



# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

## BRIDGES WHERE WE MEET

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# Chamber's Note

## *Bridges Where We Meet*

Last week was yet another week of vibrant foot traffic across the proverbial bridge between Italy and South Africa. Preparations for the annual Business Excellence Awards and the Vino in Piazza wine exhibition continued, while the European Chambers' Golf Day turned out a big success as the rain kept away.

The high point of last week came, however, with the [Ponti della Moda](#) – Fashion Bridges - event, organised by the Embassy of Italy in South Africa which facilitated direct collaboration between Italian and South African fashion designers. A daytime session of focussed discussions on the South African textile sector and Italian Fashion sector explored tangible possibilities for greater collaboration between the two countries in this field, after which a stunning reception took place in the Jacaranda Gardens of the Four Seasons Westcliff Hotel.

The enormous untapped potential exists in the possibility for trade in textiles and finished goods between the two countries with Italy currently making up only 1% of South Africa's export destination for its cotton and leather product and South Africa being only a minor destination for Italy's finished garments.

Nevertheless, mohair, wool, leather, and cotton are all established sectors in South Africa with the potential to grow with the correct support. Collaboration with Italy, which hosts both the brands and the machinery to facilitate a meaningful upgrade in the sector, was the main force behind last week's sessions.

The Embassy's efforts within the fashion sector provide a template for both economic growth and creative imagination which cuts across many potential sectors. This template shows the rich potential that exists on both the level of style and economics. Similar triumphs have been witnessed with Smeg's incorporation of traditional Sicilian design or [Maxhosa](#) by Laduma which incorporated Xhosa design with Scottish sweaters.

The extraordinary pieces created between the Italian and South African designers were on display on the evening and then taken for [display](#) at the SA Fashion Week where they were displayed with models down a runway. The runway will soon be disassembled but the walkway that allows normal business people to access Italy and South Africa respectively is becoming increasingly accessible.

*Italcham!*



# European Chambers' Golf Day 2021



On the 27th of October 2021, the Italian Chamber helped co-organise the European Chambers' golf day at the Bryanston Country Club.



Included in this amazing day of networking was 18 holes of golf, followed by a gala dinners style prize giving, attended by several dignitaries including the Head of the EU Delegation, Riina Kionka. Members from the 8 business chambers were invited to play and attend the evening function which featured a stunning buffet.

The event would not have been possible without our incredible members, sponsors, and the collaboration between the European Chambers.



EUROPEAN CHAMBERS' GOLF DAY 2021





# Welcoming our New Member

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