

# CLAO!

## Newsletter

Volume 14 | Issue 1 | September 2020



50, Nawam Mawatha, Colombo 2, Sri Lanka  
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# Message from the Italian Ambassador to Sri Lanka and Maldives

**HE Rita Giuliana Mannella**

It is with great pleasure that I address this message to the Sri Lanka - Italy Business Council newsletter, in a year that has been quite difficult for both of our Countries. As I have said many a time, from adversity comes rebirth, and this is indeed the time for a Renaissance.

The SLIBC, which already in the past has been an instrument that has allowed for the promotion of bilateral trade and relations, should utilise this opportunity to act even more as a bridge between our two countries, and the Embassy of Italy in Sri Lanka calls upon the whole membership to rise up to the occasion and show a more active and dynamic participation.

On my side, I can promise that — with your support — the Italian Embassy will be looking to further deepen these ties (not only in commercial aspects, but also in Tourism, Industrial Cooperation, and Investment) through a series of initiatives that we will try to carry out, first virtually and — as soon as conditions permit — in person.

The first will be a series of webinars to promote a greater knowledge on Italian manufacturing, which is not well known to Sri Lanka (even though we are the 5th manufacturer in the world), as well as on the export financing tools that my Government provides, that may be of benefit to many importers. This series of webinars, with the support of the Chamber of Commerce, will start with a general introduction, then have sectorial encounters and will terminate with a more in-depth look at what financing SACE/SIMEST can provide.

We hope that the membership of the SLIBC will be plentiful in their participation and in conveying this information also to interested parties that might not be already members of our Council. The Business Council will play a vital role in identifying potential local partners from its reliable network of contacts and this could be a steppingstone for further Italian presence in Sri Lanka.

This will not be all, as I have great ambitions for this Country, and I wish to continue with what I started on my arrival in November 2018, with a rich offering of cultural activity. Again, we are bound by constraints at the moment, but we exploring innovative and fun forms of participation.

I wish the Sri Lanka – Italy Business Council my very best for their future endeavours and I trust that, with your invaluable help and enthusiasm, the cooperation between the Embassy of Italy in Sri Lanka and the Business Council will be even more fruitful and successful.





## Message from the SLIBC President 2019 - 2020

**Sonali Liyanamana**

It has been an honour to have served as the President of the Sri Lanka Italy Business Council for the past two years.

During this period the Council worked with the Italian Embassy the Tourist Board and relevant authorities to facilitate a familiarisation tour of Sri Lanka for a group of Italian tour agents to promote high-end tourism. The visit was planned for the beginning of January 2020. Unfortunately, this was the beginning of the global Covid-19 pandemic and we were forced to postpone the initiative.

The year 2020 was selected to promote Italian brands in Sri Lanka focusing on Italian Automobile, Italian Wine and Italian cuisine. This too was delayed again due to the Covid-19 pandemic. However, the Council will continue to work with the Italian Embassy to make this a reality before the end of the year.

To promote business between the two countries, with the participation of the Italian Embassy, the Council will schedule a webinar for the members highlighting strengths in the production and manufacturing of Italian companies. It will also discuss instruments available for export financing in Italy and mechanisms and opportunities to form joint ventures with Italian investors. In addition, a series of sectoral webinars will follow focusing on priority sectors as identified by the Government of Sri Lanka (GOSL) such as Pharmaceuticals, Chemicals, Textiles, Machinery, Rubber. This initiative will be liaised with the Export Development Board (EDB) in Sri Lanka in close consultation with the Board of Investment (BOI).

In addition to the above, the Council continues to work on a membership drive to increase its members.

Even though delayed due to unavoidable circumstance, I am pleased to have had the opportunity to initiate several key programs that will help our members to increase investments and strengthen ties between the two countries.

On behalf of the Committee, I would like to thank the unstinted support and cooperation extended by the Italian Embassy, our valued members and the Ceylon Chamber of Commerce.





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*"Give a child a piece of paper,  
colours and ask him to draw a  
car, and surely he will make it  
Red"*

**Enzo Ferrari**



# Unparalleled perfection: Automotive brands that speak Italian

Kulanthi Silva

Automobile

If it is comparable, it is not Italian. Originality is part of the bedrock of Italian culture. Italy is synonymous with being way ahead of its time with their creations and designs. The country continues to push boundaries. Italian automobiles are not just something to drive or merely a collector's item, it is an experience. There is something about Italian automobiles that arouses enthusiasm for the experience of driving. Every automobile made in Italy has a story behind the scene; it is not just a prototype, it's a piece of art. High development costs, high-quality materials, cutting-edge technologies, meticulous details, testing, and innovative design breakthroughs dedicated to Italian cars make other automobile makes look like a bargain. The sense, feel and touch are pivotal points in the making of an Italian car. An Italian car is designed to establish an immediate emotional connection with people. Besides owning such a timeless piece means being one of the few elite — beau monde — glitterati, this rare, bespoke, mostly unobtainable acquisition is an investment that could be worth more with time.

Battista Pininfarina was an Italian automobile designer and the founder of the legendary Italian car design firm and body-maker, Pininfarina S.p.A. Headquartered in Cambiano, Turin, Pininfarina is a public quoted company registered and traded on the Borsa Italiana. As an automobile design house, Pininfarina has been in the business for the last 90 years and is responsible for the design of some of the iconic automobile creations with instantaneous acceleration. Automobile brands Ferrari, Maserati, Alfa Romeo, Lancia, Fiat, Bentley, Rolls-Royce, BMW, Jaguar, Peugeot, Cadillac, Volvo, Honda, Nash-Healey, Mitsubishi, Ford, Chevrolet, Datsun, Nissan, Renault, Daewoo, Hyundai, have some of their iconic models designed by Pininfarina. Pininfarina is now in the process of developing one of the most ultra-expensive and powerful electric hypercars under their brand. The design house focuses not only on the beauty of the car, the performance, and even the sound of the car is something they spend a lot of time finetuning.

For some car enthusiast, the exterior design is the most alluring, for others it's the interior, and for the rest the functionality is a hard line. Italians have excelled in everything a car aficionado expects. Italian automakers limit their production of specific models to a few makes to retain the exclusivity. This limit in output maintains its pricing power.

When you think of a quintessentially Italian car, the luxury automobile brand Ferrari likely comes to mind. Ferrari is undoubtedly the most storied Italian carmaker. Ferrari FXX-K, which is not street-legal, has only 40 units built between 2015 and 2017 and is only available to be borrowed from Ferrari for track day events. Ferrari Pininfarina Sergio was designed and manufactured in 2012 to honour the legacy of Sergio Pininfarina, son of founder Battista Pininfarina of Pininfarina S.p.A. Only a six Ferrari Pininfarina Sergio were manufactured.

Maserati unveiled the first Quattroporte at the 1963 Turin Motor Show. This model was one of the fastest of its time, a symbol of Italian glamour and the first of the Modern Maserati generation. Maserati Royale was an exclusive model which was built only for 51 customers, which included the Italian president Sandro Pertini and opera singer Luciano Pavarotti. After years of healthy rivalry, Maserati and Ferrari were acquired by the Fiat Group. Maserati 3200 GT was the first design after the acquisition. Though Maserati was faced with imposed hindrance to its way forward to maintain the one-upmanship of Ferrari, the parent company has now felt the need for much-aspired reincarnation for Maserati with its expected unveiling of MC20, the first new Maserati of the modern era.

Named after the iconic Italian racing track, Pagani Huayra Imola limited edition series was unveiled in 2019 with only five of its kind built. All of its 20 units manufactured for Pagani Huayra BC were sold instantly. Pagani Huayra Roadster BC was limited to only 40 units.

The official launch of Lamborghini Sián FKP 37 was held in 2019. This model will be limited to 63 units, seemingly, all 63 units have been sold already. Lamborghini Veneno was launched in 2013 at the Geneva Motor Show and was designed to celebrate the brand's 50th anniversary. This limited-edition model, with only 14 units built is one of the most expensive cars made in the world at the time of its launch.

Italian supercar Mazzanti first hit the road in 2013 and produces no more than five Evantras per year, making the brand one of the most sought-after and super-limited supercars in the world.

For many, Alfa Romeo is a drool-worthy fantasy with a rich racing history. However, today, the brand's most sold model is its Stelvio SUV range.

Fiat is a legendary Italian brand which originally produced tiny cars that associated the brand with a stylishly gratifying unique visual identity. The 1955 8V is the most lusted after model ever built which today can be owned only if one of the few owners decides to auction it.

These heritage brands have evolved with time. The only unchanged element is that these cars are only for an affluent few who are on the same wavelength. Italian automobiles are the epitome of understated elegance which breath luxury. Even the boldest design still suits the liking of the refined. Focused on craftsmanship and elegance, these automobiles are homogeneously Italian.

With a pandemic related monotonous present day and highly uncertain post-pandemic economy, an ultra-luxury, limited-edition car might not be most people's priority. But these brands have always been the favourite of customers who have great accumulated wealth. These customers are highly unlikely to be slowed down during a downturn. The selectively limited feature of these brands has construed to their strengthened pricing power.















# Frescobaldi: A Tuscan Story, 700 years of Wine history

**Kumar Mirchandani**

**Wine**

The history of the Frescobaldi family starts over a thousand years ago and is closely connected with the history of Tuscany. At the high point of medieval Florence, the Frescobaldis spread their influence as bankers, earning the title of treasurers to the English crown. A little later, with the flowering of the Renaissance, they became patrons of significant works in Florence, such as the construction of the Santa Trinita bridge and the Basilica of Santo Spirito.

Cultivating Toscana diversity

We want the family estates with their vineyards to be the expression of this diversity and for the wines to reflect each individual terroir, respecting their nature and authenticity. Diversity is also a promise of pure tastes, from wines to olive oil to the dishes cooked in our restaurants. And lastly, diversity is cultivated in the Renaissance of the arts and of men: with the sponsorship of the "Artists for Frescobaldi" project and the social responsibility of the rehabilitation of the prisoners of Gorgona Island.

FRESCOBALDI represents the true diversity of Tuscany and its six estates: Nipozzano, Castel Giocondo, Pomino, Ammiraglia, Castiglioni and Remoleare all located in the most suitable areas for the production of fine wines. Frescobaldi wines are imported and distributed by Favourite International.

Our retail partners are:

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[www.parkstreetgourmet.com](http://www.parkstreetgourmet.com) | [www.zip.lk](http://www.zip.lk)









Having established themselves as a brand synonymous with authentic Italian cuisine in Colombo, Rocco's was founded and operated by Judy Wikkramatillake and Krishanti Perera. Over the past 7 years, Rocco's has revolutionised traditional Italian palate preferences by introducing a wide range of unparalleled flavour medleys that have made a mark in the local hospitality industry.

From humble beginnings, Rocco's has grown from being a backyard pizza outlet to being a leading, most sought-after and loved go-to for all with an appreciation for authentic Italian cuisine. Rocco's is recognised by their patrons as a haven for families and friends to enjoy not just their signature pizzas, but also an array of Italian dishes.

Having expanded into their second restaurant down Gregory's Road, Colombo 07, the success of the brand could be clearly attributed to Judy's and Krishanti's hands-on approach and demand for perfection from inception to date.

Rocco's emphasis on sourcing only the finest and freshest imported and local gourmet ingredients, has helped the brand maintain impeccable standards.

Treat yourself to the widest range of pizza toppings in Colombo, plates of pasta, ravioli, gnocchi and a variety of traditional main courses bound to tantalise your taste buds... not to mention the desserts!

"A taste you can't refuse" is not just the tag line, but also the mantra that resonates the essence of Rocco's offerings.

Rocco's outlets located at Nawala and Gregory's Road, Colombo 07 offer Dine-In, Delivery and Pick Up, 7 days a week, from 11am to 10pm.

Your reservation/order is just a phone call away. 072 201 2121 – Nawala

077 142 3131 – Gregory's Road

Judy and Krishanti hope to see soon!





## Celebrating World Food Day with Italian Celebrity **Chef Gabriele Rubini**

Sri Lanka Tourism Promotions Bureau welcomed the Italian Celebrity Chef Gabriele Rubini aka Chef Rubio who arrived in Sri Lanka upon a special invitation extended by the Embassy of Italy in Colombo to participate at the forum on Mediterranean Diet, which was held on October 16, 2019, at Shangri-La Hotel, Colombo.

The event was attended by Italian Ambassador to Sri Lanka and the Maldives HE Rita Giuliana Mannella, Deputy Head of Mission at Embassy of Italy Ms Allegra Baistrocchi, Executive Committee Members of Sri Lanka Italy Business Council, Dr Renuka Jayatissa – Head of Nutrition Department at Medical Research Institute of Ministry of Health, Professor Nishantha Kulatunga – Senior Lecturer of Culinary at SLITHM, Chef Gerard Mendis – President at Chefs Guild of Sri Lanka and the event was moderated by Kumar Mirchandani.

**Cuisine**



## Art & Design

### Italian Contemporary Art with **Susanna Orlando**

*"Art needs a little suffering. I am from the Tuscany region. Our Region is famous for wine. Art is like wine. Grapes suffer a little to make good wine" – Susanna Orlando*

For the eighth edition of Collector's Desk, Artra together with Ambasciata d'Italia Colombo presents Susanna Orlando to talk about Italian Contemporary Art.

In pictures: HE Rita Giuliana Mannella and Susanna Orlando





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**April 2020**

Sri Lanka Italy Business Council, represented by Council President Sonali Liyanamana donated Personal Protective Equipment (PPE) items to Dr A. M. H. Attanayake, Director, National Institute of Infectious Diseases - IDH Angoda. The donation was made to strengthen Sri Lanka's efforts combating COVID-19.





## SLIBC Executive Committee 2019 - 2020

Seated (Left to right)

Allegra Baistrocchi | Tyrell Roche | HE Rita Giuliana Mannella | Sonali Liyanamana | Cherryl Rodrigo | Rajah Abeyasinghe | Shamil Mendis | Janaka Gunasekera

Standing (Left to right)

Nandajith Somaratne | Kusal de Silva | Rajeev Aloysius | Mario Orloff | Kulanthi Silva | Niranjan Rodrigo

Not in the picture

Niranjan Dissanayake



## **SLIBC Executive Committee 2020 - 2021**

**Seated (Left to right)**

Ayoni Rangala | Niranjana Dissanayake | Allegra Baistrocchi | Tyrell Roche | Janaka Gunasekera | Sonali Liyanamana

**Standing (Left to right)**

Dushy Jayaweera | Jonathan Suppiah | Kusal de Silva | Kulanthi Silva | Kishan Thomas | Rajeev Aloysius | Ranjit Jayewardene

**Not in the picture**

HE Rita Giuliana Mannella: Patron (ex officio)



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**  
Deputy Italian Ambassador to Sri Lanka, Allegra Baistrocchi addressing the members



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**

SLIBC Immediate Past President, Sonali Liyanamana thanking the members for their support during her tenure as the President of SLIBC for the years 2019 and 2020



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**  
Newly appointed President of the SLIBC, Tyrell Roche welcoming the new members



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**  
Vice President of the SLIBC, Nirvan Dissanayake addressing the audience



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**  
Newly appointed SLIBC members for the year 2020



**The AGM of the Sri Lanka Italy Business Council of the Ceylon Chamber of Commerce held on September 3, 2020**  
Newly appointed SLIBC members for the year 2020



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