



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

Strength in Diversity

- **Chamber's Note**
- **Board Member Announcement**
- **New Member: Enterprise Africa**



Chamber's Note

Strength in Diversity

It is wonderful when there is harmony between optimal business practice and what is ethically good. Green energy is increasingly becoming an example of this – a cleaner source of energy is also becoming the most cost-effective. Another example is diversity. Not only is it an ethically good principle to afford opportunities to a variety of people from multiple backgrounds, but it is also good for the health of an organization.

Diversity comes in multiple shapes and forms. While racial and gender diversity are both regularly emphasized, it is just as important for an organization to consider generational, knowledge, and cultural diversity. Done in the right way, promoting a variety of people within an organization will enhance your organization's knowledge, innovation, and its ability to survive difficult times.

Just like in nature, diversity provides resilience. Our immune systems become strong when exposed to multiple environments. Similarly, while it may be profitable in the short term, monocropping can prove extremely vulnerable to long-term food security. The appearance of just one virus has the potential to destroy an entire single species, but it is almost impossible that it will destroy a whole ecosystem.

Diversity is, however, only half the job of enhancing your organization's ecosystem. The other half is inclusion. If people do not find a home within an organization, they will soon move along to somewhere they do. Thus, over the long run, even a sincere effort to promote diversity will fail if it does not involve inclusion.

The other challenge that comes with diversity is that people can find it difficult to deal with. It is harder to connect with people coming from other cultures or from other generations. However, there even exist claims that diversity is good because it challenges people more.

The Italian South African Chamber is an organization that caters to a particular national and cultural niche. To counterbalance the natural limits which result from our mandate, we follow the philosophy that we are here to bring Italy to all those who want it. By creating diversity amongst our stakeholders, over the long term we strengthen our organization. Furthermore, in this week's Ecco Chamber we welcome three new board members. These board members have been selected specifically for their ability to deliver a diversity of high-level skills to our organization. We welcome their unique abilities and look forward to all that they will contribute.

Italcham!



PAOLO GUIDI
President
Alitalia



MARIA PATERNOSTRO
Vice-President
Paternostro-Fienberg
Attorneys



GUIDO GHISELLI
Vice-President
Mega Pack



LISA VIDULICH
Treasurer
PWC

Farewell to our long-serving Board Members

2021

Welcome to our New Board Members



VIRGILIO DA MOLO
President
Impact Strategy Consulting



DYLAN PIATTI
Director
The Advantage Group
International



CARLO COVELLI
Director
Ferrero Ithemba -
SADC Cluster



Welcoming our New Member



Enterprise Africa is an online B2B E-Commerce store/platform that focuses on bringing European brands to Africa.

Enterprise Africa strives to become one of the leading B2B online marketplace in Southern Africa by creating a safe and convenient way for people to buy and sell virtually anything online. Our continued growth will be both in terms of user base and in terms of the range and number of products offered on our website

Welcome to Italcham!!