



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

PUTTING ON A SHOW

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Chamber's Note

Putting On a Show

In times of crisis there is nothing more necessary than a good party. And we don't mean a political party of sound moral standing, although that would be good. We mean a festa with food, drink, dancing. The whole shebang. This is partly because a crisis, made up of its material components, must not be exacerbated by panic and negativity.

But we are not referring to the kind of distraction-entertainment displayed by Roman Emperors in the Colosseum. We are talking about an exercise of vitality. Where, like an actor on stage, the show is not merely a representation, but an action in itself. Think of how great films or stage productions remain with you long after the credits reel.

We are all aware of the profound challenges we are facing. And no one is quite clear what can be done to solve the problems. But like a life well-lived, a script well-written, and a blossom from a tree, only the process can bear the fruit. So here we are. And we feel the need to be positive.

A positive process must be, needless to say, one of growth. And the Chamber assists with this through knowledge, collaboration and visibility. What better way for Italians to enliven these benefits than within enjoyment of our shared heritage and achievements. For example, the Italian festival at Idiom this weekend is a celebration of Italian heritage, style and flavour.

The Business Excellence Awards in May is a celebration that has spanned over two decades. It is a unique celebration organised by the Italian business community. With its roots in the soil of the Italian-South African business, and in turn having nourished the environment, it is in need of support.

A repeating refrain echoes throughout the community. "I am working harder than ever to maintain the same results." It is only a matter of time until our hard work translates into better results for us all. Until then, it is worth celebrating the real ways we have all grown and progressed. The call to action is for you all to come to the party!

Italcham!

ITALCHAM BUSINESS

EXCELLENCE AWARDS

WHY SPONSOR?

THIS IS THE FLAGSHIP EVENT OF THE ITALIAN BUSINESS COMMUNITY REACHING OVER 100,000 PEOPLE WITH ITS PROMMOTIONS AND HOSTING LA CRÈME DE LA CRÈME OF SOUTH AFRICAN BUSINESS .

PLATINUM SPONSORSHIP

R35 000

- INCLUDES FOUR TICKETS (VALUED AT R6K)
- BANNERS AND BRANDING AT EVENT
- *COMPANY LOGO ON THE BEA EVENT PAGE AND ALL BEA PROMOTIONAL MATERIAL**

DIAMOND SPONSORSHIP

R70 000

- GOLD TABLE (VALUED AT R15K)
- CUSTOMIZED STAND AT THE EVENT
- PROMOTIONAL VIDEO AT EVENT
- *COMPANY LOGO AT TOP OF EVENT PAGE AND ALL BEA PROMOTIONAL MATERIAL**

*EVENT IS PROMOTED THROUGH PAID ONLINE ADVERTISING, REACHING AN AUDIENCE OF 100,000 OVER A TWO MONTH PERIOD

**PROMOTIONAL MATERIAL INCLUDES EVENT BROCHURES, NEWSLETTER PROMOTIONS, PROMOTIONAL VIDEO, MENU, POST-EVENT VIDEO,

ALL PRICES EXCLUDE VAT





IDIOM
WINES OF CHARACTER
STELLENBOSCH

Italian Festival at Idiom



A WEEKEND CELEBRATING ITALIAN CULTURE & LIFESTYLE

Italian Festival at IDIOM returns on Saturday 4 & Sunday 5 March 2023, bringing together the best of Italy in the Cape with some of the top Italian wines imported by Vinotria & Italian cultivars produced at IDIOM.

Join us for a journey through Italy, with Italian wine tastings, masterclasses, Italian cuisine, fun activities, live music and more. The Italian Festival will take place outside on the beautiful lawns of Idiom with panoramic views of False Bay and the Helderberg mountains.

Red Ticket: Includes 12 wine tastings, a bottle of San Pellegrino or Aqua Panna water and a branded wine glass - R330

White Ticket: Includes live entertainment, and a bottle of San Pellegrino or Aqua Panna water. Excludes wine tasting. R220

Green Ticket: Entry for kids under 16. R110

[BUY TICKETS](#)

UPCOMING EVENT

BUSINESS BREAKFAST WITH ITALCHANNEL

30 March 2023 | 7:30-10:30

**Venue: Fluxmans Attorneys
30 Jellicoe Ave, Rosebank, Johannesburg**

This breakfast seminar offers an exclusive opportunity to gain valuable insights into the latest developments and emerging trends in digital marketing.

Simone Zanetti, a seasoned Sales & Marketing expert with over 30 years of experience, and the founder of multiple digital marketing agencies in 3 continents, will be sharing his knowledge and expertise in this seminar.

The seminar will commence at 7:30 am, with a light welcome breakfast, and conclude at 10:30 am with a networking coffee session.

Attendees will learn about various topics, including:

- using A.I. as a competitive advantage in sales and marketing
- selecting the best platform for B2B and B2C advertising
- identifying and discovering their target audience
- creating content that can't be ignored
- determining the right budget for a digital marketing campaign that produces ROI fast
- expanding into new markets lowering risks and accelerating profit and market gain
- This seminar is ideal for CEOs, MDs and marketing directors who want to stay up to date with the latest developments in the fast-changing digital marketing landscape. Attendees will leave with actionable strategies and insights to help maximise their marketing ROI and drive business growth.
- The seminar is capped at 50 seats. Register now to secure your spot at this exclusive breakfast seminar with Simone Zanetti, brought to you by ItalChannel.

[BUY TICKETS](#)



CAMERA DI COMMERCIO E
INDUSTRIA ITALO-SUDAFRICANA



NSBA
NORTH SOUTH BUSINESS ASSOCIATION



SPANISH CHAMBER
OF COMMERCE IN SOUTH AFRICA



**Cutting Edge
Strategies
and Trends in
Digital
Marketing**



ItalChannel
BUSINESS EXPANSION

A Breakfast Seminar with

Simone Zanetti

The Inventor of DeepFlo™





Call to Action

Siyakha

CALLING ALL BUSINESSES WITH FEBRUARY AND MARCH 2023 YEAR ENDS

It is important to take the necessary steps in order to ensure that your B-BBEE objectives are still achievable within your current financial year.

Contact the specialists to provide customised solutions for your skills, ESD and Socio-Economic Development programmes.

CONTACTS:

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Email: suzaan.bezuidenhout@siyakha.co.za

Tel: +27 11 706 9006





PROGRAMME

Tuesday, 7 March

- African Energy- Policies for Growth
- Continental Power Systems Masterplan - a foundation for Africa's Single Electricity Market
- The Energy Transition in the context of Africa
- Is Climate Focused Funding Appropriate for Africa?
- Getting the Most Value out of Africa's Resources
- COP 27: The Africa COP - Outcomes and Implications

Wednesday, 8 March

- Renewable Energy System: What next?
- Development of Mini-Grid and Off-Grid Solutions
- Small Scale Industrialisation
- E-Mobility in Africa
- African Power Market
- Energy Storage
- Hydrogen for Africa
- Climate Change and Net Zero Aspiration
- Skills Development and Job Creation through Off-Grid Solutions
- Physical Security of Energy Assets
- What Future for Oil Producing Countries
- The Role of Gas As A Transition Fuel

Thursday, 9 March

- Official side events

AFRICAN GAS



African Gas Equipment (Pty) Ltd is taking part in this event and contacted ItalCham to book its stand.

African Gas Equipment (Pty) Ltd is an African Company based in Johannesburg. It supplies equipment of a reputable origin, complying with National and International standards and of quality and representing Engineering solution providers.

African Gas Equipment (Pty) Ltd participates on National standards committees with the aim of contributing through its international partners and own practical field experience, in the interest of product safety, from design and manufacture, to installation and use of the most appropriate technology for the application, with a large footprint across the SADEC region.

UPCOMING EVENT



CAPE TOWN CYCLE TOUR

Pick n Pay

ROTARY • PEDAL POWER ASSOCIATION

PANDA
SPORTSWEAR

TECHNOGYM

The 2023 Cape Town Cycle Tour

The 45th Cape Town Cycle Tour, the biggest timed bike race in the world, will be held on **Sunday, 12 March 2023**.

OUR ITALIAN BRANDS

Italian Brands **PANDA SPORTSWEAR** and **TECHNOGYM** are taking part in the Expo leading up to the Cape Town Cycle Tour.

Panda Sportswear

PANDA
SPORTSWEAR

Panda Sportswear is a South African Family run business with an Italian heritage, founded in 1991 by Roberto Gnudi, an enthusiastic cyclist himself, and settled in the South of Johannesburg.

They primarily use materials imported from Italy, complimented with a mix of locally sourced South African materials. Their offer consist in a variety of products other than cycling apparel, such as running and triathlon attire.

Technogym

TECHNOGYM

Technogym is an Italian Company that sells equipment and digital technologies for fitness, sport and health based in Cesena, Italy. It was founded during the 1980s by Nerio Alessandri, together with his brother Pierluigi, when he started to design the first machine in his garage at the age of 22.

With the mission of spreading the Wellness Lifestyle, Technogym is now a world leader and counts its presence in over 80,000 fitness clubs, 500,000 home & residential, 16,000 hotels & cruises, 12,000 medical centres and 10,000 corporate gyms.

Welcoming our New Member



Construction and Developments (Pty) Ltd

3 Dot Construction And Developments (Pty) Ltd was founded by Eddy G Giuricich in February 2013.

Eddy qualified through Wits as an accountant, completed a 2 year Programme through the University of Pretoria in Advanced Project Management and is also certified through Wits Plus in Property Investments and Practice.

After year on year expansion Steven A Giuricich, Eddy's brother, joined the company in 2015 as the operations director due to his wealth of experience in the construction industry. Steven studied Building Science at Wits and has successfully project managed various projects including the construction of complex estates, storage facilities, schools, warehouses and large scale data centers.

Due to the steady growth of the company, Edward N Giuricich, Eddy and Steven's father, joined 3 Dot after retiring from his company Giuricich Bros. Construction in 2015 where he was instrumental and a key figure in building the company up to where it is today. Edward is now semi-retired but enjoying working with his two sons and is excited for the challenges that lie ahead to help build up 3 Dot as his new lease on life.

Some of our clients include various individual private clients, The Lebanon Christian Association of Southern Africa, Jetline Holdings, Daimler Mercedes, Devmco, Virgin Active South Africa, Brescia House School, St. Davids Marist Brothers, Accelerate Property Fund And Shoprite Checkers to mention a few.

3 Dot Construction And Developments (Pty) Ltd is currently geared to take on small, medium and large commercial and industrial contracts or residential houses, but with the experience combined between all the directors and staff enables 3 Dot the ability to ensure effective management, quality assurance and complete organization on all the projects for which they are responsible.



Welcome to Italcham!!