

Franco Anselmi - Oil fresco Sphinx 100x 100 cm

FEBRUARY 2010

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In **Christchurch**, the party will meet with Prof Martin Holland of the National Centre for Research on Europe and hold a video-conference with students from across the national European Union Centre Networks.

At the **EU:NZ Trade Conference in Auckland**, the members of the **New Zealand Europe Business Council** – including **ICCNZ** and the **Italian Trade Commission**, exhibited information about their organisations, member products and catalogues and trade opportunities.

The **Auckland** event was well attended with a broad range of companies represented and the case studies presented by **Richard Hansen of Navman Wireless**, **Paul Ravlich of Siemens** and **Craig Richardson of Jade Software**, were most informative. Attendees had the opportunity to participate in a Q&A at the end of the session.

News and Events

EU: NZ Trade Conference

Auckland – Tuesday 23 February 2010



HE David Daly, EU Ambassador to Australia and New Zealand and Mr Mauro Petriccione, Director, DG Trade

A delegation from the European Union, led by senior trade negotiator Mauro Petriccione, visited New Zealand this week, for discussions on trade and investment with New Zealand officials, business and students. The European Union and New Zealand are working together in the WTO, they are both keen to improve multilateral and bilateral relationships, and both have been actively negotiating Free Trade Agreements with Asian countries.

In **Wellington**, there was a full and stimulating day of talks with Ministry of Foreign Affairs & Trade, Ministry of Economic Development and Investment New Zealand.

The party then travelled to **Auckland** for an EU – NZ Trade conference, hosted by the Auckland Chamber of Commerce with support and participation by Ministry of Foreign Affairs & Trade and the New Zealand Europe Business Council.

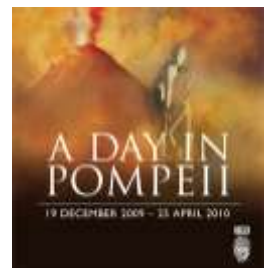
A Day In Pompeii

Discover what life was like in Pompeii before rock and ash from Mt Vesuvius engulfed the bustling Roman city. *A Day in Pompeii* features more than 250 priceless artefacts. View these and experience the cataclysmic eruption of Vesuvius in a spectacular immersive 3D theatre.

Don't miss this opportunity to step back in time to ancient Pompeii.

Museum of New Zealand, Te Papa Tongarewa, Wellington

For further details on the exhibition - <http://www.tepapa.govt.nz>



The Museum Hotel in Wellington –

just across the road from Te Papa has packages, inclusive of accommodation, breakfast and tickets to 'A Day in Pompeii', from \$249.00 per night. For further information - www.museumhotel.co.nz

Intervista: Claudio Pasqualucci, Trade Commissioner, Italian Trade Commission

Claudio, can you give us a brief update on the present trade situation between New Zealand and Italy?

Italy is New Zealand's fourth largest market in Europe, exports to Italy include hides and skin, wool, sheep meat and fruit. Italian exports to New Zealand cover the full range of Italy's diversified manufacturing industries, including tractors, taps, cars and pharmaceutical. The economic relationship between the two countries extends beyond trade into the area of investment and joint ventures.



The brand "Made in Italy" in New Zealand is synonymous with excellence, style and innovation. Italian names or traditional Italian colours are often used to promote merchandise even if it is not associated with Italy as it delivers a perception of quality and sophistication. Despite the actual difficult economic situation of the past year we have seen only a small decrease in imports from Italy which fell in 2009 from NZ\$ 978m to an estimated NZ\$ 800m, a decrease of 25.6 pct.

What sectors perform well?

The agricultural sector has been strong despite the recession and imports of agricultural equipment and food processing machinery have remained steady.

The wine sector has also been strong due mainly to the hard work of importers dealing with major chains to deliver quality products at the right price.

The food sector has benefited from good press and New Zealanders continuing appreciation for Italian cuisine and Italian food products, the luxury goods sector has also been excellent over the Christmas period with reports of good sales.

What sectors are not performing so well?

The marine sector has been quiet with buyers holding off new purchases but there is some anecdotal evidence that renovation of existing boats is continuing. The furniture sector has been weak with heavy discounting of products, and a similar situation is reported from the apparel sector. We fear the effects of the growing presence of counterfeit products and contraction, which affects our most traditional exports. In a nutshell, I believe that we should never forget that when one looks or touches a beautiful Italian tie, one is appreciating centuries of tradition, study, innovation and superb quality, which cannot be, replicated anywhere else.

ICE is pro-active in inviting businesses to visit fairs and industrial centres – can you tell us more about the fairs of interest for New Zealand businesses.

Fairs are the best instruments for foreigners to get familiar with Italian industries; basically they represent the first step to build a new international trade network.

This is undoubtedly the most cost effective tool we can activate given the peculiar structure on the New Zealand market, which is extremely concentrated in few key players.

In the agro industrial sector for example, last year Italian producers of machineries hosted a delegation of local buyers and distributors that proved to be extremely successful.

Besides that, the best opportunities can be found in visiting the many Fairs which are held in Italy throughout the year from "Milan Fashion Week" to the Jewellery Fairs in Vicenza or Rome to the most popular expo on the Marine Industry which is in Genova. The European Union issued an "EFSA" for Parma, making the city the headquarter of food safety, in May the city hosts one of the most important Food Fairs of the year. I would also like to mention Verona's "Vinitaly", the most prestigious expo of wines from all over the world.

Can you outline any emerging trade trends/new sectors between Italy and New Zealand?

New Zealand's choice to support public investments and offer tax reductions in the biotech industry has made this particular market more attractive for foreign investors. The high skill levels reached by New Zealand research teams strongly introduced them to the European market, particularly to the pharmaceutical and food industry. One such example of New Zealand involvement in European's research teams is the FRENZ programme. Italy has highlighted the New Zealand biotech's industry as one of the most interesting for our overseas investments.

How can trade be improved between Italy and New Zealand?

This is our ongoing objective and one we are working towards together with the Embassy, the Chamber of Commerce and the New Zealand Departments which deal with the development and internationalisation of local businesses.

The increase of trade relations between the two countries never, or almost never, stems from a one-way input: it must release a spark, an attraction between the two markets that boosts reciprocal economic flows. The Italian Trade Commission is working at promoting awareness of the services provided by ICE, which are free to NZ companies.

An on-going program of events related to trade between the two countries is needed to build the profile of both the Italian Trade Commission and the Italian Chambers of Commerce, however this will require additional funding which under the present circumstances are unlikely to be available.



Claudio Pasqualucci
Trade Commissioner
Italian Trade Commission – Sydney Office
E: sydney@ice.it

Auckland Office
Mr David Anning, Trade Analyst
T: 09 306 6131 E: auckland@ice.it

<http://www.ice.it/paesioceania/australia/> (italiano)
www.italtrade.com (english)

Intervista: Frances Davies, Director, International Art Centre, Auckland



Frances Davies with Franco Anselmi in Auckland for his 2006 Exhibition

Frances, tell us a little about yourself and the International Art Centre. *I grew up in the art business. My parents opened International Art Centre in 1971 and we are now approaching our 40th year. Time certainly flies when you're having fun. Based in Auckland's historic and creative quarter of Parnell we represent over forty artists and do business worldwide.*

You represent a number of New Zealand and International artists – tell us about the Italian artists you represent. *Our six Italian based artists bring a special magic to the gallery. Anselmi and Rumor are from the Veneto, Canetti from Milano, Serafina and Roberti hale from Napoli and Mirabasso from Umbria. It is a joy and a privilege to represent them. In 2007 we held a major exhibition at the George Hotel in Christchurch and from March 18 until March 31 their work will be on view in our Auckland gallery. Franco Anselmi will be present on the evening of the exhibition preview.*

What do you enjoy most about your work? *Everything but especially selling paintings, because the right painting, chosen from the heart, lights up a wall, a home and a life, on a daily basis.*

What's your number one rule for the first-time art buyer? *Buy what you love from a reputable gallery and never be afraid to ask questions.*

What do you like to do in your leisure time? *Study art history, spend time with my lovely husband, gorgeous son, four dogs and Mr Niggles the cat.*

What can't you travel without? Your best packing tip? *A good book. Travel light.*

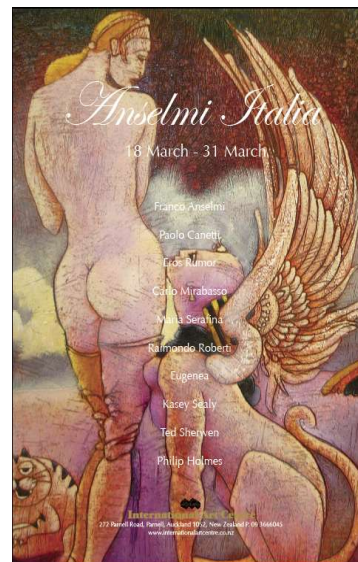
Tell us about any stand-out discoveries through your travels in Italy *Well the whole world is understandably in love with Italian style and I'm no exception, but on a personal level Giotto's frescoes in the Arena Chapel, Padua are especially moving.*

You have an upcoming exhibition at the International Art Centre, opening on 18th March 2010, featuring 6 Italian artists and supported by New Zealand artists who have worked in Italy. It sounds an impressive line up of artists and appealing to both novice collectors and connoisseurs. What can a visitor to this special exhibition expect to view?

Anselmi Italia is an exhibition of excellence, featuring over seventy exciting new works by Franco Anselmi and Italian based artists Paolo Canetti, Raimondo Roberti, Maria Serafina, Eros Rumour and Carlo Mirabasso. For the first time since its inception, this bi-annual event has been extended to include works of Italian themes and scenes from a uniquely Antipodean perspective.

Acclaimed New Zealand portraitist Philip Holmes, water-colourist Ted Sherwen and Australia's Kasey Sealy, join with their Italian colleagues in a strengthening of the creative bonds between our two lands. The mystical works of Eugenea, gift an alchemy of their own. From the traditional Venetian oils of Eros Rumor to Carlo Mirabasso's pictorial panels, sprinkled with joyful symbols and Renaissance architecture, this rich array of talents will impress, uplift and delight.

Frances Davies - Director
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<http://www.internationalartcentre.co.nz>



Anselmi Italia Exhibition
18 – 31 March 2010
www.internationalartcentre.co.nz

Intervista: Alberto Usseglio, Chef-Patron of Barolo – Cucina Piemontese, The Langham, Auckland

**Alberto Usseglio,
Chef-Patron of Barolo:**

A graduate of the prestigious IPSAR institute in Pinerolo, Piedmont (Turin Province), Alberto has lived in New Zealand since 2000 when he first came to the country with his wife for an overseas experience. Based mostly in Whitianga and opening the first Italian restaurant in the town, Alberto moved to Auckland in 2008 after taking part in an international food and beverage consultancy in the Pacific Islands.



Alberto, tell us a little about yourself – why did you decide to pursue a culinary career?
I have always had a passion for food since I can remember and also being a chef is a job that gives you the opportunity to travel the world.

When did you arrive in New Zealand?
7th of December 2000

What do you enjoy most about your work?
Being part of a memorable experience. At The Langham we always try to create extra special memories for our guests and in Barolo we also have this opportunity through great Piedmontese food and exposing diners to some truly fantastic Italian red wines.

Who have been the biggest inspirations for your career?
The first chef I worked for. When I complained that I was washing too many pots and I wasn't learning to cook, he told me to turn my head while at it and start watching.

Which three people would you most like to have dinner with?
In my fantasy world....Winston Churchill, The Little Prince and Selma Hayek..... In the real world my wife and two sons, I never have enough of them.

What's your favourite meal to cook at home for family and friends?
I guess home made pizza, BBQ pork ribs and home made Bomboloni

What three things are always in your fridge?
A salame felino, a good cheese, mayonnaise ...and olives, parmigiano, stuffed chillies, fresh herbs.....

What's the one thing in your pantry you can never have too much of?
Spaghetti.....

What do you like to do in your leisure time?
Reading must be the thing I like to the most, playing with my two sons, inviting friends for endless lunches.....

Tell us a little about the Piedmont region of Northern Italy
Piedmont (also Piemonte): is one of the twenty regions of Italy. It has an area of 25,399 km² and a population of about 4.4 million. The capital is Turin. The name Piemonte is a contraction of the Italian "ai piedi del monte", meaning "at the foot of the mountain". Lowland Piedmont is a fertile agricultural region. The main agricultural products in Piemonte are cereals, including rice, representing more than 10% of national production, maize, grapes for wine-making and fruit and milk. Piedmont is one of the great winegrowing regions in Italy.

More than half of its 700 square km (170,000 acres) of vineyards are registered with DOC designations. It produces prestigious wines such as Barolo and Barbaresco from the Langhe near Alba and Moscato d'Asti (as well as the sparkling Asti Spumante) from the vineyards around Asti.

Piedmont is also home to the Slow Food Movement which is a non-profit, eco-gastronomic member-supported organization based in Piedmont that was founded in 1989 to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes and how food choices impact the environment.

The traditional flavours of Northern Italy's Piedmont region are showcased at Barolo, along with a selection of their finest wines – tell us more about the inspiration for the restaurant, the menu and the experience awaiting diners.

Barolo brings authentic Northern Italian food and wine to New Zealand and takes its inspiration from Northern Italy's Piedmont region, the famed home of the international slow food movement and a region regarded by many as Italy's greatest food region. I am delighted to say that my home region, Piedmont, is currently enjoying a gastronomic renaissance and Barolo restaurant is a true slice of this foodie wonderland.

Barolo blends the distinctive style of Piedmont cuisine with its rustic flavours by using the freshest local ingredients while paying tribute to the region's renowned food influences including hazelnuts, white truffle, grissini, chocolate and unforgettable red wines.

Many of the dishes on the Barolo menu are 'truffle friendly' as truffles are an exquisite feature of the region and further enhance any dish with their unique ambrosia. The food experience is ably complemented with an extensive and stunning wine list including the world renowned Italian red wine and the restaurant's namesake, Barolo. Barolo is commonly referred to as the king of red wine and the finest New Zealand white wines have been chosen to feature alongside other Italian reds such as Barbera and Barbaresco.

"I am very excited to bring the flavours of Piedmont to The Langham and to celebrate the food and spirit of my birthplace. The capital of Piedmont, Turin, was once the capital of Italy and home to the House of Savoy the former kings of Italy, so we can now also dine like kings! As the country's leading five-star hotel The Langham, has seized on the opportunity to bring 'cucina Piemontese' to our doorstep," adds Alberto.

The role of Chef-Patron role itself is particular to Barolo and enables Alberto to manage all aspects of the restaurant while greeting and interacting directly with guests each evening during service.

The Langham Auckland
www.langhamhotels.co.nz

Barolo is located on the lobby level of The Langham, 83 Symonds Street. Reservations are recommended. Open 6pm till late, Tuesday to Saturday. Bookings can be made directly by calling: 0800 61 62 61.



New Members



Semenzoo Italy – Delivering Italian Style Worldwide

Semenzoo Italy was established in 1988, when 2 major Italian AI Centers (Sementaly and Elp.Zoo) decided to start a joint-venture to better market their bulls abroad. Since the beginning the aim was to merge the resources and to present the product of Italian Selection under the same brand.

First markets were obviously the closest, such as Spain, Switzerland, France, Holland, Germany, UK. In the early 90's three more AI Studs were joining Semenzoo : Genetica2000, Intermizoo and Ciz. Today, those are still the Semenzoo Members together with a participation of the major Breed Associations : ANAFI (Holstein), ANARB (Brown Swiss), ANABORAPI (Piemontese), ANAPRI (Pezzata Rossa).

Semenzoo Italy has therefore developed its structure and organization, and today has enforced its presence worldwide, with Italian bulls marketed in almost 50 Foreign Countries included Eastern Europe, North-Central-South America, Africa, Oceania and Middle East.

The request for our bull's semen has therefore increased and the Company now has 10 people fulltime employed, and all the promotion & marketing (catalogues, advertising, presence in major Shows, Website, articles, etc) is run by the Company itself. Most of the semen marketed is Holstein, but Brown Swiss also plays an important role, as well as some Italian Beef Breeds (particularly Piemontese) have significant markets. Future commitments will be to develop new markets, especially in the Far East, as well as to maintain our consolidated distributors. A new branch of activity has just started this year, by signing a contract with a group of Elite Breeders who will provide embryos and live cattle of superior genetics, to be worldwide marketed through official Semenzoo's Distributors.

Italian Style

"Italian Style" is our logo, that well describes in only two words our Breeding Philosophy. Italy has the 3rd largest pure Holstein population worldwide, since Italian Holstein started in early 30's with purebred Holsteins imported from Canada & US and subsequently importation of live cattle has continued for a couple of decades. Today in Italy there are about 1,400,000 Holsteins and 1,200,000 are in the Herdbook and therefore under official milk recording system and Type Classification (about 250,000 1st scores every year). All those procedures are run by ANAFI and hence totally independent by any AI Center.

What probably made our Program successful was the ability of our breeders to mix the typical Canadian bloodlines (Frame and Capacity most of all) with the American ones (Production & Functionality), and then everything being "blended" with a touch of Elegance and Style, in the typical Italian fashion. The results have been confirming this Formula, as witnessed by many breeders worldwide who have accorded their preference to our product.

Contact:

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Semenzoo Italy

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Ph: +39 0522 271139

Web: www.semenzoo.it

Glenn Wilson

Glenn specialises in managing diversified investment portfolios to meet the income & growth needs of onshore & offshore high net worth individuals, trusts & charities.



Glenn spent from 1985 to 1996 in London in investment banking roles at JP Morgan, Daiwa and the European Bank for Reconstruction & Development (EBRD) in a variety of roles including derivatives accounting, treasury risk management and investment management.

Upon his return to New Zealand, Glenn helped establish the Wellington ANZ Private Bank office in 1998, and in 2001, was promoted to the position of Head of ANZ Private Bank, Wellington.

Glenn joined First NZ Capital as an Investment Advisor in April 2007 and is a member of the New Zealand Institute of Chartered Accountants (CA), the Institute of Finance Professionals of New Zealand (INFINZ), and is an accredited Certified Finance and Investment Professional (CFIP).

First NZ Capital is a full service, wholly New Zealand owned, sharebroking and investment banking firm. We provide the full range of products and services to enable retail, institutional and corporate clients to complete transactions across the wholesale and retail financial spectrum. Through First NZ Capital, our clients have access to co-ordinated solutions in investment banking, investment advice, capital raising, securities sales and trading, equity and economic research and asset and custody.

www.firstnzcapi.co.nz

Tel: + 64 4 496 5332

2010 Tours

Some of our members are offering a selection of 2010 Tours –



Discover Ancient Italy on a unique art & history tour hosted by Carolina Izzo

23 Day tour departs 10 September 2010

Highlights include: Rome, Sicily, the Aeolian Islands, Capri & Naples

With Carolina you will discover many highlights as you explore palaces, churches, museums and archaeological sites, including visits to special sites not open to the general public. You'll meet Italian aristocracy, and dine in diverse venues.

Contact official tour organizer:

The Innovative Travel Company Ltd

Tel Toll free 0508 100 111 / Fax Toll free 0508 700 700

Email : tours@innovativetravel.co.nz

www.innovative-travel.com



Antonio's "The 2010 Grand Tour"

Cav. Antonio Cacace of La Bella Italia, started food and culture tours in 2006. The tours started as a way of fulfilling his passion for the products, perfumes, colours of Italy and especially his hometown. Many people have shared this passion and want, even more, to experience it.

This 2010 tour is the culmination of many customer requests, now friends.

Departing **October 2010** for more information go to www.labellaitalia.co.nz



Recipe for a delicious holiday!

Take one beautiful country with a Mediterranean flavour, small in size but incredibly rich in history, surrounded by water and sparkling with cliff hanging villages and breathtaking views. Then choose from the exciting itineraries of www.womentouritaly.com, taking in the magnificent Amalfi Coast and the Cinque Terre and divine cities like Rome, Florence, Siena, Venice, Milan, Verona, etc. Mix it all with any ingredients your heart desires: a pinch of mask making, ceramic or cooking courses, a bit of opera, good amount of shopping, and anything from pasta and gelato to pizza and palazzo ... and you're in for a big treat!

Shahla's passion for Italy and everything Italian has led her to set up Women Tour Italy. She says "It is not a money making machine, but it's all about doing what I'm passionate about". Her vision is to make a trip to Italy affordable and flexible for as many women as possible, so those who share her passion for Italy can see their dream travel come true.

Through Women Tour Italy Shahla offers set itineraries as well as personalized tours of Italy; teaching her tour guests basic Italian, immersing them in the Italian culture and of course showing them the unforgettable sights of the spectacular country that is Italy. The testimonials on her website show how much her guests have enjoyed Shahla's personalised and flexible approach and her knowledge about lots of hidden treasures in cities across Italy. Result: a real taste of Italy in Italian style; a relaxed and fun-filled holiday at affordable prices. Women Tour Italy is designed for individuals as well as groups (friends & family). So why not extend your girls' night out to Italy?!

www.womentouritaly.com

Phone: (04) 382 8834

Emirates gives Kiwis double Rome option

Italy has just been brought closer for New Zealand travellers following the start of double daily Emirates flights to Rome. The new twice a day operation supplements double daily flights to Milan and a daily flight into Venice. Passengers travelling between Dubai and Rome will now have the choice of a morning and afternoon flight seven days a week, bringing greater flexibility and convenience. The morning departures provide direct connections at Dubai with the arrival of Emirates flights from New Zealand, while the afternoon flights provide an ideal departure option for Dubai stopovers. The route is served by a combination of Boeing 777-300ER and Airbus A330-200 aircraft in a three-class configuration.

Lufthansa Italia expands network

Effective 28 March 2010, Lufthansa Italia - the Lufthansa service based at Milan Malpensa - will increase the number of direct flights from Milan. New destinations will include flights between MXP and Olbia, Palermo, Stockholm and Warsaw. These flights will be in addition to the current services between MXP and Barcelona, Bari, Bucharest, Budapest, Lisbon, London, Madrid, Naples and Paris.

2010 Membership Subscriptions

We thank you for your ongoing support of ICCNZ.

2010 Membership Subscription renewals were mailed in January and are now due.

If you require your invoice to be resent, please contact info@iccnz.com and another copy will sent via email.

2010 Membership Subscriptions		
Members	1-20 Employees	21+ Employees
New Zealand	NZ\$200.00 + GST	NZ\$400.00 + GST
International	NZ\$250.00	NZ\$500.00
New members welcomed.		
If you would like further information about membership, contact info@iccnz.com or download a form from www.iccnz.com		

Trade Enquiries

Customs Warehouse Company in Italy with 11000 square metres and ability to stock various types of goods – minerals, stones and marble, dog and cat food, clothes etc.

Keen to hear from New Zealand companies looking for assistance in storing materials. They are also able to assist with export process.

For more information contact vicepresident@italchambers.co.nz

Trade Fairs

NAUTIC SUD

Boats and Ship Building
6 – 14 March 2010 Napoli
www.mostradoltremare.it



SOL International Exhibition of quality extra-virgin Olive Oil

08-12 April 2010 Verona Fair
<http://www.veronafiore.it/sol>
Verona Fiere



INTERNATIONAL FAIR OF AGRICULTURE AND ZOO TECHN

Agriculture, Zootechny, Fishing and related Technologies
28 April 2010 – 3 May 2010 Foggia, Puglia
www.fieradifoggia.it



SARDINIA GENERAL TRADE FAIR

30 April to 10 May 2010
Cagliari
www.fieradellasardegna.it



CIBUS Parma 2010

10-13 May 2010
15th International Food Exhibition
www.fiereparma.it
Fiere di Parma



PHARMINTECH

Machinery, Machine tools and related Technologies for industry
12 – 14 May 2010
Bologna
www.pharmintech.com



29th CARRARAMAROTEC

Building and Construction
19 – 22 May 2010



Marina di Carrara

www.carraramarmotec.com

INTERNATIONAL FISHING EXHIBITION

Boats and Ship Building
21 – 23 May 2010-02-25 Ancona
www.erf.it



VICENZAORO WINTER

Gold, Jewellery, Watches, Gemology
22 – 26 May 2010-02-25 Vicenza
www.vicenzafiera.it



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- « Exclusive Products including the very famous Limoncello and Extra Virgin Olive Oil from Antonio's home town Massa Lubrense
- « Demonstration Dinners with traditional Italian menus - Log onto our website for details
- « Gift Ideas for Private or Corporate Customers
- « Evening Functions - for an extended selection of menus and ideas, please email La Bella Italia

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Wellington

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Wed, Thu, Fri, 7.30am - till late,
Sat 9.00am - till late
Sun 9am - 5pm

La Bambina

101 The Terrace Wellington
New Zealand

Ph: +64 4 4991155

Fax: +64 4 4991156

Monday to Friday – 7.00am – till late
Saturday and Sunday – Closed

Auckland

La Bella Italia

Products are available in

Nosh Gourmet Food Market,

135 Apirana Avenue, Glenn Innes, Auckland

Phone: +64 9 521 1115 Fax: +64 9 521 1125

Open Mon-Fri 8.30am-6.30pm, Sat-Sun 8.30am-6.00pm
Or

Nosh - 245a Ponsonby Rd, Ponsonby, Auckland