di gareggiare con Ferrari ha reso questo progetto un’attività ancora più interessante per gli studenti di ingegneria. Uno di loro ha detto: “È stata una bella idea. Tanti progetti normalmente assegnati sono solo esercizi accademic. È stato bello sapere che le nostre idee potevano essere d’aiuto per l’azienda, specialmente un’impresa come Ferrari, di fama straordinaria”. Questo fantastico esempio di partnership può essere un modello per simili collaborazioni non solo nel campo dell’ingegneria. Lo sviluppo con l’ambiente marino di Miami e quella del settore nautico. L’Italia excels in questo campo con alcune tra le più grandi e prestigiose aziende produttrici di barche. Una collaborazione non significa necessariamente impossibile impegno finanziario o di tempo. Tutto ruota attorno alla creatività ed alle idee delle persone. Negli sforzi di successo, risultati tangibili ed intangibili possono arrivare all’improvviso! 

The hiring of a lawyer is an important decision that should not be based solely on advertisements.

Before you decide, ask us to send you free written information about our qualifications and experience.
New store launched in Miami

In addition to its supercars, Ferrari has emerged as a branding and merchandising powerhouse. Despite its ever increasing range of licensed products, the company’s largest market, USA, has until now only boasted two out of Ferrari’s 20 retail outlets worldwide. To that end, Ferrari has opened two more locations for its merchandising outlets in the United States: one in Miami and the other in Hawaii. The Miami location at Aventura Mall covers 2,150 square feet of retail space, while the Honolulu location encompasses 3,230 square feet of floor space on two levels at the Royal Hawaiian Center. They join the previous locations in Beverly Hills and Las Vegas, along with eight Italian stores and ten more around the world.

The development strategy of the Ferrari Stores foresees other openings in the world’s most important cities. The next opening will take place this Fall at the already disclosed location in the heart of London, on Regent Street.

The company, founded in 1968, registered revenues of $2.82 billion last year.

Mediterranean Diet (and Business)

Spanish food company Grupo SOS SA agreed to buy Unilever’s Bertolli olive-oil and vinegar business for $998 million in a move to strengthen its position as the world’s leading olive-oil bottler.

Grupo SOS, which owns brands such as Italy’s Carapelli and Spain’s Carbonell, already controls about 15% of the world’s olive-oil output. The acquisition of Bertolli, the world’s biggest olive-oil brand, will bring its market share to 20%.

Bertolli, established in Lucca (Tuscany) in 1865, is one of the oldest Italian olive oil makers.

The acquisition of Bertolli, which will add €380 million in annual sales, is part of Grupo SOS’s drive to secure a larger share of the coveted U.S. food market amid rising demand for healthier products.

Consumption of olive oil has grown worldwide after being linked to health benefits such as longevity and lower cholesterol. Oil bottlers have also launched premium brands in recent years on rising global demand for international gourmet products. Anglo-Dutch consumer-products company Unilever said it will keep using the Bertolli brand for other foods, including margarine, pasta sauces, and frozen meals. The Bertolli brand registered global revenues of about €700 million in 2007.

Harley becomes sporty

In a move to gain access to a broader, growing customer base in Europe and the U.S., motorcycle maker Harley-Davidson Inc. agreed to purchase MV Agusta Group, a historic Italian motorcycle company, for about $109 million. The deal would give Harley-Davidson a line of desirable motorcycles that are considered some of the best and most expensive available on the market. This line appeals to serious sport-riders, particularly Europeans who are unlikely to ever consider buying a Harley. Attracting this new, younger customer is becoming increasingly critical for Harley as its traditional baby boomer buyers in the U.S. grow older and buy fewer motorcycles.

Three out of four riders in Europe ride performance bikes like those built by MV rather than Harley’s traditional cruisers.

Harley-Davidson says it plans to continue operating MV Agusta from its Varese, Italy headquarters following completion of the transaction, which the company says it expects in several weeks. MV Agusta Group chairman Claudio Castiglioni will continue in his position and will guide future product development, as will Design Chief Massimo Tamburini, who is well known in motorcycle circles for landmark designs like MV’s F4 and earlier bikes he designed for Italian rival Ducati including the 851 and 916 models.

New America’s Headquarters

Benetton Group SpA plans to open a headquarters in Miami, Florida, USA. The Miami base will be in charge of monitoring the market, outlining business opportunities on the American continent, and developing sourcing activities capable of serving the whole area. The announcement came after Italy’s largest clothing manufacturer formed an alliance with Sears Roebuck de Mexico to boost the company’s expansion in Latin America.

The Group will significantly extend its presence throughout Mexico, through this and other agreements, with a total of 250 sales points in both Sears Mexico department stores and new stores by 2010.

Recently Benetton signed a similar agreement with Tata Group to develop its Sisley apparel brand in India and with Turkey’s Boyner Group to boost sales in that country.
I often wonder what our ancient Roman fathers and their emperors Augustus, Julius Cesar, Claudius, Marcus Aurelius etc. would think of our Miami.

Of course I am aware that not many of us walk down Brickell Avenue or Lincoln Road with this particular question in our minds.

Most of us have much more modern issues to worry about and yet ancient Rome is present everyday in this city.

2761 years after the legendary founding of Rome by Romulus and Remus we can trace a direct line that brings us to the Miami of 2008.

In no city has the linguistic and cultural heritage that Rome gave us come full circle...
in the way that it has here.

When the Latin tribes that lived in the region of what today is called Lazio along the banks of the Tiber river in the Italian peninsula spoke their simple language to conduct the daily business of their lives, they could not have imagined that their language would eventually be the language of one of the greatest empires the world has ever seen and that then it would develop into 5 separate languages (Spanish, French, Italian, Portuguese and Romanian) spoken collectively by more than half a billion people on three different continents.

We would need several encyclopedias to enumerate the many gifts our Roman forefathers left for us, that we still have today.

From buildings that have survived 2000 years, such as the aqueducts in Spain or the Coliseum or the Pantheon in Rome to laws, politics, architecture, art and culture. Even their language (Latin) remains today the official language of the Catholic Church with more than one billion faithfuls. Many Latin sayings have survived intact in our languages as well, such as Carpe Diem.

After 753 B.C. the second most important date for the descendents of the ancient Latins is 1492 A.D. (Anno Domini). On that year a Genovese admiral crossed the seas on three ships: the Nina, the Pinta and the Santa Maria. He believed as did Queen Isabella that they would be returning with riches for Spain from this expedition.

What they did not know was that in discovering this new world their most precious cargo was already onboard.

When Columbus decided to sail on those three ships he unknowingly brought with him the millenary history and culture of those ancient Latins which he and his crew represented.

By this time the Roman Empire had fallen but much of its art and history was being reborn in the Italian Renaissance.

There is no doubt that one of the safest and surest ways for the legacy of a culture and people to travel is through language (both written and spoken) and this is how and why in Miami (where the closest we get to having the Coliseum is the American Airlines Arena and our Gladiators are the Miami Heat) the legacy of Rome can be found everywhere.

I believe that our Roman forefathers would be amazed at how their descendants and the descendents of their subjects after thousands of years have all met again in Miami.

So the next time you hear on our streets people conducting business in Italian, Spanish, Portuguese or French remember that the world we live in today owes much to a great people and civilization from long ago but whose greatness is eternal as is the city they founded, Rome the eternal city.
IACC Happenings

June 19, 2008
ITALIAN COOKING SHOW II
LOMBARDY VS APULIA

1. (from left) Jennifer Porciello, owner La Loggia Restaurant, Daniele Busca, host Mia Cucina, Nicholas Oliveira, chef La Loggia Restaurant
2. Cristian D’Oria, chef Soya y Pomodoro Restaurant
3. Edward
4. The class during the presentation

July 7-11, 2008
100% MADE IN SALENTO

5. The delegation leaving the hotel to visit manufacturers

July 17, 2008
ITALIAN COOKING SHOW II
VENETO VS EMILIA ROMAGNA

6. Ivo Mazzon, chef TiramesU Restaurant
7. Riccardo Tognazzi, chef Trattoria Sole
8. The class during the presentation
9. Special guests: Italian actors with IACC staff
IACC Happenings

**July 21-25, 2008**
**PORT OF OLBIA AND PORT EVERGLASES**

1. (from left) Phillip Allen, Port Everglades’ Director, and Paolo Piro, Port of Olbia President

2. (from left) Admiral Franco Mulas, Port of Olbia’s Secretary General, Francesca Tanti, Phillip Allen, and Paolo Piro during a press conference

**July 30, 2008**
**FAREWELL VICE CONSUL GIOVANNI TURTURIELLO**

3. (from left) IACC President, Giampiero Di Persia, awards former Miami’s Vice Consul Giovanni Turturiello for his support during his term

4. Consul General of Italy, Hon. Marco Rocca, and IACC Board of Directors

**August 21, 2008**
**ITALIAN COOKING SHOW II**
**CAMPANIA VS SICILY**

5. Domenico Giuliani, chef Bice Restaurants

6. Brian Morales, chef Fratelli Lyon Restaurant

7. The class during the presentation

8. Guests during the cocktail reception

8. Special guest: Italian actor Massimo Lopez with IACC staff
Date Line - Las Vegas, Nevada - Italian Shoemakers -- a company that has been designing and manufacturing its own lines of shoes (primarily ladies sandals) for the past 27 years -- just unveiled its newly redesigned Contesa & Luisa D’Orio collections, a move which officially lands the company in the High End Luxury, High Comfort field. The response from buyers was fantastic given the significant void in the market for this type and quality of shoe. In addition to being 100% HAND MADE IN ITALY (near Pisa) from the finest Italian leathers, these shoes also have a form fitted foot bed with memory foam pad, plus arch and toe support. Also unveiled at this shoe show was a new foot bed construction for the Italian Shoemakers brand collection. This construction is similar to that used by Birkenstock shoes with the exception that the foot bed and the upper part of the shoes have that unique Italian Style. They are covered in colorful micro fiber and other man-made materials and -- like all the collections designed and manufactured by Italian Shoemakers -- are all 100% HAND MADE IN ITALY, a rarity in today’s world where almost 85% of all shoes are made in China while the remaining 15% are manufactured in Brazil, the EU, and India just to name a few. Italian Shoemakers’ founder and sole owner, born and raised in Pisa, Italy, is dedicated to showcasing and promoting Italian Made Shoes. The founder, who prefers to maintain a low profile and allow his shoes to take center stage, started the company 27 years ago when he began selling shoes made in Italy to retailers in Miami from the trunk of his car. Today Italian Shoemakers sells all over the United States, Canada, the Caribbean, Central and South America, Australia, and New Zealand (just recently, at the WSA show, orders were also written from new customers in Israel and Japan). The success of Italian Italian Shoemakers can be attributed to its founder, who is described by those who know him as a pragmatic visionary. He has assembled and leads a group of dedicated individuals whose passions are matched by creativity. It is no wonder that Italian Shoemakers continues to produce and market one fantastic collection after another.

Italian Shoemakers’ U.S. Headquarters, offices, distribution center, and show rooms are located at 9350 N. W. 58th Street, (overlooking the Doral Country Club Golf Course) Miami, Florida 33178; Tel. 800-929-3732.
Milano Moda Donna is the largest exhibition of women’s fashion in Italy. It is promoted by the Camera Nazionale della Moda (The National Chamber for Italian Fashion) and features the latest in women’s clothing, footwear and accessories. Every year the show, which is considered one of the most important worldwide, boasts among its exhibitors some of the leading international brands. Milano Moda Donna is held twice a year at Fiera Milano in Milan, a trendy and dynamic hub which provides the perfect backdrop for the event. In fact, this event is commonly referred to as “Milan fashion week.”

The past edition registered more than 20,000 visitors, gathered more than 5,000 buyers, and featured some 240 collections showcasing some of the most important names in the fashion world such as Roccobarocco, Pignatelli, Faciotti and Gattinoni. Milano Moda Donna also attracts fashion journalists from around the globe. It offers a calendar of trade shows animated with music and special events that showcase the latest collections, trends and styles. For buyers and fashion enthusiasts alike, this is an event not to be missed.

Our Fiera Milano Desk offers special travel packages for US buyers and journalists interested in attending this exhibition. For further details, please contact: Fiera Milano Desk Info Line: Ms. Kristen L. Maag – maag@iacc-miami.com – T. 305.577.9868.

Following on the tremendous success of last year’s edition, the “Bike4Show” -- the International Bicycle and Motorcycle Show made possible by the collaboration between Fiera Milano and the Region of Lombardy -- will take place once again this year from November 4 – 8.

The public will encounter a winning combination of musical show and competitive events in an amusing atmosphere that has recently undergone some important changes, most notably the addition of a highly specialized 166-meter track. Paolo Bettini, two-time World Champion and Olympic Champion, will be among those to inaugurate the track.

Visitors will also encounter an innovative track design. The design of the stands along with the access bridge to the center of the track has been altered to provide spectators an optimal view. The interior of the track will be equipped to receive VIPs, authorities, sponsors, and an enthusiastic public eager to experience the excitement of the races from inside the structure.

Logistically, the show covers a gross area of some 370,000 square meters and features 1,937 brands hailing from more than 39 countries. Last year the show registered some 535,000 visitors. This data, which confirms the success of the first edition of the EICMA motorcycle and cycle show, provides reason enough to anticipate another successful exhibition.

For further information, please visit www.eicma.com or contact the Fiera Milano Desk Info Line: Ms. Kristen L. Maag – maag@iacc-miami.com – T. 305.577.9868.

Sustaining Members

**Costa Cruises**  
**Mr. Maurice Zarmati**  
President & CEO  
200 S. Park Rd., Suite 200  
Hollywood, FL 33021  
Phone: 954-266-5600  
Website: www.costacruises.com  
Business Category: Cruise/Hospitality

**Computer Solutions, LLC**  
**Mr. Victor Di Persia**  
Managing Member  
5151 Collins Ave., # 224  
Miami Beach, FL 33140  
Phone: 305-532-7927  
Business Category: Computers/IT

**Gold Wing Planet, LLC**  
**Mr. Alessandro Olmi**  
Owner  
1001 Brickell Bay Dr., Suite 1402  
Miami, FL 33131  
Business Category: Import/Export Moto-Auto

**Enasco**  
**Mr. Silvano Toso**  
Executive Director  
2740 East Oakland Park Blvd., Suite 102  
Fort Lauderdale, FL 33306  
Phone: 954-630-0086  
Web site: www.enasco.it  
Business Category: Social Services

**Optimist srl / Luxury & Yachts**  
**Mr. Luciano Coin**  
President  
Via Bardella 8  
36100 Vicenza, Italy  
Phone: [39] 0444305302  
Website: www.luxuryyachts.it  
Business Category: Exhibitions, Trade Shows

**Veritas Investigation, Inc.**  
**Mr. Fernando Cancino, CIA, CFE**  
Managing Director  
2901 Clinton Moore Road, PMB 403  
Boca Raton, FL 33178  
Phone: 305-519-0396  
Web site: www.veritas-inv.com  
Business Category: Forensic Accountants & Investigators

**Granducati Exclusive Imports, Inc.**  
**Mr. Sergio Ariani**  
Business Development  
4581 Weston Road, # 124  
Weston, FL 33331  
Phone: 954-349-4424  
Web site: www.granducati.com  
Business Category: Importer/Distributor Bath & Body Products

**Keyes Real Estate Company**  
**Mr. Paolo Coniglio**  
Sales Associate  
690 Lincoln Road, Suite 300  
Miami Beach, FL 33139  
Phone: 305-951-5137  
Website: www.paoloconiglio.com  
Business Category: Real Estate

**Business Members**

**Coldwell Banker Residential Real Estate**  
**Ms. Marisa Chisena & Ms. Ilaria Belloni**  
Sales Associate and Broker  
1500 San Remo Avenue, Ste. 110  
Coral Gables, FL 33146  
Phone: 305-807-6845  
Website: www.FantasticHomesMiami.com  
Business Category: Residential Real Estate

**Computer Solutions, LLC**  
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5151 Collins Ave., # 224  
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Coral Gables, FL 33146  
Phone: 305-807-6845  
Website: www.FantasticHomesMiami.com  
Business Category: Residential Real Estate
New Members

Northwestern Mutual Financial Network (NMFN)
Ms. Marnique Sparago
Financial Representative
903 Clint Moore Road
Boca Raton, FL 33487
Phone: 561-962-2925
Web site: www.nmfn.com
Business Category: Financial

South Beach Estates
Mr. Massimo Nicastro
Broker/CEO
1260 Washington Avenue
Miami Beach, FL 33139
Phone: 305-673-8060
Web site: www.southbeachestates.com
Business Category: Real Estate

Upgrade to Sustaining Members

Cagliari Services US, LLC
Mr. Massimo Cellino
President
2 South Biscayne Blvd. Suite 1810
Miami, FL 33131
Phone: 305-365-0996
Business Category: Sports, marketing, promotion, primarily for soccer
IACC Membership Benefits

Dining

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

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

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

Piola Hallandale
All members will receive a 50% discount on all food. 1703 E. Hallandale Beach Blvd Hallandale, FL 33009
Contact: Mr. Andrea Rainis
Call: 954-457-8994

Boteco Brazilian Bar
All members will receive a 20% discount on food and beer.
916 NE 79 Street | Miami, FL 33138
Contact: Mr. Angelo Angiollieri
Call: 305-759-0122

Via Quadronno
All members will receive a 20% discount on food and soft drinks.
Contact: Mr. Francesco A. Campagna
Call: 305-476-1160

Wine 69
All members will receive a 20% discount on total bill.
Contact: Mr. Ben Neji
Call: 305-759-0122

Travel

Allitalia
New benefits for IACC MEMBERS traveling with ALLITALIA:
- Allitalia staff at the Miami International Airport will provide IACC members a VIP Lounge voucher at time of check-in.
- Promotion will be valid from September 1st to November 30th, 2008.
- Passengers must present a valid IACC Membership Card at time of check-in (no exception allowed).

The Bentley Hotels
Special rates starting from $179.00/daily offered at The Bentley
Contact: Mr. Lino Castello
Call: 305-938-4606

Double Tree Grand Hotel
15% discounts off Best Available Rate at the Double Tree Grand Hotel.
Corporate ID: # 0002641488
Contact: Ms. Brigitte Bienvenu
Call: 305-523-3321

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 Retardo Taylor

Finley & Bologna International
First legal consultation will be free of charge for all members.
Contact: Mrs. Stefania Bologna, Esq
Call: 305-579-7676

Salussolia & Associates
First legal consultation free of charge.
Contact: Mr. Piero Salussolia
Call: 305-373-7016

Professionals & Others

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

Daniels, Kashtian, Downs, Robertson, & McGlinney
First hour of initial legal consultation free of charge.
Contact: Ms. Loretta Nemi Dal Pezzo
Call: 305-448-7988

Studio Legale Pelosi & Partners
In the USA: First consultation free of charge and 20% discount on State of Florida legal fees.
In Italy: First consultation free of charge and 50% discount phone call Italy-USA at their net cost.
Contact: Mr. Giancarlo Pelosi
Call: +1-39-02-72081809

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

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

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

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

### Sept. 17-20

**FOOTWEAR**  
**MICAM-SHOEVENT**  
Fiera Milano Rho-Pero, Milan  
www.micamonline.com

### Sept. 30-Oct. 4

**CERAMIC TILE AND BATHROOM FURNISHINGS**  
**CERSAIE**  
Bologna Fiere, Bologna  
www.cersaie.com

### Oct. 2-5

**STONE DESIGN AND TECHNOLOGY**  
**MARMOMACC**  
Verona Fair Center, Verona  
www.marmomacc.com

### Oct. 4-12

**NAUTICAL INDUSTRY**  
**48TH INTERNATIONAL BOAT SHOW**  
Genoa Fair Center, Genoa  
www.genoaboatshow.com

### Nov. 13-15

**COFFEE INDUSTRY**  
**TRIESTE ESPRESSO EXPO**  
Trieste Fiere, Trieste  
www.fiera.trieste.it/espresso/eng/home.htm

## USA

### Sept. 24-26

**FOOD AND BEVERAGE**  
**AMERICAS FOOD & BEVERAGE SHOW**  
Miami Beach Convention Center, Miami  
www.americasfoodandbeverage.com

### Oct. 2-5

**NAUTICAL INDUSTRY**  
**IBEX 2008**  
Miami Beach Convention Center, Miami  
www.ibexshow.com

### Oct. 30-Nov. 3

**NAUTICAL INDUSTRY**  
**FORT LAUDERDALE INTERNATIONAL BOAT SHOW**  
Broward County Convention Center, Fort Lauderdale  
www.showmanagement.com

## Trade Shows

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<td><a href="http://www.fiera.trieste.it/espresso/eng/home.htm">www.fiera.trieste.it/espresso/eng/home.htm</a></td>
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<td>Nov. 16-18</td>
<td><strong>MOTOR SHOW</strong></td>
<td>Bologna Fiere, Bologna</td>
<td><a href="http://www.motorshow.it">www.motorshow.it</a></td>
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<td><strong>TRANSPORTATION INDUSTRY</strong></td>
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<td><strong>INTER-MODAL EXPO</strong></td>
<td>Broward County Convention Center, Fort Lauderdale</td>
<td><a href="http://www.intermodal.org/events_files/expo_files/index.html">www.intermodal.org/events_files/expo_files/index.html</a></td>
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<td><strong>AMUSEMENT PARKS AND ATTRACTIONS</strong></td>
<td>Nov. 18-21</td>
<td></td>
<td>Orange County Convention Center, Orlando</td>
<td><a href="http://www.iaapa.org">www.iaapa.org</a></td>
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<tr>
<td><strong>CONTEMPORARY ART</strong></td>
<td>Dec. 4-7</td>
<td><strong>ART BASEL MIAMI BEACH</strong></td>
<td>Miami Beach Convention Center, Miami</td>
<td><a href="http://www.artbaselmiamibeach.com">www.artbaselmiamibeach.com</a></td>
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</tbody>
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### Additional Trade Shows
- **USA**  
- **FOOD AND BEVERAGE**  
- **AMERICAS FOOD & BEVERAGE SHOW**  
- **Miami Beach Convention Center, Miami**  
- www.americasfoodandbeverage.com

- **USA**  
- **BOATBUILDING TECHNOLOGIES**  
- **IBEX 2008**  
- **Miami Beach Convention Center, Miami**  
- www.ibexshow.com

- **USA**  
- **NAUTICAL INDUSTRY**  
- **FORT LAUDERDALE INTERNATIONAL BOAT SHOW**  
- **Broward County Convention Center, Fort Lauderdale**  
- www.showmanagement.com

- **USA**  
- **COFFEE INDUSTRY**  
- **TRIESTE ESPRESSO EXPO**  
- **Trieste Fiere, Trieste**  
- www.fiera.trieste.it/espresso/eng/home.htm
September

17
ITALIAN COOKING SHOW - THE GRAND FINALE
Mia Cucina Showroom
Coral Gables

20-27
100% MADE IN SALENTO & MILANO VENDE MODA
Delegation of fashion buyers and journalists to Italy
Salento and Milan, Italy

29-30
AMRA VISITS MIAMI
AMRA is a center of competence in the field of analysis and monitoring of environmental risk. The visit is part of a project in collaboration with the University of Miami
Miami

October

2
APERITIVO IN CITTÁ: A POSTCARD FROM VENICE
Miami Beach Convention Center,

November

6
APERITIVO IN CITTÁ: A POSTCARD FROM ROME
Miami

11-15
XVII CONVENTION OF ITALIAN CHAMBERS ABROAD
Rimini, Italy

16
DISCOVER KEY BISCAYNE WITH THE IACC
Key Biscayne

December

4
APERITIVO IN CITTÁ: A POSTCARD FROM FLORENCE
Miami

11
IACC 2008 HOLIDAY DINNER
Miami
Postcard
The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.
small luxury international agency
Advertising
On line marketing
Europe wide media planning

Partner of AMG group
Ideas with an Italian touch
Miami - Firenze - Split

ManAdv USA Inc.
One Biscayne Tower, suite 1880
2 South Biscayne Boulevard
Miami, FL 33131

ph. +1 (305) 577 3714
fax. +1 (305) 577 9437
usa@manadv.com

www.manadv.com