





***ITALIAN-SOUTH AFRICAN CHAMBER OF TRADE AND  
INDUSTRIES WITH FNB PRESENTS THE  
BUSINESS EXCELLENCE AWARDS 2011***



*Dear Member/Supporter,  
We have pleasure in enclosing invitations  
to the Italian - South African Chamber  
of Trade and Industries & FNB Business  
Awards 2011 and Gala Dinner to  
be held on Thursday, 20th October 2011,  
at 18h30 for 19h00 at:  
The Wanderer's Club  
21 North Street  
Illovo, Johannesburg*



***Nomination forms may be obtained from the Chamber.  
Tel: +27(0)11 726 5932 Fax: +27(0)11 726 8567  
e-mail: [info@italcham.co.za](mailto:info@italcham.co.za)***



## *INDIVIDUAL RESERVATIONS AND TABLES*

May we draw your attention to the four packages available for the participation to this prestigious event.

### *Individual Reservation*

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Price for a single guest R 1500,00

### *Table of Ten*

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It includes company name and logo prominently displayed in the centre of the table

Furthest from the stage	R11 000,00
Centre back	R12 000,00
Centre front	R13 000,00
Close to the stage and alongside VIP tables	R15 000,00

All prices quoted do NOT include 14% VAT

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**RSVP:** By 30th September in writing to:  
info@italcham.co.za or  
call 011 726 5932 or  
fax 011 726 8567

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**Dress Code:** Black Tie / Traditional



**ItalCham**  
South Africa

[www.italcham.co.za](http://www.italcham.co.za)

# SPONSORSHIP PACKAGES AND BENEFITS

## SPONSORSHIP PACKAGES AVAILABLE (TABLE NOT INCLUDED)

OFFICIAL SPONSOR (max 1)	GOLD SPONSOR - R100 000,00 (max 2)	SILVER SPONSOR - R30 000,00 (max 5)	BRONZE SPONSOR - R12 000,00
<b>TAKEN</b>	Delegates pack with your branded gift for the delegates (to be authorised by the organisation)		
	5 seats at the gala dinner		
	Commercial video (30" max) to be displayed on the mega screens once with audio (and without audio during the evening, minimum 5 times)		
	ItalCham patron membership for 1 year		
	1 page on the Gala evening's program	half page on the Gala evening's program	logo on the Gala evening's program
	logo on official communications and publications	logo on official communications and publications	logo on selected communication and publication
	4 full colour pullup banners in strategic points during the evening	2 full colour pullup banners in strategic points during the evening	1 full colour pullup banner displayed in the venue
	rotating logo on screens during the ceremony	rotating logo on screens during the ceremony	rotating logo on screens during the ceremony
	3x3 stand at the entrance	3x3 stand at the entrance	

**ALL PRICES  
EXCLUDE VAT**

**AN IMPORTANT OPPORTUNITY FOR YOUR BRAND TO BE EXPOSED TO 400 EXCLUSIVE TOP GUESTS.**

**SPECIAL SPONSORSHIP PACKAGES ARE AVAILABLE, CONTACT US TO FIND OUT MORE.**

Italian-South African Chamber of Trade and Industries

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## CHARITY RAFFLE

**1000 TICKETS ARE AVAILABLE AT R500 FOR A CHANCE TO WIN A**

*Giulietta*  
**and other fantastic prizes**



**This fundraising event is being held  
for the benefit of Little Eden.**

*Vehicle shown for illustrative purposes only.  
Giulietta 1.4TBI Progression*



*When booking your table, please also indicate if you wish us to  
invoice you for a certain amount of raffle tickets.*





## MARCHIO OSPITALITA' ITALIANA AWARDS

The first Award Ceremony of the "Italian Hospitality, Italian Restaurants in the World" project took place on the 27<sup>th</sup> of July 2011 at the up market Southern Sun Hyde Park Hotel in Sandton.

The successful event, organized by the staff of Italian Chamber, was attended by several guests and many media.

The Ceremony was presided over by H.E. Elio Menzione, the Italian Ambassador to South Africa. His Excellency has, since its inception, enthusiastically supported this event which is aimed at protecting the "Made in Italy" from mediocre imitations.

In addition, he underlined the significance of promoting the excellence of Italian food and cuisine for both Italian history and culture. Furthermore, His Excellency spoke about the criteria of the MOI project as the new "*TEN ITALIAN COMMANDMENTS*" for the Italian way of restaurant industry.

After a thorough assessment by the Committee based in Rome, the three restaurants selected to receive certification were :

"*Bice*" in the Southern Sun Hotel Hyde Park, Sandton

"*Il Tartufo*", Hyde Park Johannesburg

"*Casa Toscana*" in Trafalgar, near Durban

During the evening the authentic Italian chef of Bice Restaurant, Daniele Fabris, delighted the guests with tasty Italian dishes, among those gorgonzola pie, ravioli with arrabbiata sauce, marrowbone with saffron rise, fish in acqua pazza, rise with truffles, etc., and all surrounded by the mozzarella cheese made by Puglia Cheese, along with the delicious wine offered by Idiom Wines. Ending with a delicious coffee served by Lavazza.


A Special thanks go to the supporting sponsors of the event: Fiat, Saic Olivetti, Ferrero, Lavazza Southern Sun Hotels, Sace, Dalla Cia, Allos, Bottega Family-Idiom Wines, Cascina Belvedere, and Avocado who was the media partners.

This prestigious event was not a culmination of the project but the first of many ongoing initiatives.

After this initial success, the organizing committee will continue to liaise with restaurateurs in order to find new ways to improve the overall project.

For more photos please visit our facebook page at:

[www.facebook.com/italcham](http://www.facebook.com/italcham)

and press  Like

Watch the video of Marchio Ospitalita' Italiana in South Africa at:

<http://www.youtube.com/watch?v=ykX-qY8qT88>

[www.italcham.co.za](http://www.italcham.co.za)





## MARCHIO OSPITALITA' ITALIANA IN SUDAFRICA

Si e' svolta lo scorso 27 Luglio a Johannesburg la prima Cerimonia di Premiazione per l'assegnazione del marchio "Ospitalità italiana, Ristoranti nel mondo" ai ristoranti italiani in Sudafrica.

La location scelta per l'evento e' stato il Southern Sun Hotel Hyde Park Sandton e la cerimonia ha visto la partecipazione del H.E. Ambasciatore in Sud Africa Elio Menzione, che sin dalla nascita del progetto ha sostenuto con entusiasmo questa manifestazione volta a tutelare il Made In Italy e a contrastare il problema dell'"Italian Sounding" e della contraffazione.

I tre ristoranti premiati sono stati:

"Bice", Southern South Hotel, Hyde Park, Johannesburg

"Il Tartufo", Hyde Park, Johannesburg

"Casa Toscana", situato a Trafalgar, nei pressi di Durban

La serata del 27 luglio non rappresenta la conclusione del progetto ma bensì un nuovo punto di partenza. Il comitato organizzatore, forte del successo di questa prima edizione dell'evento, continuerà a raccogliere le candidature dei ristoratori e a confrontarsi con le persone coinvolte ai vari livelli del progetto per ascoltare suggerimenti ed apportare modifiche migliori.

Numerosi gli ospiti che hanno partecipato all'evento e che hanno degustato una varietà di piatti e ricette italiane preparate al momento, grazie ad una live station e una cucina mobile infatti lo Chef del Ristorante Bice Daniele Fabris ha potuto preparare una serie di deliziosi piatti tra i quali:

torta al gorgonzola, ravioli con sugo all'arrabbiata,, pesce lenza , risotto al tartufo,tortelloni con ricotta e spinaci,e molto altro, il tutto circondato da mozzarella e formaggi di Puglia Cheese , accompagnato da dei deliziosi vini offerti da Idiom Wines.

La degustazione e' terminata con un delizioso caffè offerto da Lavazza.

L'evento e' stato organizzato dalla Camera di Commercio Italo Sudafricana di Johannesburg con il

prezioso supporto dei seguenti sponsor:

Fiat, Saic Olivetti, Ferrero, Lavazza, Southersun Hotel, Sace, Dalla Cia, Allos, Bottega Family - Idiom Wines , Cascina Belvedere, Puglia Cheese e Avocado, media partner dell'evento.



*Per maggiori informazioni contattateci a:*

[moi@italcham.co.za](mailto:moi@italcham.co.za)

# Bice Ristorante Awarded



From the left : Diego Montresor, the Restaurant Manager and Noel Maquet ,theGeneral Manager of Southern Sun Hyde Park Hotel

C/o Southern Sun Hyde Park, Sandton, Johannesburg

Tel:+27 11 341 8080

Email:hydepark@southersun.com



# Casa Toscana Awarded



From the left: Mrs Marisa Toniolo, Owner and Mr Andrea Boffi



Inland from Trafalgar, Ramsgate  
Tel: +27 393 13 0058  
Email: toniolo@telkomsa.net

# Il Tartufo Awarded



From the left: Mr Roscoe Hall, Mrs Giuliana Righi  
and Mr Giancarlo Rossi

Hutton Court 1 Summit Road, Cnr Jan Smuts Avenue,  
Hyde Park Smuts Avenue;  
Johannesburg  
Tel: +27 11 788 8948  
Email: iltartufo@telkomsa.net



# AWARD CEREMONY SOUTH AFRICA

27<sup>th</sup> July 2011



OSPITALITÀ ITALIANA  
QUALITY APPROVED

Award Ceremony, 27 July 2011  
Johannesburg, Southern Sun Hotel Hyde Park

Organised by:  
ItalCham

Assocamerestero  
UNIONCAMERA  
CASSA DI COMMERCIO ITALIANA

*quality approved in south africa*

# AWARD CEREMONY SOUTH AFRICA

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Thanks to:



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Wines of Character



LAVAZZA  
ITALY'S FAVOURITE COFFEE



Media Partner:

avocado  
for the love of food



## **Brainstorming Africa, Roma, Ministero Affari Esteri, 15 giugno**

La riunione informale, organizzata dagli Uffici territoriali di riferimento della DGMO e i rappresentanti di enti ed istituzioni per l'internazionalizzazione (ICE, Confindustria, Assafrica, Assocamerestero, ABI) ha fatto il punto sulle prossime iniziative di interesse per il Sistema Paese riguardanti l'Africa Sub-Sahariana. Sono state valutate di elevato interesse le proposte di organizzare Nel prossimo autunno Country Presentation su Sud Africa, Etiopia e Benin, nonché un Business Forum sull'Eritrea, mentre sono state anticipate possibili missioni nel primo semestre 2012 in Gabon di Unioncamere e in Togo, Benin e Gabon di Assafrica.

## **African Brainstorming Meeting at the Foreign Affair Ministry, Rome, 15<sup>th</sup> of June**

The informal meeting, organized by The Heads of the territorial offices of reference and the representatives of the DGMO bodies and institutions for the internationalization (ICE, Confindustria, Assafrica, Assocamerestero ABI) made point of interest regarding the next steps for the Country System on the Sub-Saharan Africa. The proposals are to organize Country Presentation in Autumn about South Africa, Ethiopia and Benin, and a Business Forum about Eritrea which has been evaluated as of high interest, in the meantime missions in the first half of 2012 in Gabon by Unioncamere and Togo, Benin and Gabon by Assafrica are anticipated.



## GAUTRAIN: CAMBIAMENTI PER IL TRASPORTO PUBBLICO SUDAFRICANO

Il Sistema di trasporti del Sudafrica cambia volto con l'apertura della rotta Gautrain che collega Johannesburg e Pretoria.

Il treno percorre il tragitto dalla stazione di Sandton alla Stazione di Hatfield in soli 27 minuti, e sicuramente dara' piu' sollievo agli automobilisti che da anni convivono con il problema del traffico.

Il primo giorno di aperture ha visto più di 7 000 pendolari a bordo del Gautrain, e il Direttore generale della Società Gautrain, Jack van der Merwe, ha affermato che e' previsto un progressivo aumento fino a 100. 000 passeggeri al giorno nei prossimi mesi. La SANRAL, l'Ente che si occupa della gestione delle strade in Sudafrica, ha dichiarato che la nuova tratta del Gautrain assorbira' parte del traffico che attualmente congestionava l'autostrada Johannesburg-Pretoria. Il membro del Consiglio Esecutivo dei Trasporti, Ismaele Vadi, e' stato impressionato dal numero di pendolari che ha utilizzato la nuova rotta e ha affermato di essere piu' che disposto a rendere il Gautrain il principale mezzo di trasporto.

Mentre, Il ministro dei Trasporti S'bu Ndebele e' intervenuto dicendo che questa seconda tappa del Gautrain ha risaltato il ruolo della ferrovia come la "spina dorsale" del sistema di trasporto pubblico sudafricano. Inoltre, ha aggiunto che si attende con ansia la nuova rotta da Johannesburg a Tshwane. "Il Gautrain ha inaugurato una nuova era nel trasporto pubblico, e soprattutto rispetta le norme mondiali per il trasporto ferroviario di passeggeri. Il Gautrain è un cambiamento di stile di vita, per la libertà di spostamento, per la costruzione di relazioni commerciali ed e' senz'altro motivo di orgoglio per tutto il Sudafrica.



**Source:**

"New era for public transport", The Citizen, 2th august 2011

[Article available in English](#)



## UPCOMING EVENTS AT DANTE ALIGHIERI

### **FRIDAY, 12<sup>TH</sup> OF AUGUST H:18.30**

The "Societa' Dante Alighieri", the "Verdi Society S. A."

And the "Centro Culturale Italo-sudafricano" invite you to attend at conference, in English language,

### ***La TRAVIATA* Di Giuseppe Verdi**

History, movies and video by Gerald Zwirn  
*Physical address:* la Societa' Dante Alighieri  
Sala Daniele Nanna  
62A Houghton Drive – Houghton.

The conference will be followed by a buffet.  
Members R. 100 – not Members R. 120  
Drinks not included.

Please book by 10<sup>th</sup> of August.  
Tel. : 011 7286782 – Fax: 011 483 2339  
Email: dantea@netactive.co.za.

### **FROM 26<sup>TH</sup> TO 28<sup>TH</sup> OF AUGUST 2011** atla Societa' Dante Alighieri **SEVERA RECH CASSARINO ART EXHIBITON**

Severa Rech Cassarino, who is currently exhibiting at the Pretoria Art Museum as part of the Venice Biennale Global Italian project, is an established artist, known for her colourful canvasses as well as her watercolours.

Her art is widely collected, both in South Africa and abroad. In her work she addresses a broad range of subject matter such as still-life painting, studies of heads, jewel-like eco-compositions and larger-than-life metaphorical paintings of flowers - but her overriding theme is how she relates her Italian origins to her Africanness .

Her latest venture is an exciting range of art jewellery under the brand name Juju with the motto *Wear the Myth, Feel the Passion*. She says the initial impulse came when she saw Salvador Dali's art jewellery collection in Figueras, Spain. Her own collection, which she began in 2009, took its inspiration from history, mythology and the magic of travel.

Each jewellery piece is unique, has its own concept and title and uses a range of materials such as semi-precious stone, coral, Ethiopian silver, Venetian glass, crystal, seeds, wood etc. The particular combination and composition is in keeping with the chosen theme e.g: Katmandu, Ancient Empires, Memories of Venice. Each piece is finely crafted and exquisitely presented for collecting purposes.

Severa's paintings and jewellery will be exhibited together for the first time at the Societa' Dante Alighieri.



## CASCINA BELVEDERE

Cascina Belvedere is a farm that produces, manufacturers and packs high quality rice and ready risottos.

We are situated in a small place in north west of Italy (Piedmont) and was established in 1935 and arose from the Picco family's passion for the agriculture.

A love of the land and its fruit, which dates back to 1600 and which, from generation to generation, right to the present day, has handed down its principles and values.

Just like in the past, Cascina Belvedere promotes the same agricultural tradition, based on the careful exploitation of the land and on the authenticity of the products, today also guaranteed by the safety of modern technology and sophisticated quality control.

At our Farm we follow the whole process of the rice: the selection of the seeds and the growth in the fields, all the cleaning of the grains and their packaging in the farm, including the service of distribution. The final products is a high quality rice with a percentage of broken from 1% to 4%. All our products are packed both with our own label and private labels provided from our clients or we are also able to produce private label on customers' request.

Moreover, in addition to the various kind of rice we also offer different types of ready risottos and soups.

They are of very high quality, with a high percentage of dehydrated vegetables and without preservatives.

They are very simple to prepare, because they contain rice and vegetable broth. All our products have a shelf life of 24 months.

Our customers are distributors, retail stores, delicatessen, small shops and restaurants of medium high quality.

We sell our products in Italy and in the most of Europe countries and extra Europe such USA (Cost Plus World Market), Canada, Mexico, Brazil, Japan, Russia, Lebanon, Emirates.

We cooperate also with Italy stores situated around the world (on request of "Slow Food") and our rice is used in the "Soho House Clubs" in London and at the restaurant "Le Cirque" in New York City.

Moreover, Cascina Belvedere is also organic certified (UE, NOP, COR and JAS) and has a FDA registration in order to export without any problems and it is also included in the manufacturer group of "Riso di Qualità Superiore" e del Riso di Baraggia - Biellese e Vercellese with the Italian Chamber of Commerce in Vercelli.

### Contacts:

Agricola Belvedere s.a.c. C.na Belvedere 13041 Bianzé (VC)

Tel. 0039/0161 49895 Fax 0039/0161 49895

Email: info@cascinabelvedere.com

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



## ***JOB OFFER***

Our member is looking for a sale agent to expand and bring our equipment in South Africa. Necessary requirements for the ideal candidate are dynamism, a strong dialectic, both fluent Italian and English language skills, entrepreneurial spirit and experience in such field.

The profile must be completed by mechanical and electronic proficiency to assist in post-sale, organizational skills, willingness to travel and its own transport.

The company produces industrial equipment and plants for processing fruit. The deep industry knowledge and the passion of its founders, has enabled the company to compete in a few years, with companies in the market for decades. Nowadays, through representative offices, exports to most parts of the world. The company follows its customers before and after the purchase of machines by solving, through a rapid and continuous support, any kind of problem: the installation and maintenance of the equipment, the purchase of spare parts, etc.

We believe that the satisfaction of our customers, through a close relationship of trust and cooperation, is one of the main goal of our work.

***SEND YOUR CV AT:*** [mails@italcham.co.za](mailto:mails@italcham.co.za)

*Send us Your Events, your News and  
your Job Offers...*

*We will be happy to add them to our  
newsletter.*

[info@italcham.co.za](mailto:info@italcham.co.za)

## ***SPONSOR YOUR EVENT!***

A reminder to all members of the Chamber that you can sponsor a function in conjunction with the Chamber as a promotional event for your company.

For more information  
contact us at

011 726 5932 or

[info@italcham.co.za](mailto:info@italcham.co.za)



# A thanks to our Patrons and Members!

