

From the President

This edition is somewhat belated and for that my apologies. With recent events in Christchurch, like many others, I've experienced disruption to business which has made it a challenging time.

Sincere thanks to all our members who have been in contact and I speak on behalf of ICCNZ members in Christchurch, when I say we certainly appreciate the contact and support.

As we head towards our AGM on 3rd May, a sincere thank you to the Councillor's for their valued input. I invite all ICCNZ members to consider standing for the Council – the role of a Councillor is not onerous and more regional representation would be valued.

Liz Maxwell
President

Cibo Arte Event - Sunday 1st May Concert and Dinner for Christchurch



La Bella Italia

in collaboration with

*Radio Breeze - Pacific Jewellery - Gelissimo
- Wellington Trawling Co. - Caffè L'Affare*

4.30pm: Opera Concert at the Little Theatre of Lower Hutt

With Matteo Napoli (Pianist) and Lilia Carpinelli (Soprano)
Music by Rossini, Galuppi, Tosti, Puccini, Ardit
During the interval, tea, coffee and sweets will be available
Cost of the Concert only: \$45. **Book now!**

6pm: Dinner at La Bella Italia

Prosecco at Arrival, 3-Course Dinner by Chef Gabriele Cagnetta, recipes from Parma (wine and coffee included)

April 2011

News and Events

- Cibo Arte Event – 1st May 2011
- 2nd Italian Golf Day – 1st May 2011
- Notice of Annual General Meeting – 3rd May 2011
- Clare Wilson, Trade Commissioner/Consul General
- Nelson Tasman Chamber of Commerce
- Relocation of Italy v Australia match
- ICCNZ Website
- Fiat Number One Green Car Maker
- The Abarth 500

Intervista

- Graham Aitken, William Aitken & Co.

New Member

- Language Facilitation Ltd

Trade Fairs & Exhibitions

Newsletter can also be viewed online www.iccnz.com

During the dinner, a wonderful Auction will take place, with fantastic items.

La Bella Italia said, "This Concert is dedicated to Gillian, who lost her life in Christchurch on 22nd February. She was a food lover and believed food is one of the greatest gifts of life. Her sister and her partner will be attending the concert in her loving memory".

Cost: \$45 Concert and \$150 Concert and Dinner (Wine and Coffee included - Prosecco at Arrival)

Bookings essential!

Phone (04) 566 9303 ext 3 or email ciao@labellaitalia.co.nz



2nd Coppa Italia Golf Tournament



The Italian Embassy extends an invitation to ICCNZ Members and their guests, Members of the Diplomatic Golf Society and the Boulcott's Farm Heritage Golf Club, to participate in the Tournament.

Sunday 1st May 2011

at Boulcott's Farm Heritage Golf Club, Lower Hutt
www.huttgolfclub.co.nz

Programme:

Registration will start at 11.30am
Tee off at 12.30pm (Shotgun)
Finish around 4.30pm
Prize giving 5.00pm

Tournament Fee: \$20.00 per person (inclusive of green fee)
To register for the tournament, contact info@iccnz.com by Friday 22nd April 2011.

Use the day as a reward for team members, a networking opportunity with clients, or day out with friends and colleagues.

Sponsor a Hole/Spot Prizes

There is the opportunity still to sponsor a hole or provide branded items for spot prizes. Logo and brand recognition provided in the pre-tournament publicity and day of tournament.

Expressions of interest can be sent to info@iccnz.com.



Notice of ICCNZ Annual General Meeting

Tuesday 3rd May 2011

Commencing at 6.00pm

Museum Hotel, Cable Street, Wellington

This is also a call for nominations to the Council.

The Council wishes to encourage members to stand for the Council. Your location need not be a barrier – with a broadband internet connection and Skype you can attend a Council Meeting with ease and more regional involvement will enable the Chamber to strengthen nationwide.

Should you wish to discuss the role and responsibilities of a Councillor, please contact any of the sitting Councillors – details can be found on the website.

An Agenda, along with Proxy Nomination forms have been circulated by email to all members.

Completed forms can be faxed to 03 961 0247 or scan and email to info@iccnz.com until Tuesday 26th April 2011.

The ICCNZ AGM Agenda is as follows:

1. Welcome
2. Apologies
3. Minutes of the 2010 AGM and matters arising
4. Annual Report from the President
5. Financial Report for the year ending 31 December 2010
6. Election of the Members of the Council
7. Appointment of Auditor
8. Any other business (prior notice of general business must be received in writing by Tuesday 26th April 2011).

Following the AGM, please join us for light refreshments.

We look forward to seeing you there.

Clare Wilson
Trade Commissioner - Consul General
New Zealand Trade and Enterprise
Milan

Dear Italian Chamber of Commerce Members

The world seems a very different place since I last wrote to you in December 2010. We really did feel a long way from home when the terrible earthquake struck Christchurch on 22 February. The Consulate was inundated with letters of support which was very humbling.

On a more positive note it has been a very busy three months in Milan. The interest in the Rugby World Cup is finally gaining momentum in Italy. The Italians' good performance in the Six Nations has strengthened their interest in coming down under in September.

Business has been at best, steady in Italy – there is an air of caution business wise what with the political crisis in neighbouring countries and the general stagnant state of the economy. Given the price of energy and the volatility of the supplier market the debate on energy diversification has once again resurfaced.

In March the new Ambassador Designate Dr Trevor Matheson arrived in Rome. Trevor was most recently the New Zealand Ambassador to Riyadh and I look forward to working with him. In late March the NZ Consulate hosted a function with our key contacts to formally welcome and introduce Trevor. It was a good opportunity to reconnect with our contacts – thank them for their support and to again reiterate the key messages of the Rugby World Cup. We were fortunate to have NZ2011 Ambassador Andrew Mehrtens attend who was well received having retained much of the Italian he learnt when he played rugby here in his 20's.

Last week we exhibited at Vin'Italy with three NZ vineyards – Giesen, Te Mara and Antonio Pasquale. The show was a great success – we showcased NZ wines to over 3,500 people and all three vineyards left with some key distribution contacts to progress. It was a real pleasure having Antonio Pasquale attend with his wines. Antonio, for those of you that do not know him, was a Professor of Philosophy in Italy and moved to NZ 15 years ago. The Italians were very interested in his story!

We held two workshops at Vin'Italy – one was around certification of origin presented by a NZ company Oritain and the other was about screw caps. There were a few surprised looks at the extent of screw cap use in NZ.

Non parlo del tempo perche non voglio farvi arrabiare!

Siamo sempre a Via Terraggio a Milano – siete sempre ben venuti.

Un caro salute

Clare Wilson

Trade Commissioner - Consul General
New Zealand Trade and Enterprise
Milan – Italy



New Zealand Stand at VinItaly

 international
wine & spirits
exhibition
Another love story in Verona

www.vinality.com

46th Edition – Verona - 1 – 4 April 2012

Organized by VERONAFIERE

www.veronafiere.it

Nelson Tasman Chamber of Commerce

Nelson hosts the Italian, Russian and USA rugby teams during the Rugby World Cup tournament in 2011.

The Nelson Tasman Chamber of Commerce is planning **Evening Business Network functions** on **Monday 19 September 2011** – the night before the Pool game **Italy v Russia** and **Monday 26 September 2011** the evening before the **Italy v USA** pool game.

Attendees will include local business owners and business visitors from overseas. Other business activities are planned during the day.

ICCNZ has reciprocal membership of the Nelson Tasman Chamber of Commerce and ICCNZ members are warmly invited to participate in these events. More information to follow.

Rugby World Cup 2011 – Italy Games

With the relocation of some matches away from Christchurch, the **Australia v Italy pool match** will now be played on **Sunday 11th September 2011 3.30PM** at **North Harbour Stadium**.

The other three pool matches are **Italy v Russia on 20 September in Nelson**, **Italy v USA on 27 September in Nelson** and **Ireland v Italy in Dunedin on 02 October 2011**.

ICCNZ Website

Following the redevelopment of the ICCNZ website www.iccnz.com, there is an updated **search function** for members and visitors to the website, on the **Members** page.

ICCNZ members can select the range of business/industrial sectors in which they wish to appear and this information can be updated via the Log In area of the Members page.

If you cannot recall your password access, a new password can be requested via the Log In area.

Please update your company information and we welcome 'Members Only' offers which can be listed in the Members Area of the website. Access to the Members Area of the website is by password only.

Intervista : Graham Aitken, William Aitken & Co.

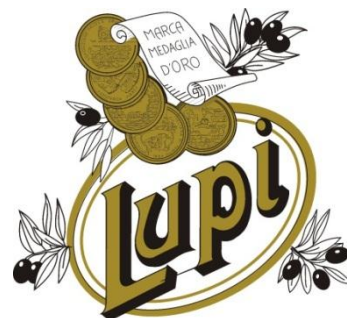
Graham, tell us about William Aitken & Co.



My grandfather (William Aitken) started the company in the 1930's. At that time we were mainly importing bulk foods, such as salt, nuts, rice, dried fruit, but we were also importing Lupi Olive Oil from Italy. My grandfather actually didn't like Olive Oil, but my grandmother did, so end of story !!! The company was based in Wellington at that stage, and one of our largest markets was the Island Bay Italian fishing community.

We had to stop importing food during the war, particularly Olive Oil as Italy was on the "other side". During the war my grandfather worked on the board which was in charge of provisioning the American troops stationed in New Zealand, and among other things he helped James Wattie start up his canning business.

I joined the company in the early-1980's, which was when Olive Oil was still seen very much as an Italian "ethnic" product. The world was just starting to recognise the benefits of Olive Oil and the Mediterranean diet, and we spent many years of hard work in moving the perception of Olive Oil away from being a "Specialty" product, to one for everyday use. Today Olive Oil is the biggest seller in the cooking oil category, and Lupi is the market leader with about 50% market share.



Oil Painting of Giuseppe Lupi who founded Lupi Olive Oil in 1880

Over time, we've evolved in line with the supermarket industry. When I started, it was basically just my father and his Office Manager. Now, as well as being an importer, we are very much supermarket specialists. This means getting involved in media marketing, trade marketing, very detailed data analysis and category reviews/presentations, shelf space management, to name a few. We handle all Key Account sales ourselves, and use a broker, who we have very close ties with, to provide our sales force of reps and merchandisers out in the field.

I've ended up with a fantastic core of people in the company, with very long-standing loyalties. My General Manager, Steve Potts, is an old college-mate of mine from Masterton, and we've been working together for more than 20 years. My Office Manager, Stephen Cain, joined us almost 25 years ago in Wellington, and has followed us (been persuaded) around the country until we settled in Auckland.



L-R on the management team are Don Graham, Steve Potts, Graham Aitken

Of course, working in European food products for such a long time, you build up a great network of contacts, many of whom become lifelong friends. Our range of foods out of Europe now consists of products such as Olive Oil, Grapeseed Oil, Balsamic Vinegar, Pasta, Olives, Chocolates, and others. We primarily deal with supermarkets, which is where most of the food business in New Zealand is, and any product that we invest in has to have the potential to generate large enough sales to make it a successful supermarket product.



William Aitken & Co. Freeman's Bay Auckland Office. Built in 1885.

William Aitken & Co. markets and sells food products to supermarkets and food services in a range of categories. Tell us about the imported European brands.

*Lupi Olive Oil (of course)
Lupi Balsamic Vinegar
Azalea Grapeseed Oil
Olys Cereal and Fruit Oil (A new one)
Barilla Pasta and Pasta Sauces
Gildo & Maria Italian Desserts
Crespo Olives
Kathy Chocolates*

Other brands?

We're working on number of products out of America at the moment. They're at the "watch this space" stage.

Other services?

*Importing
Distributing
Full Service Marketing
Account Management
Buy/Sell or on commission, depending on the circumstances.*

If you could choose three people anywhere in the world to join you at a dinner party, who would they be?

John Key (I think someone else listed him too), Steve Jobs, Katherine Rich (CEO of the NZ Food & Grocery Council)

And tell us, when you do get some spare time – what do you like to do?

Golf for leisure exercise, now that my legs don't want to cycle any more. Reading, watching movies, playing with technology (my background before food was IT). I love cooking, but my wife tends to chase me out of the kitchen, she thinks I'm too heavy-handed with the Olive Oil !

What book have you read recently?

I'm part-way through D-Day, by Antony Beevor. I need to finish this when I'm on a long trip, because his books aren't just the Pick-up and Put-down type. I've read his books Stalingrad and Berlin – The Downfall. I'm not hooked up on war, but these books gave such a huge insight into the events that shaped the world as I know it (I was born 1954).

www.williamaitken.co.nz

FIAT IS NUMBER ONE GREEN CAR MAKER FOR THE FOURTH YEAR



For the fourth year running, Fiat Automobiles is the brand which has recorded the lowest level of CO2 emissions by vehicles sold in Europe, with an average measurement of 123.1 g/km (4.7 g/km less than the 2009 average) and which places Fiat well ahead of the European target of 130 g/km which is not to be met until 2015.

Fiat also ranked first as automotive group, with an average of 125.9 g/km, an improvement of 5 g/km on last year, across all its brands, including Ferrari's supercars and Maserati's high performance luxury cars as well as the cars sold by Fiat, Alfa Romeo and Lancia.

The record is certified by JATO Dynamics, the world's leading automotive consultancy and research firm.

"This is a true measure of a car maker's contribution to the environment," says Lawrie Malatios, Fiat's New Zealand General Manager. "This is because it measures all the cars actually sold, as distinct from car makers that have one or two very clean cars and hide their less environmentally friendly cars behind them. The fact that this Fiat is a benchmark not just for the Fiat brand, best known for its small cars such as the Fiat 500, but also for the group and its diverse range of cars that cover nearly every part of the market illustrates clearly Fiat's commitment to reducing emissions."

This is not just a single important achievement; Fiat has also shown a continuing improvement. Over the last four years, Fiat Automobiles has reduced its average emissions by 10%, from 137.3 to 123.1 g/km of CO2, significantly lower than the target set out by the European Union for 2015, which has been fixed at 130 g/km.

This result shows Fiat's commitment to protecting the environment through the development of simple and ingenious solutions such as the TwinAir engine, the world's most "ecological" turbo petrol engine, the use of alternative fuels such as Methane and LPG, a sector in which the brand is the European leader, and the development of innovative technology such as eco:Drive, an application which encourages a driving style which is more responsible and eco-compatible, and which has allowed a large number of the drivers who use it regularly to achieve emissions which are even lower than the type-approval levels.

All of Fiat's eco-technological innovation is grouped under the "Air Technologies" brand, which represents and encapsulates the evolution of a single idea. Over the last 20 years that idea has brought revolutionary solutions to the market, solutions which at the same time are simple and of low environmental impact, solutions which do not ask owners to give up any of the driving pleasure which has always been so characteristic of Italian cars.

ITS HERE! THE ABARTH 500 HAS ARRIVED!



Italian, hard core high performance, race bred chassis, cutting edge engine design, customers demanding cars the moment it was launched in Europe, sold out by the time it arrived in New Zealand.

You could be forgiven for thinking that it's a Ferrari.

But, while it may share the Italian passion for performance, style and excitement and have been born from a company that has been producing racing cars and high performance road cars for 60 years, this is not the latest car to wear the prancing horse. This is the Abarth 500 Esseesse, the car that wears the legendary Black Scorpion badge that is a perfect distillation of the car that wears it with pride: Small, but with a big sting in its tail.

Back in 1957 Carlo Abarth, already a legend on and off the race track, took the newly launched Fiat 500 and created the first Abarth 500, a car that created a new legend, not just on the road, but as a breeding ground for countless motorsport careers.

That first Abarth 500 and its development into the Abarth 500 Esseeesse was a car totally focussed on extracting the maximum performance from the original 500, a car that had no compromises and which could surprise many a larger performance car in its day.

More than 50 years later, nothing has changed.

With the hugely successful reborn Fiat 500 as its starting point, Abarth has created a new Abarth 500 that is every bit as sharply focussed, hard core and as able to give bigger performance cars a fright. This is not a warmed up version of the existing car, a warm hatch for people who want to go a little bit quicker or just have the image of a faster car.

The new Abarth 500 Esseeesse is the real deal.

An all out, no holds-barred, uncompromising, high performance pocket rocket with an engine that delivers amazing performance, a race-bred chassis that enables it to be fully utilised across a broad breadth of road conditions and a new appearance that says one thing: This 500 is ready to rock.

The chic and charming city car has turned, like Dr Jekyll into Mr Hyde, into the urban tearaway, the open road demolition star and the track day rocket. It lives up to the mantra from the 1950s – ‘Small but Wicked’!

It is this unique character, sharply delivered and finely honed, that has made the Abarth 500 an outstanding sales success in Europe, so much so that the demand has stopped the Abarth 500 moving into other markets across the world, including New Zealand.

This has created considerable pent-up demand and explains why the first two shipments of the car were sold out before deliveries even started. On the other hand it means that Abarth in New Zealand has taken the decision to launch with the Abarth 500 Esseeesse, making this the first country to get this variant straight out of the factory. In other markets customers buy the Abarth 500 and then add the Esseeesse kit as an after purchase accessory.

“We could not see the point in our market of having this two stage delivery of the Abarth 500,” explains Lawrie Malatios, General Manager for Abarth in New Zealand. “For a start all the customers banging on our door from the moment the car was announced in Europe said the same thing – they wanted the ultimate version. Secondly none of the reasons for the doing the aftermarket kit – insurance,

the existence of large car tuning market – really apply here. So we told Abarth that our customers wanted one thing – the hottest, hardest, highest performing Abarth 500 they could produce and that’s what we have in the Esseeesse!”

Compared to the normal Abarth 500, the Esseeesse version destined for New Zealand has a power boost from 99 kW to 118 kW, while the maximum torque lifts from 201 to 230 Nm. To cope with the power and torque lift, the Abarth 500 Esseeesse has, over the normal Abarth 500, extra lowered suspension, up-rated springs and suspension, cross drilled brake discs and 7x17 inch alloy wheels in a style unique to the Esseeesse. Top speed is 211 kmh and the 100 kmh dash is achieved in just 7.4 seconds, yet fuel consumption is just 6.5 litres on the combined cycle.

Thus the Abarth 500 Esseeesse has a substantial performance gain over the normal Abarth 500, but compared to the normal 1.4 litre version of the Fiat 500 that has been a sales success in New Zealand since it was launched, the performance gain is even more impressive.

With 74 kW on tap, the normal 500 zips to 100 kmh in 10.5 seconds, while with 118 kW from the same sized engine, the Abarth 500 Esseeesse rips to 100 kmh in 7.4 seconds, while top speed lifts from 182 to 211 kmh.

But here is the quite remarkable bit.

For that extra performance, fuel consumption on the combined cycle rises by just 0.2 of a litre per 100 km, from 6.3 to 6.5 litres per 100 km. All that extra performance and brio for a little more than a small glass of fuel every 100 km!

Abarth’s technical wizards have thoroughly re-engineered the 500 to produce the Abarth 500. Squeezing a turbocharger into the tight confines of the 500’s engine bay was no mean feat, and led Abarth engineers to completely redesign the front end of the vehicle. As a testament to their skill, Abarth technicians created a deeper spoiler that feeds the engine with sufficient air while maintaining the frontal appearance of the 500.

Entirely new springs and dampers are fitted to the front MacPherson strut and rear torsion beam suspension, while the car is also equipped with Torque Transfer Control. This advanced electronic system replicates the effects of a limited slip differential on the driven front wheels to ensure maximum entertainment and safety during cornering, limiting understeer, enhancing turn-in and maintaining stability in bumpy corners.



Amazing although this performance is, it does not have to be experienced to realise that the 500 has gone under a thorough metamorphosis to produce the Abarth 500 Esseece. There's the lowered stance, the wheel arches crammed with unique 17 inch alloy wheels and a slick of 205/40 series high performance tyres, a massive rear spoiler over the rear window that is complemented by a rear splitter and two huge fire breathing exhaust outlets. The Abarth side stickers are matched by side sills and there are additional vents pull heat away from the brakes.

Inside, the fully equipped interior is clear in its intent – the ideal sporting heart, from the thick rimmed, grippy flat bottomed steering wheel, the leather bound gear knob, the sports seats and the aluminium trimmed pedals all add to the aggressive ambiance. There's a dash-mounted turbo boost gauge and gear shift indicator to help drivers get the most out of the Abarth 500's performance when the Sport button is pressed, and aid economy when it isn't, with it flashing as the rev-limit is approached in Sport mode and when to change up for better fuel economy in normal mode.

Privacy glass on the rear wide windows and unique roof lining complete the Abarth interior. The Abarth 500 comes as standard with equipment that would have been beyond the dreams of its historic predecessor, with climate control air-conditioning, electric windows, seven airbags, electrically adjustable body coloured door mirrors, 17-inch alloy wheels, an Interscope sound system with radio, CD and MP3 file player power amplifier and sub-woofer, and Fiat's innovative and unique Blue&Me hands-free communication system all ticked in the standard equipment list.

With seven airbags and a five star EuroNCAP rating, safety is also fully served. A robust braking system features ABS anti-lock braking with EBD (Electronic Brake Distribution) and HBA (Hydraulic Brake Assistance) to ensure maximum stopping power when required. There's also an ESP (Electronic Stability Program) to ensure control is

maintained at all times, while Hill Holder makes for stress-free starts on a slope.

"Despite all these features, performance and style, the Abarth 500 Esseece has one last surprise up its sleeve," says Lawrie Malatios. "It's the price. At a recommended retail price of \$42,990 excluding delivery and dealer costs, the Abarth 500 Esseece may be the little car that delivers big sting on the road, but when it comes to the wallet, it's a little sting for big performance!

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www.ateco.co.nz

New Member

We extend a warm welcome to -

Language Facilitation Ltd - breaking the linguistic divide -

Language Facilitation Limited (LFL) provides specialist translation, interpreting and language services to facilitate relationships between New Zealand and European businesses. The language barrier is one of the biggest challenges for companies operating in international markets, and LFL's tailored communication solutions will ensure the right impact and the right message are communicated in the most effective words, every time. This is achieved by pairing specialist mother-tongue translators, interpreters and language consultants with individual projects to ensure that none of the valuable communication message is lost in translation. LFL is dedicated to helping New Zealand and European businesses expand their international presence with the best possible communications.

The director of LFL, Allyson McKay, recently returned to New Zealand after two decades in Europe, and has spent the last 10 years working as a freelance translator in Italy.

Her in-depth knowledge of European markets and extensive business network will play an important role in helping to forge closer relationships between New Zealand and European businesses.

Email: info@languagefacilitation.co.nz

www.languagefacilitation.co.nz

Trade Fairs

INTERNATIONAL CONFERENCE & EXHIBITION ON ENERGY EFFICIENCY AND SUSTAINABLE ARCHITECTURE

04 – 06 May 2011 Veronafiere
www.greenbuildingexpo.eu



66th INTERNATIONAL DAIRY CATTLE SHOW

October 27 – 30, 2011 CremonaFiere
www.cremonafiere.it



BIO ENERGY EXPO & SOLAR EXPO International expo-conference dedicated to biomasses, biogas and biofuel

04 – 06 May 2011 Veronafiere
www.bioenergyexpo2011.com



FIERACAVALLI

International Horse Festival

November 03-06, 2011 VeronaFiere
www.fieracavalli.com



VICENZAORO Charm International exhibition of gold jewellery, silverware and watches

May 21-25, 2011 Fiera di Vicenza
www.charmevent.it



EICMA Bici

International Bicycle Exhibition

Fiera Milano New Exhibition Centre
November 8 – 13, 2011 Rho-Però Milano
www.eicma.it



VICENZAORO Choice International Exhibition of gold jewellery, silverware

September 10 – 14 2011 Fiera di Vicenza
www.choicevent.it



CIBUS

16h International Food Exposition

May 7 – 10, 2012 Parma
Parma
www.cibus.it



XII Edition of Milano Unica The Italian Textile Fair

Girandolafiera
September 13-15, 2011 Milano
www.milanounica.it



EIMA

International Agricultural Machinery Exhibition

Bologna
November 7 – 11, 2012
www.eima.it



CERSAIE International Exhibition of Ceramic Tile and Bathroom Furnishings

September 20 – 24, 2011 Bologna
www.cersaie.com



MARMOMACC 46th International Exhibition of Stone Design and Technology

September 21-24, 2011 Veronafiere
www.marmomacc.com



MACFRUT International Exhibition of Plants, Technologies and Services for the Production, Conditioning, Marketing and Transport of Fruit and Vegetables

October 5 – 7 2011 Cesena
www.macfrut.com



ABITARE IL TEMPO International Exhibition of Interior Solution

October 15 – 19, 2011 Veronafiere
www.abitareiltempo.com



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