



ICCNZ celebrates 10 years  
July 2010

## News and Events

### Italian Golf Day



Photos: © Annette Scullion 2010

The first Italian Golf Day was a well attended event at the Hutt Golf Club on 9<sup>th</sup> May 2010. ICCNZ Member, **Continental Car Services** shipped two Maserati's to Wellington for display at the golf event and we take this opportunity to thank them for their sponsorship and participation in the golf tournament.

Plans are underway for the 2011 Italian Golf Day and more information will be distributed in due course.

### Fieldays – 16 to 19 June 2010

ICCNZ once again had a presence at the New Zealand National Agricultural Fielddays at Mystery Creek, in conjunction with the Italian Tourism Board in Australia and the Embassy of Italy in Wellington.

Over the four days, 122,349 visitors from 38 different countries visited Fielddays and Italian technology and products were well represented throughout the Mystery Creek exhibition site including –

AHS Alpe	Dondi	Mecc Alte SpA
Alpego	Fantini	Merlo
Andreoli Engineering	Gamberini	Munters
Aresi SpA	Gaspardo	New Holland
Badalini	Genesi Projects	Nobili
Battioni Pagani	George Fischer	Novatex Italia
Berti	Ghislandi &	Parigi SpA
Bertolini	Ghislandi	Rizzio
Bugatti SpA	Gianni Ferrari	Rovatti
Carraro	Goldoni	Rubinetterie Bresciane
Case	Gri Sport	SAME
Castellari	Hidrosel	Semenzoo
Castelgarden	Irritec & Siplast	Technosine Butese
Kimberio SpA	Lamborghini	Trattori Ferrari
Comet	Tractors	Unigreen
	Landini	Valpadana
	Maschio	

A workshop was also held 'Italy Meets New Zealand – Technology and Know How in Olive and Wine Growing' and our sincere thanks to **John Arthur of Matapiro Olives** for agreeing to present a case study.

The other case study was presented by Donato Scioscioli on behalf of Alessandro and Wilma Laryn of **Cracroft Chase Vineyard**.

### June 2010

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creating inspirational places to live and work

We also take this opportunity to express our thanks to **Matisse** for supplying the stylish Italian furniture and furnishings for the Fielddays Stand. [www.matisse.co.nz](http://www.matisse.co.nz)



ICCNZ Member, John Arthur of Matapiro Olives pictured here with HE Giocchino Trizzino, Ambassador of Italy and First Secretary, Mr Donato Scioscioli

ICCNZ was represented during the event by President Liz Maxwell and Board Member Carol Wisker of Innovative Travel and with representatives from the Embassy of Italy in Wellington, we had a busy few days.

**The 2011 National Agricultural Fielddays will be held 15 – 18 June and the Premier Feature for the 2011 New Zealand National Agricultural Fielddays is 'Breaking Barriers to Productivity'** – to provide solutions to obstacles that stifle productivity in the farming sector and encourages global networking to tackle complications faced not only by New Zealand farmers, but also productivity challenges abroad. The 2011 Premier Feature unveiling was attended by a number of international dignitaries to Fielddays, including Mexico's Minister of Agriculture, Francisco Mayorga Castenada who was accompanied by a 20 strong delegation from Mexico, here to explore New Zealand's renowned pastoral farming practice.



Special thanks must also go to **Beppe Carrozzino of EasyPod Coffee Co.** for supplying the Lavazza BLUE coffee on the Italy stand and events during Fielddays. When Beppe moved to New Zealand, he wanted to bring a piece of Italy with him. He set up EasyPod Coffee Co. and chose the BLUE system (Best Lavazza Ultimate Espresso) for all the right reasons – taste, aroma, freshness and quality, which are all essential to a real Italian espresso. **These coffee machines are ideal for home, office and hospitality – easy to use, no grinder, no mess, large variety of quality coffee blends.** [www.easypod.co.nz](http://www.easypod.co.nz)



## Patricia's Italian for Opera Singers Masterclasses collaboration with Teatro Regio di Parma

Patricia Hurley is thrilled to announce a collaboration between Teatro Regio in Parma, one of Italy's major opera houses, and her Masterclasses for Dame Malvina Major New Zealand Opera Emerging Artists this September at her annual course in Tuscany.

Through the Italian Chamber of Commerce in Wellington, Patricia received an introduction to the general director of Teatro Regio when she visited Parma last year. This has led to Teatro Regio sending their Chief of Vocal Coaches, Elena Rizzo, to give tuition in Italian opera style, diction and interpretation to four young New Zealand singers.

Anna Argyle and Polly Ott, sopranos, Andrew Grenon, tenor, and Hadleigh Adams, bass/baritone will visit Italy for the first time. They will go to Aida and Carmen in Verona and perform in concerts in Tuscany and Rome. Patricia finds scholarships for them to have this unique experience.

Dame Malvina Major, New Zealand's opera diva, will be with the group on holiday so she will get to know about Teatro Regio and the opera scene in Italy. We hope it will lead to further collaborations since it is the first time there has been a direct link to a major Italian opera house.

If you wish to join the tour "Dame Malvina Major and Friends" or if you would like to come to the Concert, please contact [patricia.hurley@xtra.co.nz](mailto:patricia.hurley@xtra.co.nz)

**Concert in the Grand Salone of the Tuscan Villa, followed by aperitivo and dinner, an evening of "New Zealand/Italian Friendship"**  
6pm Friday, 3 September 2010

Accommodation may be available. [www.operatours.co.nz](http://www.operatours.co.nz)

## The Italian Festival New Zealand Sunday, 26<sup>th</sup> September 2010 Westpac Stadium, Wellington



Under the guidance of **Cav. Antonio Cacace of La Bella Italia**, planning for the Italian Festival New Zealand is well underway with an excellent response for exhibitor registrations so far.

**Some exhibition space is still available and if you are interested to exhibit at the festival, contact [events@labellaitalia.co.nz](mailto:events@labellaitalia.co.nz) for more information or download an exhibition form at [www.theitalianfestivalnewzealand.com](http://www.theitalianfestivalnewzealand.com).**

## NZ Film Lawyer Honoured By Shanghai International Film Festival

On 14<sup>th</sup> June 2010, **ICCNZ Vice President, Michael Stephens**, a leading New Zealand film and entertainment lawyer and founder of Wellington law firm Stephens Lawyers, has been appointed as New Zealand's International Delegate of the Shanghai International Film Festival by the Organising Committee of the Shanghai International Film Festival.

The appointment for a two-year term, acknowledges Michael's support and long association with the Chinese film industry and that country's leading Film Festival.

Michael, in accepting the appointment, said, "While this is a honour personally, it also is a great acknowledgement of the growing reputation of the New Zealand film industry overseas, and in Asia in particular which is of increasing importance to us."

The Shanghai International Film Festival (SIFF) is one of the largest film festivals in Asia. First held in 1993, the SIFF was held biennially until 2001 and now runs annually. This year's festival runs from 12 – 20 June and over 200,000 people are expected to attend this year's SIFF, which will screen around 250 films over the nine day festival.

New Zealand films have been well received at past Festivals, including winning the SIFF Jin Jue ("Golden Chalice") highest awards. The New Zealand films included in this year's SIFF Official Selection are:

HOME BY CHRISTMAS Directed by Gaylene Preston  
THE VINTNER'S LUCK Directed by Niki Caro  
I'M NOT HARRY JENSON Directed by James Marshall Napier

"These films are first class examples of the great diversity of quality independent New Zealand films, and all the filmmakers involved are to be congratulated for this great international recognition of their craft," said Michael.

### About Michael Stephens:

Michael Stephens is a leading New Zealand film and entertainment Lawyer. Michael has been closely involved in the development of New Zealand's film production and digital entertainment industry for over 15 years.



He is the founding principal of Stephens Lawyers and has a personal and professional interest in the future of East/West co-productions, and funding for film, animation and other digital content projects.

Michael's current interests include acting as a director of a number of New Zealand film and digital entertainment companies, and as the chairman of the New Zealand Institute of Screen Innovation, the Asia Pacific Film Fund and the Korean Cinerama Trust New Zealand. He is also an honorary adviser to the New Zealand/China Film Festivals.

Some of the recently completed New Zealand film and media projects Michael has assisted with include I'm not Harry Jenson, District 9, Aftershock, Last of the Living and When Night Falls.

## The New Zealand Europe Business Council Inc. Annual General Meeting held 24<sup>th</sup> June 2010 in Auckland

Incorporated in 2005, with the primary objective to promote the establishment of closer economic cooperation between New Zealand and Europe, the NZEBC acts as an umbrella organisation bringing together the many and varied interests of those involved in the major New Zealand - Europe bi-lateral trade. The NZEBC Presidents Report can be viewed on the following link [http://www.eu.org.nz/nzebc\\_agm.asp](http://www.eu.org.nz/nzebc_agm.asp) and ICCNZ is represented on the NZEBC Committee.

## Intervista: Sandy Rich, Alpine Furs



### Sandy, tell us about yourself

*I came to NZ 20 years ago from the United States after meeting my husband there. Since I had never been on a farm, my culture shock was enormous needless to say. I have a daughter, Nicolle, who lives in Wellington and works as an events producer at TePapa.*

### And your company Alpine Furs – how did you get into the business of brushtail furs?

*My husband's daughter asked him to shoot some possum and have a rug made. How naïve we were.*

### Alpine Fur throws are in the Sofitel Queenstown hotel rooms – tell us about some other business highlights.

*We have featured in Trends Magazine; did Air New Zealand Fashion Week for 3 years running. We have sold to England, Italy, China, Russia, Australia and the USA.*

### And your future plans – off-shore market expansion?

*We are seriously looking at exporting and fostering ongoing working relationships with those countries interested in our product.*

### Do you have a favourite holiday destination?

*Las Vegas*

### If you were having a dinner party and could invite three well known people, who would they be and why?

*Nelson Mandela because he stands for freedom no matter who you may be. Sigmund Freud because he had an unusual outlook on why we do what we do. Margaret Mead because she was an amazing anthropologist with amazing ideas albeit incorrect, but she would be very interesting to put into a group of people who believe as they do.*

### What's the last book you read?

*Oprah*

### Favourite Quote

*Take me as I am.*

Sandy is based in Waverley (Taranaki) and is an ICCNZ Board Member.

[www.alpinefurs.com](http://www.alpinefurs.com)



## Intervista: John Arthur, Matapiro Olives



### John tell us about yourself

*I am 52 years old, married with three adult children. I originally qualified as an accountant, worked in that field for a number of years, first of all in the field of public practice then in corporate. In the early 1990's I became involved in the supermarket industry and subsequently purchased a New World supermarket which I operated until I sold it in May 2007.*

*In May of 2006 I developed a small olive grove of 800 trees which was in the first instance meant to become a boutique grove selling EVOO to local restaurants and delis. It quickly became clear that although 800 trees would produce fruit and hence oil, it would not be an economic unit.*

### And your company

*Matapiro Olives at Crownthorpe, Hawkes Bay was planted in 1999 by the Parker Family. The grove consists of 72 hectares and at present 18000 producing trees with a maximum potential for about 20,500. I actually retired in 2007 and quickly became bored. One day trolling thru "Trade Me – Properties" I came across the Matapiro grove. After 7 months of negotiations the family purchased the property, brands, plant and stock. We have set about changing the face of Matapiro, the brand images, the grove, and how we operate. The cost structure associated with operating the grove were too high, as they are in virtually all olive groves in NZ, so we have implemented changes that have reduced labour and outside contractor requirements. It is our aim to become NZ's lowest cost producer of extra virgin olive oil, while maintaining our position as New Zealand's most awarded olive grove at the Olive New Zealand annual awards.*

*My purchase of Matapiro was on the basis of a commercial horticultural activity, one that would stand on its feet financially. To meet that requirement further monies have been spent on ensuring that the future cost structure of Matapiro is low by New Zealand standards. Further Matapiro is at stage where its Food Safety programme will be audited and finalised by Christmas 2009. To meet future requirements at Matapiro, I am presently investigating the economics of an olive oil processing line being installed on the grove.*

### You grow a number of varieties

*Matapiro grows the following varieties: Frantoio, Leccino, Pendolino, Picual, Barnea, Manzanella, Koroneiki, Picholine and Coralea. The oils from these are all certified as extra virgin (both chemically and sensory). We would not sell any oil that is not certified. Our aim with the trees is to manage them on a sustainable basis with inputs into the soil matching the quantity of nutrients in the fruit taken off for pressing. Together with that, chemical fertilizers are being avoided as are pesticides where ever possible. We are not moving to an organic system but to a system where unnecessary inputs are avoided. The trees are at full height and all pruning is done to maintain tree shape (for ease of harvesting) and fruit yield.*

*We only enter the Olive New Zealand awards held in October of each year as we see that as NZ's premier show and all the judges have been trained in the taste profiles of olive oils. At the last awards (2009) Matapiro entered 8 oils and received 5 silver, 3 Gold and 2 Best in Class.*

*Due to climatic conditions New Zealand oils in general are more fruity and fresh. This characteristic NZ is using as it develops markets. NZ is too small to become a commodity player.*

**Do you have a favourite holiday destination?**

*The south western shores of Lake Taupo.*

**If you were having a dinner party and could invite three people for dinner, who would they be and why?**

*Well it would be three friends or close associates; we could all let our guard down and not try to impress each other.*

**What are you reading presently?**

*Almost all the books I presently read are non-fiction. The one I am reading at present is "Science in Agriculture – Advanced methods for sustainable farming". It is heavy going but if you want to learn and improve you need to do the hard yards.*

**Favourite Quote**

*This may be not what you are expecting .... "Any funeral is a good funeral, if you can walk away from it"*



[www.matapiro-olives.com](http://www.matapiro-olives.com)



**Olives New Zealand**



Although the oldest commercial plantings are only in their second decade the industry has already gained a reputation for producing some of the world's finest quality Extra Virgin Olive Oils (EVOO) with unique aromas and flavour.

Production volumes are now rapidly increasing and with Olives New Zealand emphasis on quality assurance, olive growers, processors and marketers are seeking to maintain that enviable reputation.

[www.olivesnz.org.nz](http://www.olivesnz.org.nz)

**Intervista: Hayden Paddon,  
Pirelli Star Driver Scholarship Winner**



**Hayden, tell us about yourself - how did you get into rally sport and some of your recent achievements.**

*Motorsport I guess you could say it is in the blood. My father, Chris, was rallying before I was born so it is something that I have been brought up around. It's the only way of life I know and I wouldn't want to change it at all. I started driving in go-karts at the age of 6 and started driving my first car in competition at the age of 13 (competing in paddock time trails). Up until now we have run our own team based out of a backyard workshop in the South Island of New Zealand, and as a small team we have achieved a lot against much bigger teams. Of recent we have won the New Zealand Rally Championship for the past two seasons, the youngest to ever do so at the age of 21 when we won it in the first year. Also winning the Pirelli Star Driver at Rally Australia last year was massive as it gives us a fully funded drive in 6 rounds of this year's World Rally Championship which is a once in a lifetime opportunity and a dream come true. So far in 2010 we have won the Production World Championship round here in New Zealand of which we have 5 more rounds this year to make up the rest of the championship. My ultimate goal is to become a World Rally Champion, something I believe I can do with a lot of hard work and support.*

**Your victory at the 2009 Rally Whangarei gave you and the team qualification for the Pirelli Star Driver Final at WRC Rally of Australia. Aside from the driving, you were also judged and analysed in other areas.**

*Yes rallying is not just about the driving. Currently I work part time so that I can live, but if I was not working, rallying would be a fulltime job, which is ultimately what I am aiming for. A lot of work goes into car preparation, sponsor and partner interaction, PR activities, training and of course homework from previous events to keep learning and progressing. The sport is also very physically demanding, with 1 event taking the duration of a week by the time you factor in recce (when we write our pace notes), shakedown, media activities and of course the three days of the actual event. Temperatures in the cockpit reaches 40-50 degrees which when clothed in 3 layers of protective clothing is very hot. This is when fatigue kicks in, and recent studies have shown that the average heart rate of a driver in a rally from 6am to 6pm is 120-140bpm. That is equivalent of jogging for 12 hours, 3 days in a row!*

The 2010 Pirelli Star Driver (PSD) program is an initiative set up in 2009 by Ralliart Italy [www.ralliart.it](http://www.ralliart.it) in conjunction with Pirelli and FIA. The scholarship entitles the recipient to a fully funded drive in six rounds of the 2010 World Rally Championship including Turkey, Portugal, Finland, Germany, France and GB with the same car.



## You had some other highlights in 2009

2009 was a dream year for our team. Our whole team, from our mechanics, co-driver John and management put in a lot of work and all in their own time, and when we do achieve what we set out to do, it is a great sense of accomplishment. We won 5 of the 6 rounds in the New Zealand Championship, and the Rally NZ \$50,000 scholarship we won for this year over and above the Pirelli Scholarship has allowed us to add Japan to our campaign this year which gives us our full 6 rounds of the PWRC. 2009 was great, but I hope there will be even better years to come, but it has certainly opened up another chapter in my career.



## What make and model car are you driving during the 2010 World Rally Championship?

Here in New Zealand we drive a Mitsubishi Evo9, as we have done for the past two seasons. In the World Rally Championship we drive a Raliart Italy prepared and run Mitsubishi Evo10 which is supplied as part of the Pirelli Scholarship.

## You went to the Pirelli Star Driver Team Camp in Pisa – tell us a bit about that experience.

Yes we spent 4 days in Italy, meeting the team for the first time and testing the cars. We were based up in the hills of Tuscany the whole time and it was absolutely beautiful. I must admit that some parts were similar to the countryside you find in New Zealand. Our time there was brief, but hopefully we will get back there this year again. We did have a few hours before we flew out to roam the streets of Pisa to see the Leaning Tower of Pisa.

## And so far this year you've competed in your first PSD event the Rally of Turkey in April and then in May the Rally of Portugal with some great results.

Both events have had their up's and down's. Luckily both events did not count towards our Production World Rally Championship so it gave us a chance to get some more miles in what is still a relatively new car for us. We set some good stage times, but also had a few problems which cost a lot of time. Nevertheless they were a very good learning experience and the lessons learnt will serve us well in the second part of the year. In the Pirelli Star Driver team, there are five drivers from all around the world. One of which is already been labelled as a future World Champion, Ott Tanak from Estonia, and having him in our team gives us a new benchmark and someone for others to compare us too. In both Turkey and Portugal we were matching and beating his times which is encouraging especially considering that we are still learning the team and car and not yet pushing 100%. I am really looking forward to our next event in Finland, which is one of the iconic events of the World Rally Championship.

## A few quick-fire questions –

**Favourite Film** – The World's Fastest Indian

**Idols** – Colin McRae

**Favourite Bands** – Coldplay, Opshop, Foo Fighters

**Favourite Rally Stage** – Cassidy, Rally of New Zealand

**Good Luck Charm** – Believe that you make your own luck

**Favourite Quote** – To finish first – first you must finish



Team Green has some very loyal and supportive sponsors and we understand that opportunities exist to create new partnerships with businesses in New Zealand and around the world.

Sponsorship with Hayden Paddon and Team Green is an investment that is valued in the highest regard, while being involved with this exciting young driver. Share the adventure with the team and reap the commercial benefits of extensive national and worldwide exposure as Hayden chases his dream of becoming a World Rally Champion. Also available are shareholding opportunities.

If you would like to be kept up to date with Hayden's progress you can sign up to the Team Green Supporters club for free on their website [www.haydenpaddon.com](http://www.haydenpaddon.com) and receive live email updates prior, during and after each event. Email: [hayden@paddonrallysport.co.nz](mailto:hayden@paddonrallysport.co.nz)

## New Members

We welcome the following new members:

### Espresso Imports – La Pavoni

E: [sales@lapavoni.co.nz](mailto:sales@lapavoni.co.nz)

T: 09 376 6779

[www.lapavoni.co.nz](http://www.lapavoni.co.nz)

La Pavoni, La Piccola, Italian Coffee, ESE Coffee Pods

### Hyknusa Limited

E: [letiziacolumbano@hyknusa.com](mailto:letiziacolumbano@hyknusa.com)

T: 04 971 4578

[www.hyknusa.com](http://www.hyknusa.com)

International Trade Consultant and exclusive agent for several Italian companies (enogastronomic products/jewellery/seeds)

### MAPI Limited

E: [giugazz1@tin.it](mailto:giugazz1@tin.it)

T: 03 337 1920

Import of Italian products mainly Piedmontes Wines  
Stock Market and Derivatives Financial Products Trading

### Pasticceria Mariuccia

E: [giovermac@hotmail.com](mailto:giovermac@hotmail.com)

[www.pasticceriamariuccia.it](http://www.pasticceriamariuccia.it)

Panforte Bianco e Nero di Montalcino, Amaretti di Mariuccia, Ricciarelli di Mariuccia, Cantucci di Montalcino, Cavallucci

## Trade Enquiries

- Italian Company seeking to introduce their bed linen products to New Zealand.
- Italian Company in the wind/renewable energies sector seeking collaboration with New Zealand Company and/or investors.

Please contact [info@iccnz.com](mailto:info@iccnz.com) for further information.

## Trade Fairs

### MACEF

International Home Show  
09-12 September 2010  
Fiera Milano  
[www.macef.it](http://www.macef.it)



### Abitare Il Tempo

16-20 September 2010  
International Exhibition of furniture, furnishing and interior design  
Veronafiere  
[www.abitareiltempo.com](http://www.abitareiltempo.com)

ABITARE IL TEMPO



### Marmomacc

International Exhibition of Stone, Design and Technology  
29 September – 02 October 2010  
Veronafiere  
[www.marmomacc.com](http://www.marmomacc.com)

### Mercato Del Mare – Sailing Show

2-10 October 2010  
Trieste  
<http://www.fiera.trieste.it>



### International Home Automation and Building Technologies Exhibition

12-12 October 2010  
Veronafiere  
[www.expoh.eu](http://www.expoh.eu)



### Triestespresso Expo

Biennial B2B exhibition for coffee industry in Italy  
28 – 30 October 2010  
Trieste  
[www.treistespresso.it](http://www.treistespresso.it)



### EICMA MOTO e BICI

International Motorcycle and Bicycle Exhibition  
02-07 November 2010  
Fiera Milano  
[www.eicma.it](http://www.eicma.it)



### Fieracavalli

International Horse Festival  
04-07 November 2010  
Veronafiere  
[www.fieracavalli.com](http://www.fieracavalli.com)



### EIMA International Exhibition of Agricultural Machinery Manufacturers

10 – 14 November 2010  
Bologna Fiere  
[www.eima.it](http://www.eima.it)

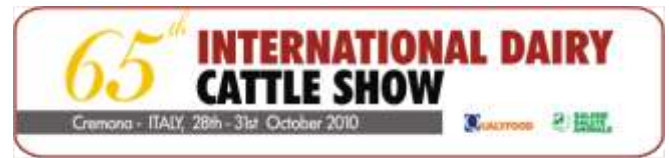


### MOTOR SHOW

International Automobile Exhibition  
4-12 December 2010  
Bologna  
[www.motorshow.it](http://www.motorshow.it)

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## Trade Exhibition Focus



The 65<sup>th</sup> International Dairy Cattle Show will be held in Cremona from 28 – 31 October 2010 in conjunction with All-European Championship Holstein and Red Holstein and ITALPIG – Italian Pig Breeding Show.

### WHY IN CREMONA

Cremona is in the centre of the major dairy and cheese making area in Italy. The Padana Plain produces about 40% of the total national milk supply and the milk is excellent, not only in terms of quality but also of hygiene and safety controls. For these reasons, Cremona provides the perfect setting for the most important Show worldwide in dairy zootechnics. The experience and know-how of companies and research centres along with the aim of remaining competitive have turned Cremona and the International Dairy Cattle Show into powerful engines for economic growth.



### THE REFERENCE SHOW FOR THE ITALIAN AND INTERNATIONAL DAIRY AND CHEESE-MAKING INDUSTRY

The International Dairy Cattle Show is among the first three exhibitions worldwide for the dairy and cheese-making industry. The display of innovative equipment, technologies and services and a programme of conferences and seminars providing the most up-to-date market information and technical and scientific upgrading are the reasons of its success. The Show is a fundamental working tool for dairy professionals and is experiencing a constant growth in the number of visitors and exhibitors, especially those coming from abroad.



This show welcomes an increasing number of international professional visitors. The 2009 show had 68,327 visitors, 847 exhibitors, 500 animals on display, 150 breeders and 29 conferences and workshops.

### Exhibitor Sectors

- Dairy Cattle Products and Equipment
- Breeding Products and Equipment
- Genetics for Artificial Insemination
- Soil Working, Harvesting and Storage Equipment
- Seeding and Fertilising Products
- Products, Services and Equipment for organic agriculture
- Products for Veterinarians
- Products and Services for Food Chain Hygiene and Safety
- Products and Services for the Feed Industry
- Certification Bodies
- Organisations for the Protection of Typical Food
- Livestock shows and competitions
- Associations, professional bodies and research centres

For exhibitor and visitor information contact [info@iccnz.com](mailto:info@iccnz.com)