



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

DESTINATION CAPE TOWN

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Chamber's Note

The Chamber opens in Cape Town

Amidst the major disruptions of the last year and a half, the Italian community has had to reckon with itself in positive and negative ways. The impact of covid on businesses forced many to rethink their business models and to optimize their internal organizations. The new normal continues to affect entire sectors, most of all hospitality and tourism. For the Chamber major disruptions in demand for services took place, the ability of members to continue to support the Chamber took a knock.

Nevertheless, seeing the activity, collaboration and will to succeed around us, we are optimistic about what the future holds for Italian business in South Africa. Trade statistics show a decidedly positive first two quarters for goods flowing between Italy and South Africa.

The last two years have seen ongoing optimization at the Chamber. Optimization has involved not only the more efficient use of resources but also resorting to imagination and creativity to open new possibilities. At the Chamber we have done this in various ways. Internal processes have been digitized and public engagement has taken place online. We have systematically created different event formats to cater to different sectors of the Italian community and we have built stronger ties with the Italian Embassy, the Italian Trade Agency, the Consulate and Comites.

Much of the improvement comes from a clearer sense of the Chamber's purpose. This purpose is to serve the local Italian South African business community and to act as a bridge for trade between Italy and South Africa. Despite its pitfalls, Covid has given us the chance to explore models of working differently. Our internship programme is now hybrid, allowing students at Italy's best universities to either work from their places in Italy or to conduct their work experience, in person, in South Africa.

Our ability to work remotely now also allows our team to extend itself away from a single central office. This has led to the plan for the Chamber to expand into different parts of the country, starting from next year when we will have a permanent representative in Cape Town.

The Chamber's move to Cape Town is strategic. It is designed to serve the Italian community in a key region of the country which will come with the creation of events in a setting that matches Italy's Mediterranean style, cuisine and beauty. Additionally, the extension of SMILE to the rest of South Africa necessitates a greater presence of the Chamber which is the project manager for the initiative. Permanent internship posts based in Cape Town will give young Italian students the opportunity to be part of one of the world's most beautiful cities.

Finally, from a trade perspective Cape Town is also a key location for the entry of Italian goods into South Africa and the location where some of SA's top exports to Italy are produced. These products include wine, fruit and seafood. The mother city is also a hub for tourism and culture, embedding the synergies between Italy and Cape Town with even more potential. We look forward to collaborating with our members and other stakeholders in that part of the country, finding shared value and enjoyment of doing business.

Italcham!

ITALCHAM BUSINESS

EXCELLENCE AWARDS

2 DECEMBER 2021

18:00

RESIDENCE OF THE AMBASSADOR
OF ITALY, PRETORIA



Embassy of Italy
Pretoria

DINNER KINDLY OFFERED BY THE
AMBASSADOR OF ITALY



AWARDS:

BUSINESS PERSON OF THE YEAR
BUSINESS ENTERPRISE OF THE YEAR
LIFETIME RECOGNITION

HIGHLIGHTS:

NEIL ANDREWS AS MC
AND A PERFORMANCE BY THE
JOHANNESBURG OPERA

DRESS:

BLACK TIE

ADMISSION
R1 500

S&B
SPIRITS & BUBBLES



10% OF TICKET REVENUE WILL BE DONATED TO
LITTLE EDEN SOCIETY



TICKETS

NOW
AVAILABLE



Announcement

NETWORKING IN ITALIAN STYLE

YOU ARE INVITED TO JOIN

AN
ITALIAN APERITIVO
&
BUSINESS NETWORKING
EVENT

9 DECEMBER 2021

18:00

WHERE:

OLD TOWN ITALY,
UMHLANGA

APERILINK DURBAN



APEROL
SPRITZ

Not For Persons Under The Age Of 18.