



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

TASTE OF ITALY

30 - 31 MAY

THE APPLE OF KNOWLEDGE

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Chamber's Note

The Apple of Knowledge

A physics teacher told his young students about the classic tale of Isaac Newton trying to rest in the shade of a tree when an apple suddenly fell on his head. Instead of cursing the heavens for his bad luck, he instead inquired into how it was in fact necessary that a dangling fruit, freed from its stalk, would plummet into his cranium. (Let's just say that the result of such a questioning spirit had a certain amount of gravity to it.) In response to his educator, a pimply student stuck up his hand and replied: "Yes sir, if he had been sitting in class looking at books like us, he wouldn't have discovered anything."

While the sarcasm might not have been greatly appreciated, the student's observations were not misplaced. When someone says the word "education", people limit their thoughts to children learning at school. However, we are all constantly under the tree of knowledge, with apples falling around us. The potential to learn is present every day. What could be considered effective education depends on the individual and the time we live in. The lessons which one can gain are constantly changing. However, there is one constant in an ever-changing landscape – you will never stop learning.



This broadens the horizon when we point out that education can truly change the economic landscape of our country and our world. For one, it indicates how we all play a role in this process. To play its part as an educational steppingstone, Italcham regularly hosts interns from Italy in person or online. Eager learners come to have their educational experience moulded on a two-way street, where as much as they learn from their foreign surroundings, we learn just as much (if not more) from them. Italcham maintains contact with many universities in Italy and is even in communication with the University of the Witwatersrand about future internships with Italian students (watch this space).

Furthermore, we would like to direct any aspiring export/import experts to the annual call for applicants of Italian origin individuals between the ages of 23 and 35 to apply, by the 31st of May, to the programme under the Italian Trade Agency and MIB Trieste School of Management (Trieste, Italy) for the ORIGINI ITALIA PROGRAM 2022, an intensive Export Management and Entrepreneurial Development Course aimed at the descendants of emigrants from Italy who are residents abroad, in particular in extra European countries.

Finally, a spirit of learning currently runs through the Chamber. The much-anticipated Taste of Italy, a B2B Italian food and beverage exhibition, conceived by the Chamber, has opened up a wormhole of learning for us in the exhibition space as well as in the space of food and beverage. Moreover, it promotes the spread of knowledge within the broader community and South African society about the vibrant Italian food and beverage sector. In a way, this is education and education is after all investment.

Opportunity

Study in Italy

ORIGINI Italia Program

2022 EDITION (October 2022 – April 2023)

ADMISSION ANNOUNCEMENT

ITA (Italian Trade Agency) and **MIB Trieste School of Management** (Trieste, Italy) promote and organize **ORIGINI ITALIA PROGRAM 2022**, an intensive Export Management and Entrepreneurial Development Course aimed at the descendants of emigrants from Italy who are residents abroad, in particular in extra European countries.

The Course's main objective is to promote a new and productive collaboration between those descendants and the Italian business system (please visit the Origini Italia website for more information: www.mib.edu/origini).

The Course will last from **October 31, 2022 to April 1, 2023 (five months)**. Classes will be held in English at MIB Trieste School of Management (Palazzo del Ferdinando, Largo Caduti di Nasirya 1, Trieste, Italy) and at ITA (Italian Trade Agency, Via Liszt 24, Rome, Italy).

The Course has a maximum of **20 places** available (7 places of those 20 places will be given to candidates whose family has origins from the Friuli Venezia Giulia Italian region).

Attendance to the Origini Italia Program is **free of charge**. Moreover, MIB Trieste School of Management guarantees successful applicants **travel expenses** (a return flight from their country of residence to Trieste) and **accommodation expenses** for the course duration (December Holidays included). Both during classroom lessons and the internship participants will also be guaranteed **lunch on the premises**.

Attendance to all the classes and the internship is compulsory.

Requirements

The candidates have to meet the following requirements:

- To descend from a family emigrated from Italy.
- Age between 23 and 35 at May 31, 2022 (born between June 1, 1987 and May 31, 1999).
- Academic degree (or equivalent qualification) in any subject.
- Work experience, preferably in the field of entrepreneurship, management, business administration, marketing, sales, import-export, trade, engineering and similar fields.
- Good working knowledge of English (level B2).
- Preference is given to citizens of extra European countries.
- Not mandatory, but preferred, basic knowledge of the Italian language.

Applications

To apply to the Origini Italia Program, candidates have to fill in and submit the **Online Application Form by May 31, 2022** (forms are available at www.mib.edu/origini/application).

In the case of a first positive evaluation of the Application, applicants will receive formal communication from the School and will be called to schedule the selection interview.

The final results of the Admission Process and the list of the enrolled candidates will be notified by July 2022.

For further information

Prof. Stefano Pilotto

Program Director

origini@mib.edu



UPCOMING EVENTS

TASTE OF ITALY FOOD & BEVERAGE SHOWCASE

30 – 31 MAY 2022

ITALIAN CLUB. JOHANNESBURG

FOOD & BEVERAGE EXPO

DISCOVER THE FLAVOURS OF ITALY AT ITALCHAM'S FIRST ANNUAL FOOD & BEVERAGE EXPO. BRINGING ITALIAN OPPORTUNITIES TO SOUTH AFRICAN TABLES.

[EVENT SITE](#)

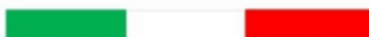
VISITORS ENTRANCE: R 200

VIRTUAL OPTION AVAILABLE



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UPCOMING EVENTS

SMILE

NETWORKING & COCKTAIL

YOU ARE INVITED TO JOIN
AN ITALIAN APERITIVO
& BUSINESS NETWORKING
EVENT
HOSTED FOR SMILE
MEMBERS

19 MAY 2022
18:00 - 21:00
ITALIAN CLUB
BEDFORDVIEW

Tickets

Members: R 180 Non-Members: R 250

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EU Advocacy

EU Seminar on Agri-food Standards

South Africans continue to gain greater access to the diverse range of European food and beverage products since the EU-South Africa Economic Partnership Agreement (SADC – EPA) was signed in June 2016.

The European Union is therefore undertaking promotional efforts to help more businesses leverage the quality, safety, authenticity, and sustainability of European products in order to win loyal customers in South Africa. **Moderated** by popular cookbook author and **MasterChef South Africa** presenter **Pete Goffe-Wood**, a special '**EU Seminar on Standards** for Agri-food Products' will be held over one and a half days at the Wanderers Club conference venue in **Johannesburg on 18-19 May 2022**.

This interactive seminar will focus on the **EU's Sanitary and Phyto-Sanitary (SPS) system** for animal and plant agri-food products, which offers consumers some of the highest levels of food protection in the world while supporting the livelihoods of farmers and rural communities and ensuring that European products exported into South Africa remain safe, traceable and of high quality.

The seminar will include

- Presentations by the Ambassador of the EU to South Africa, EU Commission's agriculture department's international affairs Director
- Breakaway sessions to stimulate debate on the EU's strict safety standards
- Debates on how to boost the EU-South Africa agri-food trade
- Live cooking show by Popular chef and TV presenter Katlego Mlambo
- Presentations on organic farming opportunities and product-oriented sessions.
- Insights into the EU single market's operations when it comes to food production, food safety, animal and plant health, and animal welfare.

Open to public and private sector food professionals, This **free** event will cover the EU food and beverage products across the following categories:

- Cheeses and dairy products
- Wines, spirits, and beers
- Animal products: bovine meat, pork, processed meat products
- Fruits and vegetables, olive oil Industry and media representatives interested in joining this special event should

[REGISTER ONLINE HERE](#)

Registrations close on 11 May 2022.

Contact Tel: 072 670 5115 / 082 449 0213

Email: seminar2022southafrica@agripromotion.eu



Welcoming our New Member

CLEARWORLD
SUPPLIERS
THE WORLD'S FINEST TO YOUR DOOR



Clearworld Suppliers was founded in 2012, a young and dynamic business with their Head Office situated in Cape Town. The company imports a range of premium Italian food and beverage products of which they distribute to the retail and hospitality sector across South Africa and Sub-Saharan Africa.



Some of their products include the internationally recognized S.Pellegrino sparkling mineral water, Sanpellegrino Italian Sparkling Drinks, and Acqua Panna still mineral water. Their range of products continue to grow each year from olive products, pasta, flour, rice, chips, canned food, tomato products and their popular range of marinated Italian vegetables. Clearworld Suppliers pride themselves on their distribution network policy as they guarantee delivery within 2 days dependent on location, and 2 - 4 days on deliveries in outlying areas.



Welcome to Italcham!!