



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA



Season's Greetings

Chamber's Note

Italcham Team Farewell

New Member: VFS Global



Chamber's Note

Buon Natale e Felice Compleanno

While record levels of snow have fallen in parts of north Italy, the green and gold of South Africa's trees and sunshine respectively are out in full bloom to announce the glorious festive season of the South. While Christmas is often dotted with symbols of snowflakes and reindeer, it would be more appropriate here for our wrapping paper to be populated by beach umbrellas and draught beers.

Nevertheless, there is much that is shared between the north and the south during these times. On both sides of the equator this is a time to be spent with family, going on holiday, receiving guests and giving presents. Many Christians retain the religious importance of this period. And for much of the world, Christmas is a time of booming consumption, with 20% of annual consumption taking place in the last two months of the year (although less spending is expected this year).

Christmas has a very specific flavour for Italians from both Italy and South Africa. What would Christmas be without that golden bread (to match our summer sun) that fills the colourful boxes, given and received during the festive season? Panetonne is the signature of Christmas for Italians around the world and its flavour is spreading beyond just the Italian diaspora. Italy produces more than 7,100 tons of panettone each year—about ten percent of which is sold internationally. The export of Italian panettone and pandoro is worth approximately €500 million.

A Nigerian proverb says: 'no matter how dark it is, the hand always knows the way to the mouth.' This is particularly applicable when it is a hand holding a piece of panettone. More seriously, at the end of this long and difficult year, perhaps it will be within the familiarity of festivities, family and food that we are nourished. We would like to wish you all a restful and rewarding Christmas and look forward to seeing you in the new year. Buon Natale.

Italcham!



Merry Christmas and Happy New Year from the Italcham team 2020





Welcoming our New Member



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Welcome to Italcham!!