

From the President

I am pleased to send you the latest edition of the ICCNZ newsletter.

September was a busy month with the 'Natura' exhibition in conjunction with Club Garibaldi, CRIM and Regione Siciliana and the opening of the 17th Italian Film Festival. It was marvellous to see so many of our members and their guests at the exhibition preview and also at the Opening Night of the Italian Film Festival in Auckland.

Thank you to the members who have sent through editorial contributions for this edition of Opportunità which are always very welcome.

Liz Maxwell
President

Ferrari celebrates its greatest designer – Sergio Pininfarina



The Museo Ferrari has created a special exhibition to celebrate Sergio Pininfarina, the supercar maker's great car designer, who died earlier this year with some of the designer's greatest creations.

The exhibition was opened on 26 October by Ferrari President, Luca di Montezemolo, Ferrari founder Enzo Ferrari's son, Piero Ferrari, and the Pininfarina family. The display will enable visitors to get to know the most beautiful Ferraris designed by the famous studio in Turin over 60 years in collaboration with the Prancing Horse, will play homage to an exceptional man, who knew how to develop cars with dedication and coherence.

The exhibition is shown in three halls. Each of them is dedicated to a special topic, to show how Pininfarina knew how to transform the Ferrari motorsport DNA. The first hall is dedicated to Pininfarina and the races. Some of the most stunning cars from motorsport history can be seen here:

October 2012

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- Peloro Poseidon Srl

Newsletter can also be viewed online www.iccnz.com

a 250 LM, the last overall winner of the 24 Hours of Le Mans, the 250 SWB, Stirling Moss drove to win the Touring Trophy, and the experimental Formula 1 Sigma, suggested by Pininfarina in the 1960s, which will be presented next to today's F1 Ferrari.

The second hall - Pininfarina and the concept cars – presents some experimental models planned by the studio from Turin, such as the Modulo, the P6 and the extraordinary Pinin, a unique experiment of a Ferrari with 4 doors. Last but not least the third hall, where the most important creations of road cars will be shown: Pininfarina and the Gran Turismo Cars.

The 11 cars presented are divided into categories of origin: the famous Berlinettas with front engines, followed by those with mid-rear engines – including the BB prototype – and the creative evolution of the present.

Amongst the exhibition pieces there is a previously undisclosed video interview with Sergio Pininfarina, who talks about his relationship with Enzo Ferrari and Luca di Montezemolo. On an enormous wall all Ferraris ever created by Pininfarina from 1952 until today will be shown together with previously undisclosed material from the family's personal collection and the company in Cambiano.

The exhibition's scientific committee is headed Lorenzo Ramaciotti and includes Luca di Montezemolo and Piero Ferrari as well as Paolo Pininfarina, Lorenza Pininfarina, Antonio Ghini and Christos Vlahos.



The exhibition will be open to the public from Monday to Sunday from 9:30 am to 6 pm, from Saturday, 27 October 2012 to Monday, 7 January 2013 (except 25 December 2012 and 1 January 2013). Tickets can be booked online via the website www.museoferrari.com. Guided tours can be booked by writing to museo@ferrari.com. The Museo offers the possibility to organise evenings for private gatherings and companies.

EAI delivers its 1000th Ferrari

If you think you are seeing more Ferraris on Australian and New Zealand roads, it's true because European Automotive Imports (EAI) is celebrating its seventh anniversary this month as the Australian and New Zealand Ferrari importer with the delivery of its 1000th Ferrari, a Ferrari 458 Spider, into the local market.

"One thousand Ferraris is a lot of thoroughbred Italian supercars," says Kevin Wall, General Manager of Ferrari in Australia and New Zealand. "But to put into perspective what EAI has achieved in the past seven years, this year is also the 60th anniversary of Ferrari entering the Australian car market and the total number of Ferraris here is now a little over 2500, so in the last seven years EAI has nearly doubled the number of Ferraris on our roads!"

EAI took over the distribution of Ferrari in Australia and New Zealand seven years ago with a commitment to significantly lift the level of customer service. It has delivered new multi-million dollar Ferrari dealerships in Sydney, Melbourne, Brisbane and Perth, along with a major upgrade of the Auckland dealer.

At the same time Ferrari has broadened its range and clearly made each of its models the market sector benchmark. The Ferrari 599 GTB, for example, has during this period become the best-selling V12 Ferrari sold in Australia and New Zealand, while the California, with 70 percent of its owners choosing a Ferrari for the first time, has brought more new clients to the house of the Prancing Horse than any other model.

"Australia and New Zealand, as the 60th anniversary indicates, were amongst the very first markets outside Italy to recognize the extraordinary abilities offered by Ferrari and to start importing its cars," says Kevin Wall. "The delivery of the 1000th Ferrari in seven years shows that this desire to own a Ferrari is stronger than ever and that EAI is making it a reality for more lucky Australians and New Zealanders than ever before."



Bank Vaults turned into Art Museum

Italy's biggest retail bank has turned its historic headquarters in Milan's central La Scala square into a majestic modern art museum displaying Italian post-war works.

Around 200 works of art, all from IntesaSanpaolo's huge art collection are on display this week. Palazzo Beltrami, a superb Milanese building which blends Neoclassical style with eclectic features, was built in 1911 as a prestigious new head office for Banca Commerciale Italiana and now part of domestic bank IntesaSanpaolo.

The bank's restored vaults will be turned into exhibit halls, hosting a rotating selection of paintings and sculptures and the main bank hall is the key museum hall. Architects have left portions of the original cash counters and are an integral part of the exhibition space.

Affordable Art Fair – Rome

On Friday 26th October, Rome's first 'Affordable Art Fair' opened and crowds packed the event to browse works from over 50 galleries, all of them by living artists and for sale prices between €100 and €5,000.

Held in an abandoned 19th century abattoir 26-28 October, in the trendy Testaccio district, most of the art display was by Italian artists, but also included pieces by well-known overseas artists.

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

I always enjoy writing an update for the Italian Chamber of Commerce in NZ – it makes me feel reconnected to New Zealand.

In July the NZ Embassy in Rome organised a wonderful concert of NZ Chamber Soloists with Luca Manghi and David Kelly. This was a wonderful evening and reminded me how lucky we are to have someone as talented as Luca living in NZ. From late September New Zealand businesses return back to market with the European summer behind them.

Earlier this month NZTE and the NZ Embassy in Rome hosted an event for Fisher & Paykel Healthcare to celebrate 10 years in the Italian market. The company's France-based General Manager, Patrick McSweeney and the Italian Manager, Luciano Simili hosted 45 key distributors at the event which kicked off a two day seminar for Fisher & Paykel Healthcare's distributors.

Easiyo recently celebrated two years in the Italian market. Easiyo is QVC Italy's (the home shopping TV channel) second most successful product. This has been a marvellous story and fantastic for NZ having branded product in Italian homes. Easiyo holds the record for the most EUROS spent by customers over an hour period. This has earned them a place in QVC's Wall of Fame.

The Euro crisis continues to be felt in Italy even if I am still positive about the opportunities in this market. We are definitely seeing more hesitancy here – businesses are slower to make decisions and payment terms are being pushed out. Given this approach NZ businesses need to be more prepared than ever when they engage with Italian businesses. Having key data, technical information (if appropriate), USP and competitor analysis on hand and preferably in Italian is important. Italian businesses are being cautious so it is imperative that we tell the benefit story in a clear and compelling way.

One of New Zealand Merino's customers in Italy, REDA, produced a wonderful documentary on the NZ Merino journey, in conjunction with Mela Verde. REDA purchases NZ merino and produces some of the finest woven fabric for top design houses such as Hugh Boss and Armani. They have more recently launched their own active wear clothing range called Rewoolution. REDA also own three high country sheep stations in NZ. The two episode documentary was shown on Channel 5 in October and was very well received. It told a great story giving increased visibility to NZ merino and NZ as a tourist destination.

We are already fielding a number of calls about the launch of the much anticipated Hobbit movie. The All Blacks play Italy in Rome on the 17th of November at the Olympic Stadium so that will be another exciting event and a great opportunity for business networking.

Tanti saluti

Clare Wilson

New Members

We welcome

Capo Marketing Limited

Business development and marketing services

www.capomarketing.com

Carrello del Gelato

Delicious authentic Italian Gelato made using only the best and freshest New Zealand and imported ingredients.

www.nzgelato.co.nz

EDENZ Colleges

New Zealand language school, University business school, Film and TESOL. www.edenz.ac.nz

Enrico Orlandi – Civil Engineering

Civil Engineering Company with 20-years experience and specializes in architectural and structural planning, work direction, security, company quality and production of engineered items. Specialist in timber frame passive buildings. www.ingegneriaorlandi.it

Limoncello Sovrano

Award winning Limoncello made in Kerikeri, prepared to an age old recipe. Double Gold awarded at the San Francisco World Spirits Competition 2012. www.limoncello.co.nz

Mediterranean Shipping Company

Shipping Agency engaged in Worldwide Container Transport www.msnewzealand.com

Peloro Poseidon Srl

Food import/export company

Company profiles will be featured in the next publication.

Members may locate more information and contact details through the Members Log-In area on the ICCNZ website.



A Touch of Italy Ltd

Importers of Quality Italian Wine & Food

Special offer for ICCNZ Members

Duca di Castelmonte Cavallina Nero D'Avola 2010 - Syrah

ICCNZ Member price \$12.50 incl. per bottle (RRP \$18.00)

Duca di Castelmonte Cent'are Nero D'Avola 2009

ICCNZ Member price \$16.00 incl. per bottle (RRP \$23.00)

Joelle Thomson writes of the Cent'are Nero d'Avola :

"Here's a wine that shows Sicily is home turf to one of the world's great unknown red grapes – the venerable Nero d'avola, which finds a silky smooth expression in this black cherry, spicy, full bodied red; its makers at Duca di Castelmonte (owned by Marsala wine giant, Pellegrino) marry subtle oak with ripe black grapey flavours, It's an absolute bargain for a top tasting red."



And of the Cavallina Nero d'Avola Syrah:

"This is a wine that deserves as much airtime as it can get, due to its soft sensuous taste and lively fruit flavours which come from its blend of Sicily's Nero d'Avola grape with spicy Syrah."



To order these wines, simply email: sales@touchofitaly.co.nz or phone 09 273 3701 to discuss delivery options and payment details. Please quote 'ICCNZ Newsletter Offer'. There is no minimum order, deliveries to anywhere in New Zealand, courier charges are additional and will vary depending on location. This promotion ends 20 December 2012 or while stocks last.

"Eatily" is a no cost service provided by A Touch Of Italy Limited to companies who wish to promote their Italian products or services. The main aim of it is to help New Zealanders find their favourite Italian item, restaurant etc. A Touch of Italy plan to expand the website and content to provide more information, recipes etc. .

www.eatily.co.nz

Upcoming Fairs & Exhibitions in Italy

International Motorcycle Exhibition

13-18 November 2012

Fiera Milano

www.eicma.it



ESPOSIZIONE
INTERNAZIONALE
DEL MOTOCICLO

International Home Show

26-29 January 2013

Fiera Milano

www.macef.it



Future Build

7 – 10 February 2013

Fiere di Parma

www.futurebuild.it



BioEnergy – Biomass and Renewables

28 February to 2 March 2012

CremonaFiere

www.cremonafiere.it



The 17th Italian Film Festival 2012 New Zealand

This marvellous festival continues throughout November in the following locations.

Dunedin – Rialto Cinemas

Until November 7

Nelson – Suter Theatre

October 31 – November 14

Hawke's Bay – Cinema Gold

November 8 – 21

Tauranga – Rialto Cinemas

November 14 – 28

Hamilton – Lido Cinemas

November 15 – 28

The 2012 Festival has a fantastic line-up of films and film selection and screening times can be found on cinema websites or <http://italianfilmfestival.co.nz>



Readers of 'Condé Nast Traveller' voted Italy 'Favourite Country' in the luxury magazine's prestigious awards

At the awards ceremony held in September, Italy won the award for 'Favourite Country', beating many other European and worldwide destinations. The runner-ups were France, the US and Spain.

According to 'Condé Nast Traveller' the reasons Italy won a place in readers' affections are because "it has the best climate of any country in the world, and also the finest restaurants and the friendliest people". Voters also felt Italy "deserves top marks for culture."

Sicily was voted 'Favourite Island', beating exotic destinations such as Bali, the Maldives, as well as the Greek and Spanish Islands. The magazine said that Sicily scored "well across the board as a good all-rounder, and is very popular for its restaurants and hospitality."

There were strong showings from Rome and Florence, which took fifth and sixth place respectively in the category 'Favourite Overseas Cities'.

ICCNZ 2012 Sponsor

