

CLOSE UP

Platinum dedicates these pages to today's women and men who distinguish themselves in the business world



Ettore Graziadei
article on p. 28



Amedeo Nappi and his son Angelo
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Diego Fasano
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Lino and Pierfrancesco Pistilli article on p. 34



Young entrepreneurs **CIIM** article on p. 36



The technical staff of **MMC Italia** article on p. 37

They are strong personalities and their charisma makes us want to use this window of communication to talk about them and the companies they lead. They give us an example of success to be followed. We want to gather the secrets that they hold. They are business people who make the difference and achieve recognition in Italy and abroad. Platinum invites its readers into this portrait gallery.

CIIM USA is the story of a group of young Italian businessmen who decided to put everything they had into being Italian as a key to success in the USA. Without any special help they managed to accomplish some great feats and then decided they wanted to join forces and face new challenges. "Projecting ourselves on the global

ates". Tomaso Veneroso, a successful businessman in the wear-proof parts industry for stone crushing plant, introduces other businessmen, and they start to get together regularly to setup a platform. The idea gradually took shape: to create chances to meet and combine professional skills so as to offer qualified information and services to businesses and professionals interested in pursuing the opportunities between USA and Italy. "We pooled our tangible resource of experiences" – Tomaso Veneroso adds. Philip Ellis of CIIM Washington takes the initiative: "We have tried to systemati-

caly analyze the opportunities offered by the US market. We saw what an enormous expanse lay between USA and Italy in the ease of obtaining permits, respecting obligations, clarity in the regulations". Tomaso Veneroso continues: "America offers a vast, highly competitive market, but it has clear-cut rules and it is easy to do business. The problem is knowing what are the rules and advantages available. In the past we as businessmen were forced to get by without any valid help". CIIM USA outlines a series of service packages (e.g. logistics, legal, financial, fiscal) for Italian businesses. Marco Casella, from the prestigious Merrill Lynch, joined the adventure right from the start: "CIIM USA's outlook is to create tangible opportunities between USA and Italy with a bottom-up approach: in New York we are trying to act as mediators between Italian businesses with high quality niche products for sub-contracts tied to the Ground Zero development. By presenting Italian business as a system greater business opportunities can be opened in such a competitive market like USA". De Leo continues "we use our website to inform in real-time our members of opportunities and we create the chance to get updates on legal and financial aspects". The Made in Italy promotion at US business and government associations and the alliance with CONFAPI are the basis for an increase in business opportunities between the two sides of the Atlantic. What CIIM USA has managed to set up in less than two years is amazing. The friendship between the original founders of CIIM, the love for their Italian roots and the passion they put into in their work seem to rub off on many other Italian businessmen. Seeing is believing: www.ciim.us.

Platinum World

Young successful businessmen flying the CIIM flag in USA

market and grasp the opportunities it offers, valorizing our professional skills and Italian ways". This is where it all started as CIIM, Confederazione degli Imprenditori Italiani nel Mondo USA – Federation of Italian Businesspersons in USA. "It all started by chance - Francesco de Leo explains – I met some friends interested in exchanging information and offering support to help Italian businesses face the US market. I setup an on-line portal for company communications and managing the services of the associ-

cally analyze the opportunities offered by the US market. We saw what an enormous expanse lay between USA and Italy in the ease of obtaining permits, respecting obligations, clarity in the regulations". Tomaso Veneroso continues: "America offers a vast, highly competitive market, but it has clear-cut rules and it is easy to do business. The problem is knowing what are the rules and advantages available. In the past we as businessmen were forced to get by without any valid help". CIIM USA

From left Marco Rossi, Francesco De Leo, Tomaso Veneroso, Ezio Listati and Marco Casella

