

From the President

I hope you enjoy this edition of Opportunità – we have once again a welcome contribution from Clare Wilson, NZTE Trade Commissioner and Consul General in Milan and a most interesting article about EasiYo's entry into the Italian market, which they have generously shared with us, along with other news from our members.

In conjunction with the New Zealand Europe Business Council, a prestigious luncheon event, on the occasion of the visit to New Zealand, by European Commission President José Manuel Barroso, is planned for Thursday 8th September 2011 at the Royal New Zealand Yacht Squadron. President Barroso will address the attendees on the European Economy and its impact on New Zealand. Please mark the date and an Event Booking Form will be circulated soon.

If you have any news or announcements you would like included in the next newsletter, simply email this through to president@iccnz.com.

Buona lettura! Happy Reading!

Liz Maxwell
President

Firenze Card: 33 museums in one



The city of Florence has released the long awaited Firenze Card that allows access to the 33 most important museums, chapels and art galleries in the city. It also provides free passage on the city's public transit system. Priced at €50, the Firenze Card may be purchased online and picked up at one of five collection points in the city.

The 72 hour card is a great deal for lovers of art, however some planning is required, remembering that most museums in Florence are closed on Mondays and some are closed Sundays as well.

The Firenze Card site www.firenzecard.it is easy to navigate and you will discover that the card also allows access to special exhibitions and events. In some cases you may even be able to bypass lines.

July 2011

News and Events

- Firenze Card
- Clare Wilson, Trade Commissioner/Consul General
- EASIYO and QVC Italia
- Moto Guzzi V7 Racer
- Abarth gives Ferrari a Bambino
- The Fastest Maserati to be sold in New Zealand
- Italian Festival's – Nelson and Wellington

New Members

- Adroite Communications & Public Relations
- The Prodigal Daughter Limited
- Elisa Cavalmoretti
- Avv. Andrea Benigno, Barrister

Trade Fairs & Exhibitions

- Cersaie: The world's largest exhibition of ceramic tiles and bathroom furnishings
- Marmomacc: 46th International Exhibition of Stone Design and Technology

Newsletter can also be viewed online www.iccnz.com

Value for money - as an example, if you say visit three sites per day: the Uffizi, the Accademia, Santa Maria Novella, the Cappelle Medicee, the Boboli Gardens, the Bargello, the Museo Archeologico, the Museo di San Marco, and the Palazzo Medici Riccardi, admission prices would total approximately €47 per person, compared to the €50 per person for the Firenze Card which also includes public transportation, special exhibits and no long lines.

The reason for the 72 hour validity is that many visitors tend to spend three days in Florence. However, if you are planning an extended visit to Florence, consider the **Amici degli Uffizi** card www.amicidegliuffizi.it which grants admission to 22 sites over a calendar year for €60 per person.



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

Dear Italian Chamber of Commerce Members,

We have had a very busy three months in Italy – summer has really arrived and the number of cars absent on the streets of Milan is noticeable.

Venice Biennale

I was fortunate due to the fact that Ambassador Trevor Matheson was presenting credentials elsewhere, to have opened the New Zealand exhibit at the 54th International Art Exhibition.



Michael Parekowhai's *On First looking into Chapman's Homer* was remarkable. On entering Palazzo Loredan dell'Ambasciatore, you are greeted with a large bull on a grand piano (all cast in bronze) then in the middle of the salotto was a real grand piano all intricately carved. When the piano was showcased in Auckland it was black but prior to arriving in Italy Michael painted it red – depicting the colour of the Venice flag. It was truly impressive. In the garden you had another bull on a grand piano (cast in bronze). For more information go to www.nzatvenice.com

Junior All Blacks

It was great to see the "Baby All Blacks" winning the world under-20 rugby championship for the fourth time in a row, beating England 33-22 in the final in Padova.

Minister Carter

The office here in Milan has been busy over the last three months with a number of requests from New Zealand companies interested in the Italian market. While the economy is fairly flat there are still sectors of the market doing well and a number of New Zealand businesses are having good success.

Last week we were lucky to have hosted Minister Carter for 2 days in Milan. David Carter is the Minister for Economic Development, Biosecurity, Agriculture and Forestry. The last time a Minister had an official visit to Milan was in 2003

so the visit was greatly appreciated. We had a meeting with Nature's Flame Italia owned by Nature's Flame in New Zealand discussing their wood pellet business, then a day in the Biella region meeting with Loro Piana and Successori REDA – both important clients of NZ Merino. We hosted a small cocktail function in Milan which NZ businesses and the office's key contacts attended.



Minister of Agriculture, the Hon. David Carter with Reda Chief Executive Francesco Botto Poala

Agusta Westland

I had the pleasure of visiting Agusta Westland in Varese back in May to see the factory where the A109LUH helicopters have been produced.



The Royal New Zealand Air Force has commissioned six helicopters and one training simulator for the Ohakea Air Base. Five helicopters have been accepted and four of these five have already been delivered to Ohakea. In Varese there is a resident project team of Air Force personnel who are seconded to the Ministry of Defence for the duration of the project. This team has already begun to repatriate members and anticipates being complete in Italy by the end of the year.

Cordiali Saluti

Clare Wilson

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

EASIYO & QVC ITALIA

North Shore (Auckland) food production company, EasiYo Products Limited is an export success story. Starting in 1992, selling at the Auckland Home Show, EasiYo has grown to top \$30 million sales by 2009, 75 per cent of which is export based.



EasiYo's secret lies behind years of research and development, firstly into the yogurt maker, then finding the right milk powder and freeze dried culture to ensure 100 per cent setting of the incubated yogurt at home.

A premium product, consumers love the delicious taste, the two-minute preparation time, the cost effectiveness, the versatility, and the nutritional benefit of making fresh yogurt with four to six times more live cultures than its chilled competition.

Europeans really love their yoghurt and taking into consideration the general health and dietary trends, they also increasingly want to eat foods without additives, thickeners, artificial sweeteners and preservatives. Eighty per cent of Europeans check the label before they buy.

Late 2010, EasiYo made its first foray exporting to Continental Europe, starting with Italy via the QVC TV home shopping channel.

Richard Trussler, International Sales Manager for EasiYo Products Limited has kindly shared with the ICCNZ their experience of entering the Italian market.

“QVC have successful TV home shopping businesses in Europe already in the UK and Germany, and when looking at which should be the next European country to enter they selected Italy, where although TV home shopping does not have a great reputation, with Italians love of quality QVC thought there would be good potential. At Easiyo we started discussions with QVC in July last year, and although we were an existing successful vendor to QVC UK, there were many challenges to becoming successful in Italy too.

Clearly packs only in English would not be on, yet at the same time we did not want to create a multiplicity of packs only in Italian, as we have our eye on expansion into other major mainland Europe countries too. Our solution was to come up with a “Euro pack”, not only in English and Italian, but also in French, German and Spanish too, which whilst not aesthetically appealing with lots of wording on pack, conveyed the Easiyo message efficiently in 5 languages.

The next step was range; we have around 50 flavours of yogurts and desserts, yogurt making equipment and storage, but to offer such a wide range at launch would fragment sales and also incur considerable packaging costs. So, we came up with a base range of 6 yogurt packs, plus a yogurt maker starter pack including two popular yogurts. The trick with the 6 yogurt packs was to provide three different flavours in each pack, so that within each pack consumers had choice, whilst limiting our own cost exposure. This also allowed us to find out which flavours would appeal to Italian consumers, so that in due course we could launch single flavour packs of the more popular ones.

The final piece in the jigsaw to set up a successful launch with QVC was to find a presenter; the QVC system is that each hour long show has a QVC host presenter, who works with a brand guest presenter on air to discuss and sell the products. The guest presenter is absolutely key, as he/she has to gain the trust of customers watching the show, develop an empathy with them, and then most importantly get the customers to buy the products. Choosing a presenter would have been a difficult task at the best of times, choosing someone to present in a foreign (to Kiwi ears) language at 18,000 kms distance made it much harder! We proceeded by looking at dozens of show tapes from aspiring presenters, all in Italian, and demonstrating all manner of things. We got down to a short list of two, and made our final choice on a visit to Milan in late October. We then put in several days of product and presentation training so that by the time Easiyo first appeared on air in early December our presenter was word perfect.

We then had to put all this together – get packaging translated and printed, produce a range of yogurts to QVC's exacting specifications, then ship to Europe, all in the space of a couple of months. So far the results have been very encouraging, we are building up a loyal customer base on QVC, new lines are being requested, and most importantly QVC Italia are very pleased with how well Easiyo is selling, and how we are handling their business.”



Forza Easiyo!

www.easiyo.com
 Richard Trussler
 International Sales Manager EasiYo Products Limited
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MOTO GUZZI V7 RACER

Italian style and superb craftsmanship in a motorcycle created for collectors in search of vintage appeal.



The **Moto Guzzi V7 Racer** pays homage to the extraordinary racing career of the **V7 Sport**, an icon in the glorious history of the marque from Mandello del Lario.

Among its many merits, the legendary **V7 Sport** - with its technical excellence and outstanding performance - was also the most desirable bike of all in the **modified production class**. This class, reserved for *gentleman riders*, enjoyed an avid following spurred on by the passionate rivalry between supporters of Japanese bikes, which were extraordinarily powerful but difficult to ride, and fans of **Italian sports bikes** which, while disadvantaged in terms of pure horsepower, boasted better engineered **chasses** and superior **braking performance** than their multi-cylinder adversaries.

Away from the circuit, this rivalry between the two factions continued in heated discussions around café tables, and if you happened to have a **Moto Guzzi V7 Sport** parked in front, with its **single-seater saddle in suede**, its **racing exhaust** and its unmistakable **top fairing**, it was proof that you belonged to an elite group of expert motorcyclists for whom riding is a true art.

Moto Guzzi has captured the essence of that magical moment in time from over three decades ago, and reinterpreted it with the marque's hallmark **passion and skill** to create a genuine production *special*: the new **V7 Racer**. Produced in a **numbered edition**, as demonstrated by the **commemorative plaque on the steering yoke**, the **V7 Racer** celebrates the classic styling cues of the **Moto Guzzi** brand in a perfectly balanced **blend of craftsmanship and technology** evident in every aspect of this stunning motorcycle.

The first thing to catch your eye is the **chromed tank** - created using **innovative metal particle deposition technology** - embellished with an **elegant leather strap**. This is a clear reference to legendary bikes of the past, as are the **metal accents of the Moto Guzzi badge**, which is colour-coded with the frame. The **red frame**, itself inspired by the legendary first **150 examples of the V7 Sport** with CrMo frames, has been given a **special treatment** - as have the **hubs and swingarm** - which accentuates the **gloss finish** and emphasises the aesthetic **purity of the double cradle structure**. Perched on top of the frame's tubes is an ultra sporty **single-seater saddle** (a two-seater saddle and pillion footpegs are available as optional accessories), upholstered in **suede** and terminating in an **aerodynamic tail fairing** that also incorporates lateral race number panels in true *Seventies* style.

With its tiny Plexiglas screen above a race number panel, the **top fairing** - an exemplary expression of the **Guzzi school** - cites the front of the legendary **Gambalunga**. **This unequivocally sporty element is in perfect harmony with the new design of the front mudguard**. One of the most distinctive features of this unique *special edition* is the widespread use of bespoke components in brushed, drilled aluminium. This hand-crafted treatment, which requires superb artisan skill, has been applied to the **side panels**, the **throttle body guards** and the **silencer mounting brackets**. Other premium components include the **aft-mounted footpegs machined from solid billets**, the **lightened steering stem** and the **steering yoke guard** consisting of a double **chromed ring**, which is so exquisitely crafted that it looks like an ornamental feature.



Any gentleman rider in the mood for a *track day* simply needs to don a single colour helmet and an understated leather riding suit, find the perfect setup for the fully adjustable pair of **Bitubo gas shock absorbers** and aim the 18 inch front wheel as close as possible to the apex. Riding enthusiasts who want to take it a step further can also choose the **Arrow exhaust system** (not homologated for street use), which is in perfect keeping with the **visual balance of the bike** and produces a spine-tingling sound as well as a **significant increase in performance**.

Technically, the V7 Racer retains the same winning formula used for the V7 Café in terms of both frame architecture - with a **double cradle layout and detachable bolted lower elements** - and geometry, with a **steering rake of 27°50'**. Doing duty together with the **fully adjustable Bitubo rear shock absorbers** is a **40 mm Marzocchi front fork, with a wheel travel of 130 mm and fitted with dust gaiters**.

The brake system uses the finest components that the market has to offer, with a **320 mm floating front disc** gripped by a **fixed 4-piston Brembo 30/34 calliper**, and a **260 mm rear disc with a 32 mm Brembo calliper**. Measuring 2.50 x 18 at the front and 3.50 x 17 at the rear, **the wire wheels, with silver spokes and nipples mounted on a matte black rim**, are the same size as on the V7 Café, but are shod with higher performance and more visually impressive **Pirelli Demon Sport** tyres.

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<http://www.motoguzzi.net.nz>

Contact: Mark Mullins – mark@motoguzzi.net.nz

ABARTH GIVES FERRARI A BAMBINO



The Abarth 695 Tributo Ferrari, the ultimate version of Abarth's hot Bambino, has arrived in New Zealand offering a combination of performance, equipment and features that truly bring new meaning to the phrase 'pocket rocket' with a 225 kmh top speed and the ability to dispatch the race to 100 kmh in less than seven seconds.

Built as a tribute to the historic performance links between Ferrari and Abarth, the Abarth 695 Tributo Ferrari clearly displays the two legendary companies' shared values that include a passion for performance, a racing soul, attention to detail and Italian style.

Abarth and Ferrari are two great names that have contributed, with conviction and dedication, to the legend of Italian racing that is known around the world. The men behind both marques followed very similar careers: first drivers, then tuners and finally heads of companies that command genuine respect in the world of motor racing. These extraordinary men were associated in the past: in 1953 for example, a unique Ferrari-Abarth was born, the Ferrari 166/250 MM Abarth.

The car raced in various international trophies including the legendary Mille Miglia. The tie between the two companies has been reinforced above all by the exhaust systems designed by Abarth specifically for the cars built at Maranello: numerous exhaust systems have been made for various Ferrari models, some of which have won World Championship titles.



In recent years the two brands have started off an even closer collaboration and the result is the Abarth 695 Tributo Ferrari, an exclusive car that on the one hand allows Abarth to expand its range, in this way entering the luxury sports car segment, and on the other offers Ferrari customers a small, high performance car for all mobility requirements, including as a practical urban mobility.

The new Abarth 695 "Tributo Ferrari" is distinguished by a number of stylistic features, but more importantly by substantial modifications developed by Abarth and Ferrari engineers. The engine is a 1.4 Turbo T-Jet 16v, tuned to develop more than 132 kW. This is combined with an MTA (Manual Transmission Automated) electromechanical gearbox with race-inspired steering wheel controls that enhances engine's performance by reducing gearshift times.

To improve acceleration, the car is fitted with performance tyres on 17" alloy wheels featuring a design inspired by Ferrari wheels. Ride and braking systems have also been strengthened to cope with the extra power: modular Brembo 305 mm disc brakes with fixed four-piston calliper disc and special shock absorbers that let you enjoy performance in total safety. And of course there is a "Record Monza" variable back pressure "dual mode" exhaust, designed to improve engine performance and deliver an inspiring sound over 3,000 rpm.

On the outside, the car is finished not just in classic Modena Red, but also in the brand-new shade of Modena Yellow, with carbon fibre door mirrors and B pillar trims. Details such as the wheels and front air intakes are in Racing Grey. This new Abarth is equipped with Xenon headlights with dipped and main beam functions for improved light emission and excellent efficiency under all weather conditions. These elements deliver three times the light intensity and duration of standard halogen lamp headlights.

The interiors are also personalised and demonstrate the attention to detail and the sporting style that are common to both brands. "Abarth Corsa by Sabelt" carbon fibre racing seats are fitted and finished in black leather and Alcantara with a shell and seat base in carbon fibre. These seats offer a perfect blend of racing characteristics – light weight (10 kg less than the standard seat) and the ability hold the body steady against lateral and longitudinal forces, thanks to body support elements filled with crush-resistant foam – with the ergonomics and comfort of road seats.

The black leather steering wheel is characterised by red stitches and a tricolour hub on which the MTA gearshift paddles are mounted, while the instrument panel is specially made by Jaeger, and inspired by typical Ferrari instrumentation. Carbon fibre is used right across the dashboard and around the controls for the MTA gearbox. Attention to detail has also been given to the aluminium racing pedals, which are personalised with the Scorpion logo, as is the aluminium kick plate in the passenger footwell. The interior is embellished with other details too, like the special kick plate passenger footwell, door sill trim and a plate bearing the vehicle series number.

The Abarth 695 "Tributo Ferrari" comes with a special pack to keep it safe and clean. The safety pack includes a dedicated travel bag with an emergency triangle, work gloves, emergency lights, and an Abarth yellow safety vest. The cleaning kit includes Abarth Leather Cleaning Fluid, Abarth Body Wax and Abarth Interior Cleaning fluid. The Abarth 695 "Tributo Ferrari" even comes with its own personalised car cover.

The standard Abarth Travel Pack comprises of a set of "stone washed" black leather luggage designed specifically for the luggage compartment of the Abarth 695 "Tributo Ferrari". To maximise audio pleasure, the Abarth 695 "Tributo Ferrari" also comes with iPod support package for the Blue&Me Telematics system.

The Abarth 695 "Tributo Ferrari" is available in New Zealand with a recommended retail price of \$79,990 excluding delivery and dealer costs.

"With its size, performance and features, there really is no other car on the market like the Abarth 695 Tributo Ferrari," says Lawrie Malatios, General Manager for Abarth in New Zealand. "Therefore, it should come as no surprise to learn that it is available in strictly limited numbers!"

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THE FASTEST MASERATI TO BE SOLD IN NEW ZEALAND ARRIVED IN JUNE



The fastest Maserati ever to be sold in New Zealand arrived in June when deliveries of the racetrack bred Maserati GranTurismo MC Stradale, the first Maserati to break the 300 kmh benchmark, start.

Powered by a new variant of the Maserati 4.7 litre V8 engine that pumps out 331 kW and 510 Nm of torque, the Maserati GranTurismo MC Stradale demolishes the dash to 100 kmh in 4.6 seconds before hitting, where legally permitted, a top speed of 301 kmh. Yet, at the same time, it is 13 per cent more economical than the normal Maserati GranTurismo S above which it sits in the Maserati line-up.

“The Maserati MC Stradale meets demands which, for any other car maker, would appear to be in direct conflict,” explains Glen Sealey, General Manager for Maserati in New Zealand and Australia. “On one hand it is, as the name suggests, a road going version of the Maserati Trofeo and GT4 racing cars with the heightened performance, sharpened reflexes and heightened visual presence that this requires. Yet, at the same time, it offers exemplary road comfort, refinement and even lower fuel consumption. The Maserati MC Stradale is equally at home on the race track, with its owner in a full race suit, as it is taking its owner to the Opera in an evening jacket.”

Changes have been made throughout the Maserati GranTurismo S to transform it into the MC Stradale. Its race-bred heritage is highlighted by a 110 kg weight reduction from the GranTurismo S, with its dry weight down to 1670 kg. It mirrors the advantages Maserati has in racing by retaining the optimal 48%/52% weight distribution to ensure handling balance and even tyre wear.

The Maserati GranTurismo MC Stradale uses advanced electronics to slash gear-shift times from the upgraded MC Race Shift electro-actuated transaxle gearbox to just 60 milliseconds. It is also the first Maserati in history to have a dedicated Race mode to add to its upgraded Automatic and Sport modes in a simplified dash layout. It produces more aerodynamic down force without producing more aerodynamic drag, it produces more power without using more fuel and it is more agile.

The GranTurismo has long been praised for its refinement and while extensive changes have been made to the suspension, which is lower and fitted with larger anti-roll bars; this has been done without sacrificing the GranTurismo S's highly praised ride quality.

With the removal of the rear seats, it is the first two-seat Maserati since the MC12 and has also benefited from new Brembo carbon-ceramic brakes, custom-developed Pirelli tyres, a unique suspension layout and carbon-fibre, race-inspired seats.

Visually, the GranTurismo MC Stradale has changes made to the front and rear bumpers, the front guards, the bonnet and the boot lid, aimed at boosting down force and aiding engine and brake cooling. Inside materials derived from the racing variants, in the shape of carbon fibre and Alcantara, are used extensively. Carbon fibre racing seats are standard and the instrument pack has been changed to allow for the changes to the car's dynamic systems.

The result of these changes is to produce a car with three distinct characters. In race mode, the MC Stradale is poised and ready for track days or the most demanding roads with every response and element of the car finessed to the highest level for instant response. In Sport mode the epic performance is fully available but delivered in a more subtle manner, making it suitable for everyday use, with the responses of a thoroughbred sports car and the comfort of a continent-swallowing grand touring car. Auto mode is, to all extents and purposes, stealth mode, with the performance and ability available but hiding behind a veil of relaxed comfort, quietness and refinement.

The Maserati GranTurismo MC Stradale is on sale now with a recommended retail price of \$350,000, excluding statutory charges, on road costs and dealer delivery charges. Available in limited numbers, the first Maserati GranTurismo MC Stradales will arrive for delivery in June.

“In the area of the market in which the Maserati GranTurismo MC Stradale will be sold there are cars that are out and out track day cars, rendering them uncomfortable on our roads that sit alongside grand touring cars that offer strong road performance but with dynamics that cannot meet the needs of the race track,” says Mr Sealey. “The Maserati MC Stradale, drawing on Maserati’s race track expertise and long history of exemplary high performance road cars, brings together these two previously conflicting requirements to produce a unique performance car, one that can hold its head high equally on the race track as the high street – and every type of road in between.”

www.maserati.co.nz

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Nelson

Saturday 17 and Sunday 18 September 2011

The Italian Festival / Expo in Nelson will be based on the New Zealand Italian Festival - Wellington model, which has run successfully for 15 years. It will be a weekend in Italy, showcasing the best Italy has to offer. There will be similar activities each day, however, the exact same entertainment won't be held, to encourage people to attend both days.

ICCNZ members are warmly invited to exhibit at the Festival and further information and exhibitor booking form can be found at:

<http://www.theitalianfestivalnewzealand.com/nelson/>

<http://www.facebook.com/pages/New-Zealand-Italian-Festival-Nelson/208138059209358?ref=ts>



Wellington

Sunday 06 November 2011

The **Wellington Festival** will be held once again at Westpac Stadium on **Sunday 6th November 2011**.

Event and Exhibitor Information available at <http://www.theitalianfestivalnewzealand.com>

New Members

We extend a warm welcome to –



Adroite Communications & Public Relations

Adroite is a full service communications and public relations company, owned by its principal consultants Rob McGregor and Adrienne Olsen.

Based in Wellington, Adroite provides clients throughout New Zealand with specialist communications expertise and advice. Strengths include strategic counsel, news media and government relations, public affairs, and reputation and issues management. Organisations experiencing a crisis or requiring assistance managing issues, seek our commonsense and practical advice. Adroite's writing skills ensure our clients' communications are current, accurate, timely and well-targeted to their intended audience.

Our longstanding relationships with the news media ensure Adroite's clients are profiled through bona fide editorial covering their announcements and milestones. Working with our partners, we can develop and execute integrated marketing communications programmes involving public relations, advertising, social media and direct communications.

Adroite's clients come from the public and private companies including industry associations, the public sector and the not-for-profit sector.

www.adroite.co.nz



The Prodigal Daughter Limited

Wine and food consultant Rachel Priestley returned to New Zealand from Italy with a container-load of her own products, appropriately branded PRODIGAL DAUGHTER. Originally trained as a chef in New Zealand, Rachel followed Peter Gordon as head chef at The Sugar Club in Wellington before heading to Paris as chef to the New Zealand Ambassador, but her true passion, Italy, is where she has opened Italian restaurants and wine bars – and a shop in Florence. As director of gastronomy for Antinori wines, Rachel quality-controlled and developed their restaurants throughout Europe. She has also been guest chef (Tuscan) in places as diverse as Helsinki and Hong Kong. Now she brings her selectively-sourced products – and her expertise – back home.

PRODIGAL DAUGHTER's Santa Croce Wine Company offers Count Marcello's Prosecco, made only for their noble Venetian family – and for Rachel. There's Chianti Classico, made by Prince Corsini on his Tuscan estate, along with a variety of other quality wines.

www.prodigal-daughter.com

Elisa Cavalmoretti

Freelance Language Services and Solutions

Elisa Cavalmoretti offers freelance language services and solutions to facilitate the communication between Italian and New Zealand businesses. In addition, Elisa has graduated in Translation and Interpreting majoring in English and Spanish and has gained significant professional experience in leading translation agencies since 2008, first moving to Australia and then to New Zealand.

During her professional career Elisa has translated several types of documents and therefore specialises in technical texts, economic and financial texts, marketing texts, website and software localisation, travel and tourism, advertisements, press releases, newspaper articles and general business correspondence. She is also available for translations for subtitles and voice-overs as well as for transcriptions of audio material.

Email: elisa.cavalmoretti@gmail.com



Avv. Benigno Law Firm

Avv. Benigno Law Firm has extensive experience in matters involving corporate and business tax law, corporate entity establishment and acquisition, the structuring of effective business planning for international joint ventures, EU investments in foreign entities, foreign trade regulation, regulatory compliance and the creation and actuation of effective corporate tax planning for domestic and international business transactions.

Avv. Benigno Law Firm attorneys provide their clientele with first class legal counsel through specializing in the following areas of business:

- Import/export
- Income tax
- Business law
- Foreign trade
- Joint ventures
- Foreign tax credit
- Business planning
- Complex litigation
- Business acquisition

Collectively, the Avv. Benigno Law Firm is expert in matters affecting corporations engaged in commerce and trade in domestic and international ventures. To be effective in business tax law, Avv. Benigno Law Firm maintain strong relationships with their clientele, and provide counsel, advice and representation to intercede with governmental and international agencies.

The firm also assists Italian national and local public administration bodies, foreign states and public entities, organized markets and centralized securities management companies and international organizations.

Avv. Andrea Benigno is a member of European e-Business support Network (DG Enterprise EU).

Languages: French, English, Italian, German, Spanish

www.avvbenigno.eu



The world's largest exhibition of ceramic tiles and bathroom furnishings
20-24 September 2011
Bologna – Italy

46th International Exhibition of Natural Stone Design and Technology
21 – 24 September 2011
Verona – Italy

Cersaie is announced as the most important ceramic tiles and bathroom furnishings fair. Last year 1,012 exhibitors from 33 countries and 83,286 visitors (+7.9% international) participated at the event.



The exhibition will be held at the Bologna Fair Center from 20th to 24th September 2011 and the theme will be "Ceramic Evolution", with sectors that include ceramic tiles, sanitary installations, bathroom furnishings, fireplaces, ceramic stoves, tiled kitchens, raw materials, equipment for ceramics, materials and tools for installation, showroom displays for ceramic products.

Cersaie is considered a prestigious opportunity to show off products with aesthetic and technology innovations, to meet architects and designers, to deal with the world of retailers.



This Expo represents a meeting point for different professional and business figures, an occasion to update and to explore topics ranging from research and new technology to marketing and the business outlook for the sector.

If you work in this field, Cersaie is waiting for you!

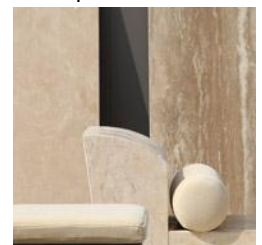
Now in its 46th edition, the International Exhibition of Natural Stone Design and Technologies scheduled Wednesday 21 to Saturday 24 September 2011 in Verona, once again ranks as the leading event in sustaining the marble system on the world market in order to promote development of products and technologies and become an increasingly qualified cultural workshop for world-wide trends in stone construction and design.



Marmomacc is the essential appointment for operators in the stone industry, from machinery to instrumental products, from blocks to more complex processing, for professionals in construction and contract sectors as well as designers and decision makers seeking success in an increasingly specialised and competitive context.

Marmomacc is the most important international event in 2011 dedicated to sector companies. A major showcase highlighting the best production traditions and innovation on a national and international scale, international projects, with many initiatives promoting the special features and wealth of natural stone and the expressive potential of stone materials in architecture and design.

This edition of the show equally pursues its promotion of continual training, technical seminars and programmes for architects. Design and technology come together at Marmomacc - by now increasingly a fundamental meeting place for better understanding of current evolution and trends in stone and design sectors.



www.cersaie.it

www.marmomacc.com



STUDIO CAROLINA IZZO

www.carolinaizzo.com



Studio Carolina Izzo is dedicated to conserving art and heritage. Our experience includes conservation of historic and contemporary paintings, frames and sculptures, and historic buildings. The professionally trained and accredited art conservators offer a wide range of conservation services to private, gallery and museum collections. These services include collection maintenance, cataloguing, database preparation and condition reporting. We also offer international and national workshops at conservation sites where Carolina has affiliates or in our studio in Wellington, New Zealand.

Services:

- Repair, restoration and conservation of wall and easel paintings, frames, furniture, objects and textiles
- Analysis of materials and their deterioration
- Disaster procedure plans
- Preventive conservation
- Archaeological conservation
- Site management
- Collection management
- Advice in environmental control
- Travel, packing and installation requirements
- Training workshops
- Tours in art conservation



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ABITARE IL TEMPO

International Exhibition of Interior Solution

October 15 – 19, 2011 Veronafiere

www.abitareiltempo.com



66th INTERNATIONAL DAIRY CATTLE SHOW

October 27 – 30, 2011 CremonaFiere

www.cremonafiere.it



FIERACAVALLI

International Horse Festival

November 03-06, 2011 VeronaFiere

www.fieracavalli.com



EICMA Bici

International Bicycle Exhibition

Fiera Milano New Exhibition Centre

November 8 – 13, 2011 Rho-Pero Milano

www.eicma.it



CIBUS

16h International Food Exposition

May 7 – 10, 2012 Parma

Parma

www.cibus.it



EIMA

International Agricultural Machinery Exhibition

Bologna

November 7 – 11, 2012

www.eima.it



Trade Fairs

VICENZAORO Choice

International Exhibition of gold jewellery, silverware

September 10 – 14 2011 Fiera di Vicenza

www.choicevent.it



XII Edition of Milano Unica

The Italian Textile Fair

Girandolafiera

September 13-15, 2011 Milano

www.milanounica.it



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



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