

# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

**TASTE OF ITALY**

**30 - 31 MAY**

**CULTURE  
EXCHANGE**

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# Chamber's Note

## *Culture Exchange*

### Culture Exchange

A South African and an Italian hit it off in a bar in France. They share a drink or two, some grappa and mampoer perhaps. A tad tipsy and just about to leave, they feel for their wallets ready to pay, but they both realise they have been pickpocketed. The South African looks around the bar, trying to spot a fellow South African whom, he is sure, will be the one in possession of his wallet. Unable to spot a fellow countryman, he glances at the Italian who, the same as him, is looking around the bar for the first Italian he can see. Both resigned to their wallets going missing they pay and warmly bid each other farewell, albeit annoyed that they have been robbed. How, you may ask, did they pay? Well, they pickpocketed each other...

While this joke may have a sinister edge to it, it also speaks to the similarities we share. As we share conversations and traditions, so do we grow trust and do business together. Without scippatori. Want to hear another joke about cultural exchange? South Africa's greatest import of culture from Italy is cheese. This may appear a light quip, but is also a fairly large indictment on the health of the art trade between the two countries. This hasn't always been the case. In 2017, the export of paintings to Italy was 5 times larger than the import of cheese. However, in the last few years, the trade of art between Italy and South Africa has been fairly miniscule. South Africa's export of statues and paintings have both slowed between a peak of 2017 and now, despite global trade fluctuating around a stable median over the same period. Last year \$518-thousand and \$325-thousand of paintings and sculptures were sold to Italy from South Africa. The other direction is even more tepid, with \$65-thousand in paintings, \$59-thousand in sculpture and just a chiselling of Italian antiques (worth \$16-thousand) arriving in South Africa in 2021.

One institution doing extremely valuable work is the [Istituto Italiano di Cultura](#) who are constantly promoting Italian art and artists in South Africa. Unfortunately there is no equivalent government body dedicated to doing the same work on behalf of South African artists in Italy, especially after the closure of the consulate in Milan. The cross pollination of culture encourages not only direct trade of art goods but also boosts tourism, educates and fosters bilateral cooperation. Our new member [Fiera Milano](#), which hosts Africa's biggest exhibition of contemporary art, the [Cape Town Art Fair](#), is another vital player in facilitating the exchange and spread of culture. This is ultimately nothing to be scoffed at.

*Italcham!*

# UPCOMING EVENTS

THE HELLENIC,  
PORTUGUESE & ITALIAN

# YOUTH CULTURAL FESTIVAL

MINGLE AND MEET YOUR HIGH COMMISSIONER,  
AMBASSADORS & CONSULS GENERAL

JOIN US ON FRIDAY  
13TH MAY @ 6:30PM

AND LET'S CELEBRATE  
OUR CULTURES!

THE CYPRIOT CLUB

10 CONCORDE RD, BEDFORDVIEW

ENTRANCE IS FREE

18 YEARS AND OLDER

FOOD & DRINKS AVAILABLE FOR SALE

LIVE DJs

IN COLLABORATION WITH  
CYA, YAPS, GIOVANI & NAHYSOSA



**REGISTER  
HERE!**

# UPCOMING EVENTS

## TASTE OF ITALY FOOD & BEVERAGE SHOWCASE

30 – 31 MAY 2022

ITALIAN CLUB. JOHANNESBURG

FOOD & BEVERAGE EXPO

*ome*

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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# EU Event

## *Networking Cocktail*

The **EU Chamber of Commerce and Industry in Southern Africa** invites the **Funder** and **Patron** members of the **Italian-South African Chamber of Trade and Industry** to attend an exclusive networking event.

- 12 May 2022, 18h30
- Maslow Hotel, Corner of Grayston Drive and Rivonia Road, Sandton, Johannesburg.

This cocktail function will serve as an opportunity to introduce members of the bilateral chambers to activities of the **EU Chamber in South Africa** in addition to the activities of the **European Union Delegation** and the **European Investment Bank** that support the European business community in the region. Guests will be presented with what these European organisations can do for them and their business and what projects they have in the pipeline. This is also a unique opportunity for members of the European community abroad to engage with their representatives and share with them what priorities need to be tackled with the local authorities.

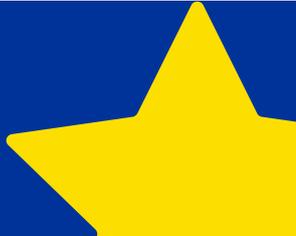
This event will also offer you the chance to network with the members of 5 other bilateral European business chambers,

Limited seats are available.

Please RSVP to **Daniela La Rosa**, by Tuesday 10 May 2022.  
[italcham@italcham.co.za](mailto:italcham@italcham.co.za)



CAMERA DI COMMERCIO E  
INDUSTRIA ITALO-SUDAFRICANA



# Welcoming our New Member



## FIERA MILANO

Fiera Milano Exhibitions Africa (FMEA) was founded in South Africa in 2012, where Fiera Milano Spa acquired 75% of a local company called Cape Gourmet, whose events have been conferred to the new company. Since 2015, Fiera Milano Spa, a listed company, has attained 100% ownership of the South Africa branch.

FMEA is in the family of Italy's top conferences and exhibitions company, Fiera Milano Spa. Exhibitions, events and conferences (both trade & consumer) are powerful marketing tools for host cities and countries. FMEA's new strategy will ultimately strengthen and support economic growth in South Africa through the attraction of international FMEA clients, industry associations, chambers of commerce, and business partners to the regions it operates in.



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*Welcome to Italcham!!*

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