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News Letter

Sri Lanka - Italy Business Council

Volume 9, Issue 2

50, Nawam Mawatha, Colombo 02, Sri Lanka.

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USHERING IN A NEW ERA

Month of June for those of us in the Business Council is always a month of anticipation and celebrations. It is in June that we have our Annual General Meeting, heralding in a new beginning under a new leadership and an exuberant committee. It's a month we enjoy the success of our past achievements and plan for the future.

As we are closing in on another milestone, it is important for us to look back at our council activities that we have and our achievements in- order to decide what more have to be done to take the activities of the club to the next level.

EXECUTIVE Perspective

Daya Ratnayake
President
2013-2014



It is also imperative for us to evaluate the engagement the Board of Investment, The Export Development Board and the Department of Commerce have had with our council to determine how best we could harness their support to achieve our objectives.

In this June edition of our News Letter, are two well compiled articles, one on EXPO 2015 to be held in Milano, Italy. It is a major international event taking place once every five years. The World Expos, which last for six months, will take place in Milan from 1 May to 31 October 2015, lighting up the European capital for fashion and design. It is expected to welcome over 20 million visitors to Milan. The other article is on Florence. Florence, Firenze in Italy, is one of the great tourist attractions of Italy, and has been a cultural and musical centre for centuries.

It is with much pride that we carry in this edition, pictures taken on the occasion of the conferment of the honour of "Knight to the merit of the Italian Republic" (*Cavaliere al merito della Repubblica Italiana*) granted by the government of Italy to Mr. Vincenzo Joppolo, Founder of Omega Line Ltd., A member company of our Council. We congratulate him and his company and wish him well in all his future endeavors in Sri Lanka.

I wish to thank all those who supported my committee and me in all the activities carried out by us during our tenure in office.

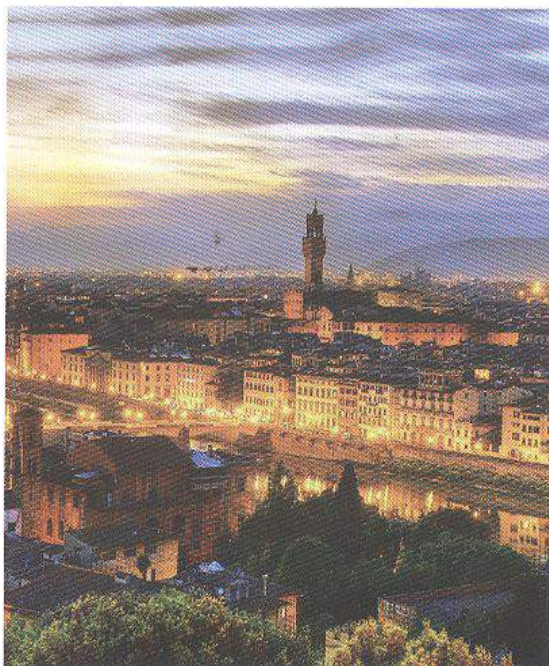
I Congratulate and wish the Incoming President and the committee the very best in all their future accomplishments.

Thank you



MILANO
FEEDING THE PLANET
ENERGY FOR LIFE

When the World Comes to Italy (page no.06)



Florence - Flower of the Renaissance (page no.07)



AGM News

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INTRODUCTION OF THE PRESIDENT FOR 2014-2015



Mrs. Tania Polonnowita Wettimuny is the Managing Director of Hellmann Worldwide Logistics (Pvt) Ltd, which is the 10th largest Freight Forwarding Company in the world with a turnover of of 2.9 billion euro having 447 offices in 147 countries worldwide. She is an active member in professional bodies such as:

- SriLanka Logistics & Freight Forwarders Association (SLFFA)
- Council for Business in Britain (CBB)
- Women's Chamber of Commerce (WCC)
- Women's International Shipping & Trading Association (WISTA)
- Women in Logistics & Transport (WiLAT)

Mrs. Wettimuny is currently the Vice Chairperson of the SriLanka Logistics & Freight Forwarders Association & member of the executive committee's of the other associations as aforementioned. She is a product of Hillwood College, Kandy.

NEW MEMBERS IN THE COMMITTEE FOR 2014-2015



A. BAUR & COMPANY & LTD

Mr Amal Peiris
 Director Exports
 P.O. Box 11
 5, Upper Chatham Street
 Colombo 1, Sri Lanka
 Telephone: 94 112 320551-6
 Fax: 94 112 448493
 Email: bours@bours.com

Nature of Business

Export: Tea, Spices, Dessicated Coconut
 Import: Chemicals, Pharmaceauticals
 Agriculture Interest:
 Engineering of Textile Accessories



ALLY WEERASINGHE (PVT) LTD

Mr Avindra Weerasinghe
 Managing Director
 617 B470, Nawala Road,
 Sri Jayawardenepura Kotte 10109
 Rajagiriya, Sri Lanka
 Telephone: 94 112 888359
 Fax : 94 112 888357
 Email : info@allyweerasinghe.lk

Nature of Business

Exporters, Importers and Manufacturers of Granite, Marble & Stone Products.



TRANSMEC ENGINEERING PTE. LTD

Mr A C P Guhashanka
 Director Marketing
 241/A Negombo Road,
 Peliyagoda
 Telephone: 94 114 614255/6
 Fax: 94 112 935839
 Email: sales@trans-mec.com
 Web: www.transmec.com

Nature of Business

Designers, Developers & Manufacturers of a range of automobile related products. Handles all activities including sales, services, spare parts and Engineering Products & Services



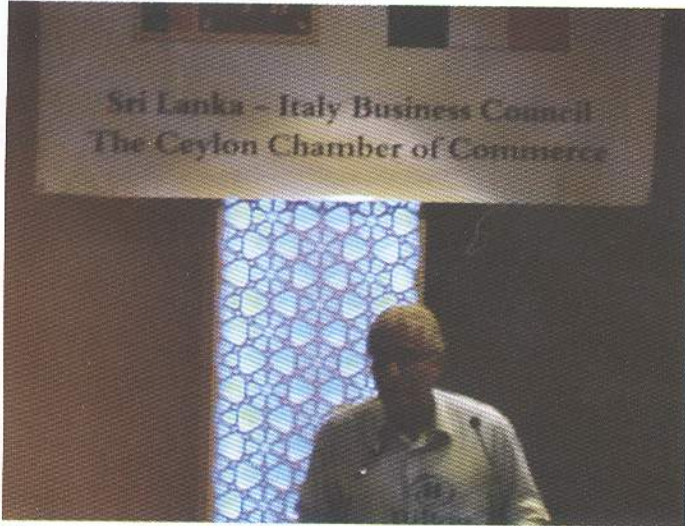
Events

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THE BREAKFAST MEETING

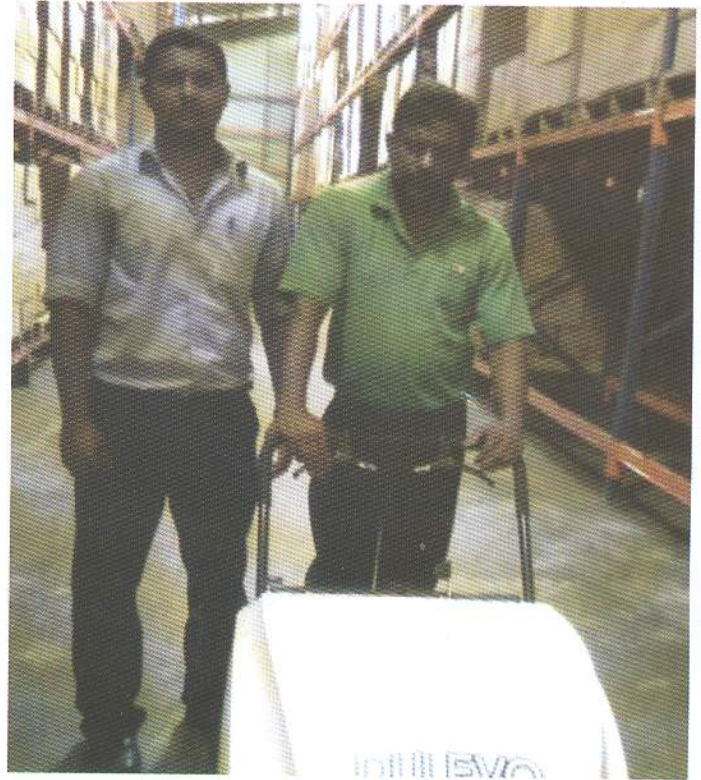


Former Director, Economic Affairs Division, Commonwealth Secretariat, Dr. Indrajit Coomaraswamy, was hosted by at the Sri Lanka -Italy Business Council of the Ceylon Chamber of Commerce at a the Breakfast meeting conducted in February 2014.

Speaking to a well attended audience he said that, with 8.2 billion dollars in reserves, amounting to five months' purchasing power, the Sri Lankan economy is moving up, but there are knots and snags. Investors will take a second look because of uncertain signals growing out of myriad constraints influencing growth, he said that although there was apparent economic progress, uncertain signals sent out by volatile elements discouraged would be investors.

He further said that Sri Lanka was not too badly off when the crunch came in 2008. Besides, we were too small in financial circles for the rest of the world to be concerned with us. But he agreed that the economy was not too badly affected during those times of uncertainty, particularly that our dependence on foreign funding was already a committed quotient which was not really affected.

BREAKING NEWS



Forbes Tea purchased Industrial Sweepers to be used in their Warehouse at Muthurajawela to ensure to keep the working environment clean.

Allied Trading & Engineering (Pvt) Ltd who commenced operations 1995 to provide Material Handling Solutions introduced Dulevo Industrial Sweepers to Sri Lanka when they sold the first two units to Lanka Walltile & Lanka Floortiles. They now specialize in providing professional solutions for the commercial cleaning segment.

Dulevo International, Italy has grown to establish itself as a worldwide leading floor sweeper and scrubber company, offering top quality industrial cleaning machines, scrubbers, vacuums, cleaners, tools and burnishes.

CONTACT US

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Member Profile

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JP MARINE (PVT) LIMITED



Mr. Priyalal Fernando

Chairman

JP Marine (PVT) Limited

197/8A, Padre Pio Mawatha,

Taladuwa.

Tel : 031-2221465/66

Fax : 031-2239637

E-mail : jppro@sltnet.lk

Winning the Gold Award in the Medium Category at the NCE Export Awards Presentation recently. **JP Marine (Privet) Limited** has become one of the leading exporters of yellow fin tuna, known to be one of the healthiest fish we can eat for our health as it provides one of the best sources of health building nutrition.

J.P. Marine has, over the years, steadily grown to become one of the most respected and largest consistent suppliers of chilled, fresh and frozen fish in Sri Lanka. Our operation goes far beyond the Indian Ocean to markets in USA, UK, European Union and Japan. We are the leading Tuna Supplier to Italy's Essalunga Supermarket chain, Coop and GE NE SRL.

JP Marine (Private) Limited have a number of tuna long line fishing vessels that operate in high seas in Sri Lanka's territorial waters. These vessels freeze and store high quality SASHIMI grade Yellow Fin Tuna exclusively for the Japanese market. Another major activity of ours is marketing of mixed spices of fish like Marlin, Sword Fish, Barramundi, Snappers, King Fish, Grouper, Blue Swimming Crabs, Cuttle fish to name a few in the form of gilled and gutted loins, chunks and fillets.

We have ultra modern processing facilities to process these species for the European, American, and Asian markets through implementing the HACCP (Hazard Analysis Critical Control Point) with the ISO 22000:2005 and BRC Certification.

We are committed to harnessing the wealth of the sea without depleting or upsetting the delicate balance in the marine world.

A Member of J P group of Companies

DFCC VARDHANA BANK PLC

Mr. Harsha De Alwis

Head of Remittances and

FCBU Operations

DFCC Vardhana Bank PLC

No.73, W.A.D.Ramanayake Mv,

Colombo 02

Tel : 011-2371455

Fax : 011-2371372



DFCC Vardhana Bank (DVB) portfolio consists of a diverse range of Deposit and Loan products specially designed to cater to the needs of corporate employees and self employed individuals.

Besides the attractive and innovative features of the products & services that are offered DVB guarantees a superior level of service and personal attention. As one of the fastest growing commercial banks in Sri Lanka DFCC Vardhana remain steadfast in its commitment to ensure that their valued customers get nothing but the very best.

True to their business mantra "Your most caring and trusted Bank" DFCC Vardhana Bank remains committed to delivering exceptional products including Adult, Children's & Senior Citizens' Savings Accounts, Current Accounts, Fixed Deposits, Foreign Exchange products such as NRFC, RFC & NNRF, Personal loans, Housing loans, Higher Education loans, Leasing & Pawning facilities, Debit & Credit cards, Premier Banking and E-banking facilities, Business Banking & Trade Financial products which reward both corporate & retail customers with superior and customized benefits through a network of 133 branches and service points located island-wide. The DVB ATM footprint boasts of more than 500 ATMs island-wide allowing their customers to make cash withdrawals at Zero costs as and when they like.

DVB is a subsidiary of DFCC Bank one of the world's oldest development banks in existence. The parent bank which owns 99.14% of the shareholding whilst giving DVB stability through its financial muscle also lends a hand in many functional areas. Fitch Ratings Lanka in 2013 reaffirmed a National Long Term Rating of SL AA- to DFCC Vardhana Bank and this rating denotes a very low expectation of credit risk.

Web : <http://www.dfcc.lk>



CONFERMENT OF HONOUR TO MR. V. JOppoLO, CHAIRMAN - OMEGA LINES LTD.



Mr. Vincenzo Joppolo Founder and Chairman of Omega Lines Ltd. , a member company of the Sri Lanka Business Council, was conferred the honour of “Knight to the merit of the Italian Republic” (Cavaliere al merito della Repubblica Italiana) granted by the government of Italy.

Omega Line Limited is 100% owned by Calzedonia Finanziaria of Luxembourg and started operations in 1999 in Sri Lanka with 30 employees in Sandalankawa. Calzedonia has other manufacturing operations in Croatia, Serbia, and even Bulgaria. Calzedonia’s Sri Lanka operations see annual export value of over \$ 300 million to Italy alone. It now employs over 3,000 persons to manufacture lingerie.

Omega Line exports its products to Europe under the brand names of "Intimissimi" and "Tezenis" while its beachwear and swimwear are under the brand name of "Calzedonia".

We congratulate Mr. Joppolo for the Honour Conferred by the government of Italy and for establishing two garments factories and paving the way for prosperity and social uplift for the people in these areas.

THE MEZZOTONO ESSEMBLE CONCERT



In the framework of the cultural initiatives organized by the Embassy of Italy, the Italian vocalist essemble “Mezzotono” performed a concert on Sunday 8th June at 7 pm in the Crystal Room of Taj Samudra Hotel, Colombo.

The Mezzotono essemble concert was a special and unique performance, hardly ever to be seen in Colombo. The show of the five Italian artists was entirely executed without the use of any musical instruments , with the singers’ voices reproducing the different instruments so that the audience hears an orchestra whilst actually seeing only the singers.. Those who were present enjoyed a fun filled musical evening thanks to the Embassy of Italy Sri Lanka.



Feature Article

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EXPO MILANO 2015 - WHEN THE WORLD COMES TO ITALY



In 2015, Italy will host the next Universal Exhibition (World Expos or World Fairs), a major international event taking place once every five years. The World Expos, which last for six months, will take place in Milan from 1 May to 31 October 2015, lighting up the European capital for fashion and design. The Expo will host over 130 participants from around the world, including countries and international organisations – i.e. “official participants” - as well as institutions, companies and civil society. Running for 184 days at a specially designed giant exhibition site covering one million square meters, Expo 2015 is expected to welcome over 20 million visitors to Milan.

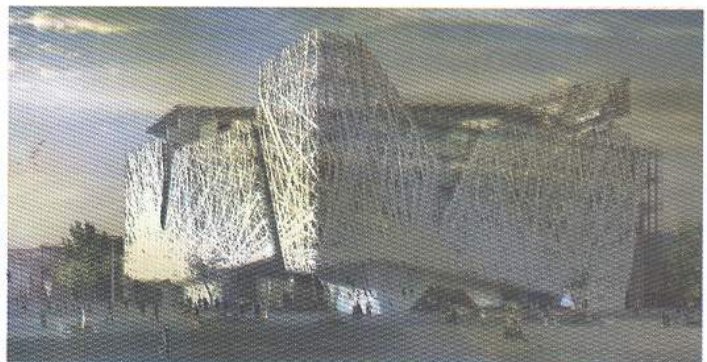
Expo Milano 2015 looks at human history through two aspects of food production: traditional cultural values and the use of new technologies. These two aspects do not stand alone, but are very much interconnected. Besides being an opportunity for industry players to meet, the Universal Exposition is part of a cultural journey that aims to highlight the growth and changes that the entire population of the planet is currently facing.

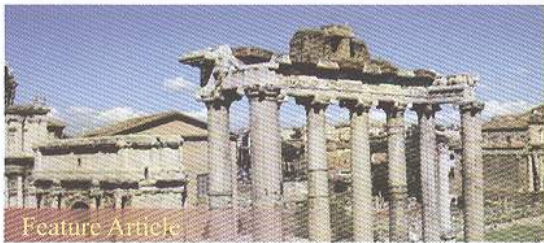
Focusing on man who through life and work transforms the natural environment, Expo Milano 2015 aims to highlight the life-giving energy that food, the symbol of hospitality, community and celebration, brings to each and every one of us. Mankind and its history are central themes of this Expo. In particular, the Milan event is the result of a long transformation that characterizes human history and the food industry, both important themes for previous Universal Expos. The human story is told through historical, economic and political aspects such as industrial growth, the emergence of new economic powers, and events such as world wars, all having influenced each and every Expo.

Italy chose ‘Feeding the Planet, Energy for Life’, as its central theme. Expo Milano 2015 will talk about the problems of nutrition and the resources of our planet. The idea is to open up a dialogue between international players to exchange views on these major challenges which are relevant to everyone. Expo Milano 2015 seeks to involve participants and visitors in actively finding innovative solutions through discussion and an exchange of ideas and opinions.

The aim, and first great innovation, of Expo Milano 2015 is to prioritise the immaterial legacies of the Universal Exposition, leaving behind not a heritage of imposing architecture, but first and foremost guidelines and new, shared paths to tackle the challenges of the next millennium: to ensure every single person the right to sufficient, healthy and safe nutrition, to guarantee environmental, social and economic sustainability of the food industry, and to protect food taste and culture.

Participating Countries, together with international organizations, civil society and private companies will have to propose specific and real solutions. Discussion on the theme, from economic, scientific, cultural and social viewpoints, will bring together skills and competences from around the world, through close collaboration with the United Nations, by taking advantage of the fact that the event coincides with the Millennium Development Goals target year. The Organizer and Participants will work together to demonstrate their excellence in the methods, techniques and rules of food production, proposing strategies to combine production with energy saving, the use of renewable energy sources and protection of natural resources. The results of this cooperation will draft the intangible legacy of Expo Milano 2015, which will be thus connected with its core topic: the connection between human beings and nature; modern lifestyles; millennium-long traditions and the scientific, economic, cultural and technological means people can use to overcome the challenge which Expo Milano 2015 offers up for discussion.





FLORENCE - FLOWER OF THE RENAISSANCE



Florence (Italian: Firenze) is one of the great tourist attractions of Italy, and has a cultural and musical centre for centuries. The Florentine Camerata was a group of humanists, musicians, poets and intellectuals in late Renaissance Florence who gathered under the patronage of Count Giovanni de' Bardi to discuss and guide trends in the arts, especially music and drama. This was the home of the Medicis, one of the greatest patrons of the arts and Italy's most powerful family for centuries. Some of the famous painters of the Florentine School during the 14th and 15th centuries include Filippo Brunelleschi, Donatello, Michelangelo, Fra Angelico, Botticelli, Lippi, Masolino, and Masaccio.

Florence lies mid-way between Rome and Venice on the EuroStar Italia (ESI) high-speed train line. There are many bus tours that take in the main sights as well, but it is recommended to see the place by oneself, as many tour groups only include the Uffizi and the statue of David.

Hotels are not cheap, but it is possible to find decent accommodation for under EUR100 for a double with breakfast within walking distance from the station or the major attractions. The city centre is protected as a UNESCO World Heritage Site. Some boutique hotels, with large airy rooms, have a fascinating history as Benedictine monasteries, Palaces of dukes and even renaissance hospitals and arts schools, and these are reflected in the design. If you do end up a little far away because of cost, the bus service is punctual and comfortable, and costs EUR5 for the day, EUR12 for 3 days and EUR18 for a week (2014).

The usual suspects for Italian food are as good in Florence as anywhere. Pizza, pastas, spaghetti, risotto, gelato (ice cream) ... there are osterias, pizzerias, trattorias, and ristoranti and even hot dog stands for every budget. Try the pizza at "Da Garibaldi" at Piazza del Mercato Centrale as a special treat.

Walking is the best way to admire the history that lies around every corner. The city is divided into two parts by the River Arno. On one side is the Santa Maria Novella (S.M.N.) train station, the great Cathedral and the Piazza della Signoria

(square), and on the other side of the iconic Ponte Vecchio bridge complete with jewellery shops, the Santa Croce church (which contains the composer Rossini's grave) and the Pitti palace, Buboli and Berdini Gardens, from which there is a good view of the surrounding city. The other places for nice views are Giotto's Bell Tower (the Campanile of the cathedral) and Piazzale Michelangelo lookout point in the Oltrarno district.

The Uffizi, indisputably one of the greatest art galleries in the world, is the most popular attraction. Paintings here include the "Primavera" and "Birth of Venus" by Botticelli, "The Annunciation" and "The Adoration of the Magi" by Leonardo da Vinci, Cimabue's "Madonna of the Holy Trinity", three self-portraits at different ages by Rembrandt van Rijn, Raphael's "Madonna of the Goldfinch" and celebrated works by Michelangelo, Titian, Piero di Cosimo and Caravaggio among others. The beauty of the building has fascinated students of architecture for centuries; it is palatial in proportions with magnificent staircases and grand hallways. Because of this, waiting times during July and August can be as much as 5 hours, so pre-booking on the web is recommended in summer.

There are at about 70 museums within walking distance of each other, including the the Accademia which contains the original statue of David by Michelangelo, Medici Riccardi Palace and Chapel and Michelangelo's house. The general museums include those for Anthropology, Archaeology, Prehistory, and Porcelain.

The great cathedral of Florence (dedicated to "St. Mary of the Flower"), has a magnificent façade of white marble. Nearby you can see two separate monuments - Giotto's Campanile in the same marble and the amazingly beautiful St. John Baptistery, with three magnificent bronze doors with relief sculptures. There are many other churches well worth a visit.

There are a couple of inane things that you must do as a typical tourist in Florence. The first is to rub the snout of the boar (Il Porcellino) at the Mercato Nuovo square. The second is to stand on one leg and take a photo as if you are leaning on the Bell-tower at the Cathedral.

Florence is not the only remarkable city in the Tuscan landscape, and most (though not all) are well connected by regional trains or buses. The best day trips include Pisa (with its stunning Square of Miracles, apart from the famous Leaning Tower), Siena and the vineyards of Chianti and last but not least, the pretty coastal villages of Cinque Terre ("Five Lands").

By Rajcev Aloysius



Snap Shots

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2013-2014 in Reterospect



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