



Editorial

This edition of *Opportunità*, includes interviews with ICCNZ member, Angelo Tredicucci of Pasta Mia and also Richard Jones, CEO of Poutama.

In September, I met with Clare Wilson, the new NZ Trade Commissioner and Consul General in Milan, shortly before her departure from New Zealand. I am delighted Clare has agreed to be a regular contributor to our newsletter and her first article is in this edition of *Opportunità*.

I'd like to take this opportunity to say thank you to all members and friends of the Italian Chamber of Commerce in New Zealand Inc., for your support throughout 2010.

Have a happy and safe Christmas.

Liz Maxwell
President

Nelson Tasman Chamber of Commerce

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

Following their successful Business Breakfast event in Nelson in September, marking 12 months before the opening game of the tournament, 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.

We will be sending further updates on these events and other opportunities arising around the tournament, in the New Year.

December 2010

News and Events

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Newsletter can also be viewed online www.iccnz.com

Milan's Duomo Cathedral

Widely considered one of the most important examples of Gothic architecture in Italy, on December 8th, it became the world's first cathedral to have its stained glass windows illuminated from the inside.



It is a permanent light installation on the interior of the famed Basilica and will be illuminated throughout the Christmas season, weekends and other days of significance.

ICCNZ Website

Following the redevelopment of the ICCNZ website www.iccnz.com mid 2010, 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.

In the New Year, we will be following up with all members to update this information, along with "members only" offers companies may wish to list in the Members Area of the website.

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

Dear Italian Chamber of Commerce Members,

Firstly I would like to introduce myself. My name is Clare Wilson and I'm the new Trade Commissioner/Consul General in Milan. I have been in Italy for nearly a month so it is a real honour to write a short article in your newsletter.

I have spent a lot of time in Italy – initially on 'Intercultura' as an exchange student. I spent my last year of school in Bitti, Nuoro. I have returned many times so this role is a wonderful opportunity to return to a place that in many ways feels like 'casa'.

I was last in Italy 3 years ago however I've noticed a far more regimented approach to recycling than ever before (more so than in NZ) and a far greater sustainability focus.

There are a number of opportunities in Italy for New Zealand businesses, it is our role in the Milan office to ensure these businesses have up to date information on these opportunities and that with our contacts we can connect them with the appropriate people. While often NZ businesses feel 'safer' exporting to English speaking countries first, there are a number of real success stories with NZ businesses in the Italian market.

We are fortunate to be hosting the Rugby World Cup in 2011 in NZ. The tournament won't just be about rugby. The six week long festival will showcase the best of New Zealand and will provide an opportunity for visitors to experience our industries and culture; from food and wine to marine, agri-technology, ICT and aviation.



Maori performance group Manaia, which is based in London, at the NZ2011 event in Florence.

A NZ2011 event was recently held in Florence on the 19th of November, piggy backing off the Italy vs Australia match.

There is a large rugby following especially in the North of Italy and they are keen to mix business with pleasure when they come down to NZ in 2011.

John Kirwan and Jonah Lomu (*pictured below*) both NZ2011 Rugby World Cup Ambassadors, helped make the event a real success.



Vi auguro un buon Natale ed un felice anno nuovo.

Sono contenta d'essere stata invitata a contribuire alla newsletter sul base regolare.

Distinti saluti

Clare Wilson

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

The Langham Auckland



Barolo restaurant at The Langham Auckland, presents a unique Italian dining experience of traditional Piedmontese food; a mix of lavish, sophisticated cuisine which is elegantly simple, and both rich and subtle. Barolo is a rare experience which will transport you to Piedmont's grand salons while providing an entrée to one of the world's great cuisines.

Barolo's inspiring menus for Christmas Day lunch and dinner and New Year's Eve look wonderful – menus can be viewed on this link -

http://auckland.langhamhotels.co.nz/restaurants/best_restaurants_auckland.htm

Reservations and pre-payment essential – please contact - Julieta Gagna at The Langham Auckland
T: (09) 300 2809 or Email: julieta.gagna@langhamhotels.com

Partnership with Academia Barilla brings Italian passion to Nelson Marlborough Institute of Technology



Pictured here - Elizabeth Latham, Nelson Marlborough Institute of Technology's head of School of Tourism, Hospitality and Wellbeing, right, and Academia Barilla executive director Gianluigi Zenti, watch as first-year cooking student Jean Langbridge prepares food for the celebration of the relationship between NMIT and Academia Barilla.

"We always say it is not enough to exist, you need to communicate that you exist, and find what you stand for and communicate it," Mr Zenti said. "In the end you need to tell the story."

Mr Zenti is an executive director of the Italian food institute Academia Barilla and was in Nelson for the 2nd December official opening of the partnership between Nelson Marlborough Institute of Technology and the academy.

It is the first time the academy has partnered with a foreign institute to provide Italian cuisine training.

Mr Zenti said the partnership resulted from the persistence of NMIT School of Tourism, Hospitality and Wellbeing head Elizabeth Latham who kept in contact with him after meeting him on his first visit to New Zealand last year. "She's the most tenacious person I've ever met."

Under the partnership, NMIT chef James Perry, who was recently certified by the academy after attending a course at the Parma-based academy in Italy, will teach second-year professional cookery students the fundamentals of Italian regional gastronomy. Week-long public courses will be available, which are attracting interest from around the country.

Mr Zenti said an important thing about Italian cuisine was there was not one single cuisine, but it was made up of 20 regions each of which had at least one cuisine.

Each region's food was shaped by its history, landscape and culture.

Southern Italian food had a Middle Eastern/African influence while Northern Italian food was influenced by French culture. Other integral parts were the social aspect of eating together and trademark Italian passion.

"We always say life without passion is useless. Think about living without any passion . . . there is no emotion and food is a very big component to the quality of life."

Mr Zenti said he was impressed with Nelson, which he described as the best in New Zealand.

He was impressed with the food made by artisans he had been introduced to in Nelson, and said they had a passion for their products similar to Italian producers but their story was lacking. "I don't see these producers as being very good at telling us their stories, they just tell us what they do, they don't tell us the story we want to hear."

Mrs Latham said she knew she wanted to work with Mr Zenti when she first heard him speak as he was "espousing values that were very dear to me".

She had always felt that institutes were good at teaching students craft and what was missing was the passion.

"If you are going to be a great chef, you have to be passionate about what's around you and what's accessible to you."

Mrs Latham said she realised that by working with Mr Zenti and the academy NMIT would be able to inject the missing element – the passion – into the courses.

Food and culture were amazingly linked in Italy and because New Zealand had not developed its own food culture enough yet, it needed rich, potent examples to help it.

Mr Zenti said New Zealand and Nelson should also be looking at developing its regional and national food identity, a challenge Mrs Latham and Mr Perry said they were keen to pick up on.

"The goal is in five years to develop a regional food culture for New Zealand," Mrs Latham said.

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Colosseum at Christmas

Intervista: Richard Jones, CEO, Poutama



Richard, Poutama Trust has been in operation for 22 years – can you tell us about the Trust and what you do.

Poutama delivers a range of flexible business development services and solutions to the Maori business sector including; micro-small businesses, entrepreneurs and collectives. Services range from direct investment to assisting with the planning and growth of business activities

As the CEO of Poutama Trust, what is it that most excites you about your role?

The flexibility of the role whereby I am able to work alongside businesses and entrepreneurs to initiate and develop opportunities that assist their business activities

You have a particular focus on international business activities and liaise closely with Maori exporters – tell us about some recent international successes.

Most of our international work has a long term focus. Recent activities include making headway with food & beverage products into China including seafood, wine and meat infusions made up of traditional Maori herbs such as kawakawa, horipito and pikopiko. We are also working on attracting high-end Chinese tourism into New Zealand and direct investment into China

Last year you hosted in New Zealand, Gianluigi Zenti, Executive Director of Academia Barilla, Parma. Can you tell us more about this visit?

I met Gianluigi when I visited Parma in 2008 as part of the FAME programme (Food & Agriculture Marketing Experience) and was able to arrange for him to visit NZ last year to speak at some conferences as well as meet with Maori food producers to share his knowledge and experiences of wrapping tradition, tourism and stories around food. This is very much what Gianluigi did when he introduced the Barilla range of pasta products into the US market. Gianluigi gave presentations in Christchurch, Nelson, Wellington, Taupo and Auckland and got to see NZ food production techniques as well as tasting lots of different foods including hangi and other traditional Maori food styles. I guess the key thing we got out of his visit was around telling a story about food and infusing a whole experience around it.

In Italy, food and culture go together and food is an experience that is best enjoyed when the senses of sight, sound, taste, smell and touch are brought together. Do you think in New Zealand, we are well placed to offer our own unique experience of culture, food and the arts, and what do you see as the opportunities in the future?

As per my earlier comments, this is what we really got out of Gianluigi's visit. I think in some respects and in some places we are moving towards the enjoyment of food as an experience but in other respects still have a very long way to go. Food here in NZ is seen more as a fuel rather than an experience. There is the opportunity though particularly as concerns the export of food and beverages for us to infuse a story into the experience which is what a number of Maori exporters are starting to do e.g. Tohu Wines and chef Charles Royal with his indigenous herbs.

What book have you read recently?

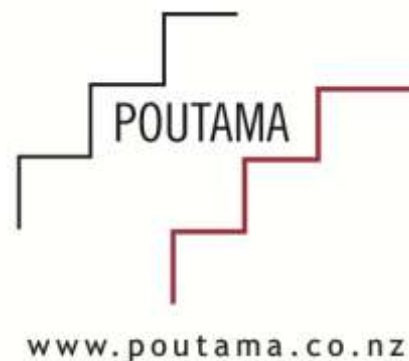
Disaster Capitalism by Naomi Klein where she writes about how the economic theories and policies of Milton Friedman and the Chicago School of Economics have been used to subjugate people and make lots of money

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

My ancestor, Heni Te Pori (Jane Foley) who fought against the British at the battle of Gate Pa, my grand-uncle Pei Te Hurinui Jones who translated Shakespeare's plays including the Merchant of Venice into Maori, so Maori would realize what a great linguist Shakespeare was, and Nelson Mandela for his humility and forgiveness.

What is your favourite New Zealand holiday experience?

Going to the Eastern Bay of Plenty and East Cape where it is still relatively unspoilt, has great beaches and fishing and very laid back people



Intervista: Angelo Tredicucci, Pasta Mia



Angelo, tell us how Pasta Mia evolved.

I was born and brought up in Fano on the Adriatic Coast of Le Marche with my mother and father, brother Marcello and as in all Italian families all the extended family living close by. I learnt the craft of artisan pasta making from my mother and her sister Zia Olgo and we would make fresh pasta every Sunday morning before church. I met my wife Michelle who had been living in Bologna for about 6 years and running her own business there. When her

parents retired from the UK in 1992 to Taupo New Zealand we made the decision to move to Taupo for a few years so she could be closer to them. Here we are still in Taupo 18 years later with 2 sons, Luis 18 and Eros 13 and our business Pasta Mia which we started 16 years ago in 1994. It was quite hard acclimatising to the New Zealand way of life especially as I didn't speak English, but after the birth of Luis we decided that we needed to set up our own business as New Zealand offered so many opportunities. At the time we saw the niche for artisan fresh pasta and after months of research and set up we opened our little 'Pastificio' and started supplying firstly to local chefs in the Taupo district.

And the range of products you are producing now?

We produce a large range of filled frozen pasta eg ravioli, tortelli, pansotti and also fresh long pasta fettuccine, papardelle, tagliatelle, spaghetti and a dry range. Our fresh pasta is made to order for chefs and for top gourmet stores nationwide.

What's the point of difference for your pasta – what is it that makes it taste so good and why is it different from standard supermarket products?

First of all we use only premium ingredients like durum wheat semolina and fresh eggs. Secondly the pasta is crafted by bronze extrusion which gives the pasta a rough surface for the sauce to adhere to and a delicate but firm texture, producing a perfect 'al dente'. Thirdly, we have always avoided processes such as pasteurisation and lamination, therefore keeping the integrity of the product. We make all of our fillings from high quality ingredients and use the best of NZ and imported produce available.

To complement the range of fresh and frozen Pasta Mia products, you introduced in 2008 a range of sauces to complement the pasta products.

From 1997 to 2005 we also had a pasta cafe & shop in Taupo where Michelle developed a range of sauces to complement our pasta. These were from recipes passed down to her from family and friends in Italy. In 2008 we saw the need to produce a range of sauces to sit alongside our product. We introduced three tomato based sauces Chicken Marchigiana, Tomato, bacon & red wine, Beef, Lemon & rosemary which we produce and package ourselves. These are preservative and additive free and also gluten free, we are currently developing a cream based range of sauces to further complement our range.

Where can we buy Pasta Mia Products?

Pasta Mia retail range is available from The Merchant of Taupo, M21 Taupo, Fresh Taupo, Turangi Health Shop Turangi, Vetro Napier, Bellatino Havelock North, Okere Falls Store Rotorua, The Library Store Rotorua, Bel Mondo Tauranga, New World Thorndon Wellington, La Bella Italia Petone Wellington, Moore Wilson Wellington, www.urbanharvest.co.nz, The Merchant of Tirau, Dantes Cambridge, Le Cave Hamilton, Vetro Trading Hamilton, Red Kitchen Te Awamutu, The Deli Remuera Auckland, Essential Deli Mount Eden Auckland, Seafood & More Auckland Fish Market, Nosh Glenn Innes Auckland, Nosh Metro Ponsonby Auckland, Nosh Green Lane Auckland, Nosh Mt Eden Auckland, Nosh Matakana, Bhana Bros Ponsonby Auckland, Piaggios Howick Village Auckland, The Herb and Spice Mill, New Lynn Auckland, Sovrano, Pakuranga Auckland, www.peckishfoods.com and for wholesale enquiries please contact Pasta Mia.

What are the future plans for Pasta Mia?

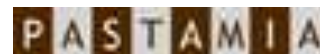
Future plans for Pasta Mia are to continue to be the top artisan pasta makers in NZ and to continue to grow brand awareness. We are also exploring opportunities offshore for export. We would like to promote and work with other artisans to create increased opportunities for us all. We would like to continue to be Italian ambassadors overseas and promote my beautiful culture and everything that it has to offer.

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

I would choose actor and comedian Roberto Benigni because I would love to meet him and we would be sure to laugh all night. Bono from U2 would be joining us because I have always admired him and his music and I'm sure he would be really interesting to meet. Richard Branson would be my third guest as I have just finished reading his autobiography and he inspires me.

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

I play and coach soccer, and enjoy running with my dog Figo. I enjoy spending time with my family and friends and I am on my second year of studying Nutrition through Massey University. I love travelling, especially returning to Italy, as often as I can.



www.pastamia.co.nz

Phone: +64 07 377 6495 Fax: + 64 07 377 6005

Email: pastamia@xtra.co.nz



Employment

From Napoli Italy, Gerardo Morziello, seeks new employment opportunities. Currently based in Nelson, is happy to consider other locations. Vast experience in quality Italian cuisine, running a kitchen with a staff of 10, an interest in seafood and with a great knowledge in traditional bread making, pasta and pizza. Contact Gerardo on email gmorziello@gmail.com

Trade Enquiries

- Italian Company seeking to introduce their bed linen products to New Zealand.
- Australian company, with a range of Italian clothing and accessories, watches, belts interested to find a distribution/commission agent in New Zealand.

Please contact info@iccnz.com for further information.

Trade Fairs

MOTORBIKE EXPO Motorcycle Show
21 January – 23 January 2011 Verona
www.motorbikeexpo.it



SIGEP
International Exhibition for artisan production of ice cream, pastry, confectionery and bakery
23 – 26 January 2011 Rimini
www.sigep.it



VIVA LA CASA
Fair for interior design and products and services for home and wedding
27 – 31 January 2011 Verona
www.vivilacasaweb.it



KLIHAHOUSE
International trade fair for energy efficient construction
27 – 30 January 2011 Bolzano
www.klimahouse.it



CHIBI and CART
International Show for Gifts, Perfumery Products, Costume Jewellery
27 – 30 January 2011 Fiera Milano
www.macef.it



PITTI IMMAGINE FILATE
Preview showing of the yarn collection for the knitting industry
26-28 January 2011 Florence
www.pittimmagine.com



MACEF International HOME SHOW
28 – 31 January 2011 Fiera Milano
www.macef.it



IMMAGINE ITALIA & CO
International trade fair for home textiles and lingerie
04- 06 February 2011 Florence
www.immagineitalia.org



MILANO UNICA
International textile/fabrics fair
15-17 February 2011 Milan
www.milanounica.it



SEATEC

International exhibition – technologies, subcontracting and design for boats, mega yachts and ships
Marina di Carrara 16-18 February 2011
www.sea-tec.it



MIA

International Food SHOW
19-22 February 2011 Rimini
www.miafiera.it



MSE

International Seafood Exhibition
19-22 February 2011 Rimini
www.medseafood.com



MILANO MODA DONNA

23 February – 02 March 2011 Milan
www.cameramoda.com



SAMOTER

28th International Triennial Earth-moving and Building Machinery Exhibition
02 – 06 March 2011 Verona
www.samoter.com



MIFUR – International Fur and Leather Exhibition
06-09 March 2011 Fiera Milano
www.mifur.com



LEGNO & EDILIZIA

International exhibition for the application of wood in the building industry
17 – 20 March 2011 Verona Fiere
www.legnoedilizia.com



VINITALY

International Wine and Spirits Exhibition
7 – 11 April 2011 Verona
www.vinitaly.com



SALONE INTERNAZIONALE DEL MOBILE

International furniture exhibition
12 – 17 April 2011 Fiera Milano
www.cosmit.it



INTERNATIONAL CONFERENCE & EXHIBITION ON ENERGY EFFICIENCY AND SUSTAINABLE ARCHITECTURE

04 – 06 May 2011 Verona Fiere
www.greenbuildingexpo.eu



BIO ENERGY EXPO & SOLAR EXPO

International expo-conference dedicated to biomasses, biogas and biofuel
04 – 06 May 2011 Verona Fiere
www.bioenergyexpo2011.com



Italian Chamber of Commerce in New Zealand Inc.
PO Box 253
Wellington 6140
New Zealand
T: + 64 4 382 9209
E: info@iccnz.com
www.iccnz.com