

From the President

I am pleased to send you the latest edition of the ICCNZ newsletter and also take this opportunity to send a message of support to our members, colleagues, friends and their families in the Emilia Romagna region.

The spate of earthquakes and aftershocks the last 10 days has caused tragic loss of life and injury and wreaked havoc on homes, businesses, infrastructure and numerous buildings of historical significance and the precious artworks within.

Our thoughts are with you all.

Liz Maxwell
President

Ferrari launches online auction to aid earthquake victims

- **Ferrari 599XX EVO valued at more than \$1.6 million**
- **A complete Formula 1 engine**
- **Driving suits and helmet Ferrari drivers Alonso and Massa**
- **Unique memorabilia from Ferrari's motorsport history**



Ferrari is coming to the aid of the victims of the two deadly earthquakes that have rocked its home region of Italy, Emilia-Romagna, with an online auction next week that will include an ultra-rare million dollar Ferrari 599XX EVO, the most extreme versions of the rolling laboratory supercar that has been developing technology for the next generation of Ferraris.

In the days leading up to the auction next week, www.ferraristore.com will dedicate a section to this important initiative which sets out to contribute significant sums to those families who have lost loved ones.

June 2012

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- Lamborghini Experience 2012

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Newsletter can also be viewed online www.iccnz.com

The auction will include important and rare items, such as a 599XX Evo, the extreme, non-homologated sports berlinetta with a commercial value of €1.3 million/\$1.6 million. This extreme sports car incorporates the very best of Ferrari technology, the result of on-going Research and Development activities in the GT division and advanced experimentation in F1. The 599 XX Evo features a package of performance-enhancing technical features for the exclusive, dedicated track-based research and development programme for the 2012-2013 seasons.

There will also be a strong Formula 1 theme, starting with a V8 engine along with racing suits and helmets donated by the Scuderia's drivers, Fernando Alonso and Felipe Massa, as well as numerous items of memorabilia from the works racing cars from past seasons.

Also featuring in the auction will be a selection from the Ferrari Store, including Prancing Horse watches.

As soon as news about the earthquakes came out, Ferrari clients and collectors from around the world spontaneously contacted the Maranello headquarters to offer their contributions. Once again the generosity of Ferrari's enthusiasts will enable the company to provide support to those most hit by the tragedy. A demonstration of solidarity that, in recent years, has contributed to the reconstruction in Abruzzo after the earthquake, as well as the building of two after-school facilities in Ishinomaki in Japan after last year's disaster for which Ferrari contributed over 80 million Japanese yen.



Sweet success – IP is about intelligent partnerships. Here’s an insight into the successful partnership between AJ Park and Manuka Health.

Manuka Health New Zealand has established itself as a world leader in the natural health science industry by investing in R&D and carefully protecting its intellectual property.

Humans have collected and used honey for at least 10,000 years for medicinal and culinary purposes. But, it was only six years ago, that German scientists identified a chemical compound found in New Zealand’s manuka honey called methylglyoxal, and established a correlation with the honey’s antibacterial activity.

New Zealand company Manuka Health, founded by Kerry Paul, funded the research and was subsequently the first company to use these findings commercially. Manuka Health now exports its 70-plus nutraceutical, supplement and medical device products, derived from New Zealand’s unique flora and fauna, to around 45 countries.

Manuka Health has since trademarked its MGO Manuka Honey in order to help consumers identify manuka honey products with the highest methylglyoxal levels.

Since producing its first jar of honey in August 2006, Manuka Health has invested heavily in research and development, investigating the clinical and medical applications of New Zealand manuka honey. Protecting its technology and processes is crucial, and that’s where Partner John Hackett and Senior Associate John Mansell come in. Hackett began helping Manuka Health just a few months after the company was set up.



John Mansell and John Hackett

“Manuka Health initially approached us for some copyright advice,” says Hackett. “Six months later, Kerry contacted me to secure protection for the MGO brand and logo, and to eventually secure registration around the world.”

AJ Park introduces its new brand

New branding emphasises strong client relationships and celebrating intellectual property success.

AJ Park has refreshed its branding to better reflect its services to clients, its people and the global intellectual property community.

The new branding includes a new logo, brand colour, website, visual elements, as well as an expression of what AJ Park really stands for. “How we work with our clients, people and associates, and celebrate their success is very important to us. We want AJ Park to be known for building great relationships with clients and being a vital part of their commercial success,” said Pete Boyle, Chief Executive Officer.

“The new logo symbolises our renewed commitment to providing consistently superior client service and an even better place for our people to work,” continues Boyle. “We have kept our name the centre of our new identity, because our name represents our heritage.”

“The emphasis on a new brand reflects the brand values we live by so we can meet the diverse needs of our clients; global, vital, approachable, attentive and astute.”

AJ Park’s choice of the colour green stands out from the colours legal firms traditionally use and represents fresh thinking behind ideas and innovations.

The rebrand activities were lead by AJ Park’s rebrand team and four New Zealand agencies. The visuals and logo were developed by brand agency Cato Partners, who worked closely with the partners and staff. Web design specialists Terabyte were chosen to rebuild the website. Blacksmith and ON-Brand Partners assisted in planning and supporting the internal launch.

The new website www.ajpark.com will seek to increase AJ Park’s online presence and help to communicate with current as well as prospective clients.

Paul says AJ Park was fundamental in helping carry out the trade mark process for MGO efficiently: "John Hackett is an experienced trade mark attorney and he lets us know if we're not going down right track."

Mansell says being involved early in the research and development process and pursuing patent protection meant AJ Park could advise on how best to protect new developments and products, ensuring opportunities that could lead to a competitive advantage aren't missed.

Hackett has also overseen the registration process for brands, including the MGO and BIO30 logos - CycloPower and The Green Clinic – with trade marks protected in more than 40 countries.

Safeguarding this important intellectual property is an ongoing process, with new products and technologies regularly being developed and tested. In April 2011, Manuka Health launched a world-first – the HydroGel dressing; a honey-infused bandage designed to revolutionise wound care by drawing fluid away from a wound and then clear up infection.

A little bit about John Hackett



John is Chairman of Partners at AJ Park and has practiced as a patent attorney since 1975. John joined AJ Park as a partner in 1999. He is a trade mark strategist with extensive experience managing trade mark portfolios and advising on branding strategies for a wide range of clients from individuals through to large multi-nationals, both in New Zealand and overseas.

John has led a number of high profile projects including a foreign filing programme and strategic brand re-positioning exercise for Les Mills International Group, and implementing a compliance programme to prevent the SELLOTAPE and GLAD WRAP brands becoming generic. He has also prepared strategic plans to protect the NAVMAN, MAINFREIGHT and CYCLOPOWER brands both in New Zealand and overseas.

For more information on John's expertise and credentials visit www.ajpark.com/our-people/

Clare Wilson, NZ Trade Commissioner and Consul-General, Milan

What a busy first quarter we have experienced at NZTE Milan. Although there is still lots of noise around the financial crisis in Europe, NZ businesses are still very interested in Italy and they continue to succeed in this market.

Il Salone Del Mobile: Milan Design Week is a highly prestigious event, including the 51st edition of what has been described as "the planet's greatest home furnishing exhibition". A number of NZ designers exhibited at the all-important Salone Del Mobile. Feedback on the week has been very positive. David Trubridge and Resident were exhibiting along with NZ designers Katie Bevin and Chris Dwan, Trehaus and Georgio Saltos.

New Zealand Food and Wine: Following on from a wine event in Milan last May, Marco Santorini wrote an eight page article in the February edition of *Civiltà' del Bere*. This article was well written and provided a great overview of NZ wine. Marco showcased 13 NZ vineyards in the article.

Hostaria del Golfo: In March a restaurant in Laveno Mombello hosted a NZ degustazione featuring NZ King Salmon, Kaipara Oysters and Paua as an entrée, NZ lamb and venison as a main and the infamous pavlova to finish. Pasquale and Auntsfield wines complemented the meal which was very well received by the diners. The Editor of *Il Pesce* attended – he is already a real ambassador for NZ seafood.

Marmagedon: Incredibly the Marmagedon saga news arrived in Italy. I was contacted by an Italian radio station to be interviewed about the crisis! All good PR for New Zealand.

Easiyo: has had a very pleasing first quarter in Italy via the QVC home shopping channel. February was the best month they have ever had in this market.

NZ Businesses in Market: March and April proved busy with a number of NZ businesses in market including Scott Technology, HTS-110, Easiyo and New Zealand Merino. Nature's Flame exhibited at Progetto Fuoco in Verona in February. Over 70,000 visitors from 39 countries attended the wood-fire heating and energy production systems show.

New Business Development Manager in Milan

In January Laura Caccia joined NZTE Milan taking our head count to 3 people. Laura was a Senior Manager at the Varese Chamber of Commerce and prior to that was a Professor at Bocconi University. I am thrilled to have her experience, networks and enthusiasm with us.

Italy's New High-Speed Train



From this month, the new **Italo**, the first privately operated high-speed train in Europe, will enable a traveller from Rome to Naples to cover the 225km journey in little over an hour, with fares from as little as E20.

It's bright red, has plush seats, a great stereo and can travel through the Italian countryside at speeds of up to 300 kilometres per hour.

Seven trains have already been produced and 25 are expected to be built by autumn. They will be deployed on Italy's most important north-south train line running between Milan, Bologna, Florence, Rome and Naples. Some trains will also travel to Venice in the north and Salerno in the South.

Some of the service features:

- There's a cinema car.
- Free WiFi throughout the train.
- Two station stops in Milan: *Porta Garibaldi* and *Rogoredo*
- Two station stops in Rome: *Tiburtina* and *Ostiense* (starting late May)
- Each station has a "*Caso Italo*" - a special waiting area where you can also buy tickets.
- The Milan-Salerno Line will eventually stop at Milan, Torino, Bologna, Florence, Rome, Naples and Salerno.
- The Venice-Rome Line will eventually stop at Venice, Padua, Florence and Rome.

There are a number of add-on services including door-to-door luggage delivery.



Ferrari celebrates the Queen's Diamond Jubilee

This weekend the UK will start celebrations for the Diamond Jubilee of Queen Elizabeth II and Ferrari will be at the heart of the celebrations at the Windsor Castle with Ferraris from 60 years of the Queen's reign taking part in the Diamond Jubilee Pageant and the legendary supercar maker organizing for 4th Mounted Carabinieri Regiment to perform their famous 'Historic Carosello'.



The Carosello is a stunning display of horsemanship during which the 4th Mounted Carabinieri Regiment will perform the intricate yet fluid quadrilles, equestrian rides choreographed to music, to showcase the skill and agility of both horses and riders. The programme culminates in the Regiment's now-legendary and extremely thrilling final charge.

The Diamond Jubilee Pageant takes place from May 10th to 13th. It is a source of great pride to Ferrari to be making such a significant contribution to the celebration and also that two such internationally renowned representatives of Italian excellence have the opportunity to pay tribute to one of the most important Monarchs of our time.

Ferrari will be represented by Chairman Luca di Montezemolo on the final evening of the event which will be attended by Her Majesty Queen Elizabeth II. Ferrari and the Carabinieri share deep-rooted values, such as respect for tradition and history, but also a sense of determination, innovation and passion. Together these two representatives of Italian excellence are the perfect partnership to represent our nation at its finest.

Lamborghini Experience 2012

An event promoted by the car manufacturer to mark its 49th anniversary took place from 10 to 12 May 2012.



The guests from Italy and the rest of the world, were given the opportunity to 'immerse themselves' in the world of Lamborghini from the first day with a test drive of some models on the Imola Race Track. On the second day participants drove across the stunning landscape of the Bologna hills in the luxury vehicles to the elegant historic residence of Palazzo di Cuzzano for lunch. The afternoon consisted of a visit to the company museum and the Lamborghini plant in Sant'Agata Bolognese, where the guests were able to look back on the company's history and further strengthen their ties with the brand. The three-day event concluded with a gala dinner in a marquee set up within the plant, which was also attended by Lamborghini Chairman, Stephan Winkelmann. Highlights of the evening included a fashion show of the Lamborghini clothing line, a light and LED performance, video projections about the company and clips of memorable moments from the Imola Race Track.

New Members

We welcome



Angeli Diego is a small company operating in the interior design sector, with more than 30 years experience.

A specialist area is Barrisol stretch ceiling installation: this French product, quite new for the Italian market, improved and qualified our job. We understood that it was essential to look after quality both of work done and products, in order to submit our company successfully to architects and designers. In this perspective we also took the ICMQ qualification for fire protection in plasterboard works and became Laminam covering installers (another innovative Italian product in interior design).

Our clients are companies, hotels, shops and private citizens. We believe that new technologies in houses construction has the potential to develop a lot in the Italian market. New technologies can reduce construction time, reduce costs and better quality in thermal insulation and earthquake-proof of buildings; At the same time it is possible also in a "modular-built" house to maintain a high level in the interior design. We particularly like the practical style of New Zealand's house construction and the Italian style of interiors. Our interest in New Zealand also stems from the importance NZ places on the environment and also has the highest scores in business ranking as far as international transparency and doing business and that, increases our interest in business opportunities in New Zealand.

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Aliandra Antoniacci

is an Italian Doctoral scholar in Russian studies at the University of Canterbury. She is currently conducting research on the concept of the Russian family (1880-1920). Her focus is on the evolution of the family values through the lenses of key Russian writers and philosophers of that period of time.

She is fluent in Italian, English, French, and Russian. Previously, she has spent several years working for companies as a professional translator/interpreter in countries such as Scotland, Belgium, Russia, and Italy (her home country). She is a certified translator in Italian, French, and Russian. She uses state-of-the-art software tools for translation/interpretation work. Before coming to New Zealand, she did her bachelor and master degrees at the University of Bologna, Forli (Italy). Her main focus was on French and Russian language, translation and interpretation.

Aliandra is a dedicated member of NZSTI (New Zealand Society of Translators and Interpreters) and a leading candidate for the upcoming elections for the President position of Canterbury Branch. Aliandra's interests include intercultural activities and teaching. She has been conducting three classes of Italian language since October 2011 at Rivington Community Centre in Christchurch. She enjoys working with people from overseas. Her future goal is to take part in publishing research work, while having her own company for translation and interpretation services.

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We also welcome these new members and their profiles will be featured in the next Newsletter.

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Events



OperAperta Duo is an elegant and outstanding classical Italian Duo, composed of Elisa Ramon (soprano) and Alessio Olivieri (guitar).

OperAperta Duo will perform an original repertoire for voice and classical guitar along with the traditional Italian repertoire, including Venetian and Neapolitan romances.

Friday 6th July 2012 at 8.00pm
Medbury School Music Centre Hall, Christchurch

All profits for this concert will go to the Lions Club of Christchurch Host Charitable Trust Earthquake Relief Fund.

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