

## THE NEW JERSEY WORLD TRADE COUNCIL

102 West State Street - Trenton, NJ 08608 - 732-531-1760

**Italy: Capitalizing On Commercial Opportunity And A Rich Cultural Heritage** is the theme of the 34th Annual New Jersey World Trade Conference, an event which has become one of the Nation's most important observances of World Trade Week, as proclaimed annually by the President of the United States. This year marks the 75th anniversary of World Trade Week.

Each year, this major New Jersey event attracts hundreds of leading representatives of commerce, industry and government from New Jersey and the New York Metropolitan area, as well as from the Conference's host country. We explore new trade and investment opportunities around the globe and demystify the hurdles of time and distance, culture and other nuances of international commerce.

The 34th Annual New Jersey World Trade Conference is organized this year by the New Jersey World Trade Council and The New Jersey Italian and Italian American Heritage Commission. The New Jersey Italian and Italian American Heritage Commission is a State agency whose mission is to build and strengthen the cultural identity of Italians and Italian Americans in New Jersey through public educational programs that preserve an awareness of the contributions of people of Italian heritage.

On May 17, we will celebrate the rich heritage of Italy's cultural contribution to New Jersey and the world, while providing Conference participants with a comprehensive overview of Italy as an investment location and trading partner. The morning program is designed as a primer for doing business with Italy, assessing the state of the Italian economy and what makes Italy a major international financial, trading and business center, as well as how the European Union has facilitated and brought together a more global trading community. A panel of international business experts will discuss a variety of practical considerations important to New Jersey business people wishing to do business successfully with and in Italy.

Trade exhibits from both the U.S. and Italy and an International Luncheon Program (perhaps a few surprises) will round out a

conference that promises to be both informative and enjoyable. Following the well-established tradition of previous Conferences, participants will also have the unique opportunity to meet informally with top business leaders, government leadership and international service providers.

The United States - Italy bilateral relationship is strong and growing, with the two countries cooperating closely on major economic issues of the day. Italy is one of America's and New Jersey's most important trading partners. In 2003, for example, the U.S. was the fourth largest foreign supplier in the Italian market, and the largest supplier outside the European Union. Total trade between the U.S. and Italy exceeded \$35 Billion in 2003. U.S. Foreign Direct Investments in Italy stood at \$28.5 Billion at the end of 2002, while Italian investments in the U.S. had reached some \$6.6 Billion. Italy is a strong trading partner with New Jersey, as well, ranking well within the top ten in terms of total foreign trade. New Jersey exported goods to Italy in 2003 valued at some \$470 Million. And, in 2004, New Jersey exports (dollar value) to Italy grew by 28 percent. Both New Jersey and Italy enjoy a strong and diversified manufacturing sector and are equally strong agricultural producers.

The New Jersey World Trade Council is a private sector, non-profit organization, broadly supported by the New Jersey business community, which is comprised of a unique blend of executives representing international corporations, professional service organizations, academia and government agencies and authorities. For some 40 years, it has promoted international commerce and investment between New Jersey and countries of the free world. The Council's efforts have been recognized by several New Jersey Governors as well as the U.S. Department of Commerce, from which it has received the coveted "Presidential E" Award.

The Conference will again be held at the Birchwood Manor, with its total facilities reserved for the all-day event. Spacious meeting rooms and ample parking ensures a comfortable and congenial conference atmosphere. The Birchwood is conveniently located off Route 287/Route 10, in Whippany, NJ., telephone 973-887-1414.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

JOHN McCAHILL, 732-531-1760 (CONFERENCE), LEE EAGLES, 201-488-5800 x118 (EXHIBITS) and DANIELA PUGLIELLI, 908-212-7846; GLORIA STARR KING, 212-628-1743; MICHAEL KATZ, 732-536-6457

## 34TH ANNUAL NEW JERSEY WORLD TRADE CONFERENCE

### ITALY: Capitalizing On Commercial Opportunity and A Rich Cultural Heritage

#### Organized By:

The New Jersey World Trade Council and The New Jersey Italian and Italian American Heritage Commission

#### Sponsoring Organizations:

Bank of America  
Sills Cummis Epstein & Gross, P.C.  
Ferraro Foods, Inc.

New Jersey Italian and Italian American Heritage Commission  
The Consulate General of Italy in New York

#### Patrons:

The Consulate General of Italy in Philadelphia  
The Vice Consulate of Italy in Newark, NJ  
U.S. Department of Commerce  
The Italian Trade Commission  
New Jersey Business and Industry Association  
The New Jersey Commerce, Economic Growth & Tourism Commission  
Coudert Brothers, LLC  
New Jersey District Export Council  
PIERS/Global Intelligence Solutions  
The New Jersey Chamber of Commerce

With special thanks to participating New Jersey/New York banks, professional service firms, academic institutions and other government agencies.

In recognition of the role that the NJWTC has played as a catalyst in the expansion of New Jersey international commerce and foreign investment, the Council has received the coveted "Presidential E" Award from the United States Department of Commerce.

**THE NEW JERSEY WORLD TRADE COUNCIL**  
229 Lawrence Avenue - Oakhurst, NJ 07755 - 732-531-1760

The New Jersey Italian and Italian American Heritage Commission  
Rutgers University, Scott Hall, Room 222  
43 College Avenue, New Brunswick, NJ 08901  
732-932-0670

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The New Jersey World Trade Council

c/o Bank of America  
750 Walnut Avenue  
NJ 06-502-03-08  
Cranford, NJ 07016

# 34<sup>TH</sup> ANNUAL NEW JERSEY WORLD TRADE CONFERENCE

## ITALY:

**CAPITALIZING ON COMMERCIAL  
OPPORTUNITY AND A RICH  
CULTURAL HERITAGE**

**TUESDAY, MAY 17, 2005  
BIRCHWOOD MANOR  
111 NORTH JEFFERSON ROAD  
WHIPPANY, NJ 07981**

ORGANIZED BY

**THE NEW JERSEY WORLD TRADE COUNCIL**  
229 LAWRENCE AVE., OAKHURST, NJ 07755  
732-531-1760

AND

**THE NEW JERSEY ITALIAN AND ITALIAN  
AMERICAN HERITAGE COMMISSION**  
RUTGERS UNIVERSITY  
43 COLLEGE AVENUE - SCOTT HALL, ROOM 222  
NEW BRUNSWICK, NJ 08901  
732-932-0670  
INFO@IAHI.RUTGERS.EDU

# 34TH ANNUAL NEW JERSEY WORLD TRADE CONFERENCE

## ITALY: Capitalizing On Commercial Opportunity And A Rich Cultural Heritage

Tuesday, May 17, 2005

**8:00 a.m. REGISTRATION AND CONTINENTAL BREAKFAST**

**8:40 a.m. WELCOMING REMARKS**

**Robert P. Evans**

Chairman  
New Jersey World Trade Council  
Partner  
KPMG LLP

**A. Roger Marinzoli**

Executive Director  
New Jersey Italian and Italian American Heritage Commission  
Founder  
Marco Polo Network, Ltd.

**MORNING PROGRAM**

**Robert D. Ferris**

Conference Chairman  
New Jersey World Trade Council  
Executive Managing Director  
RFBinder Partners, Inc.

**9:00 a.m. ITALIAN-AMERICAN HERITAGE - A CULTURAL AND ECONOMIC CONTRIBUTION**

**N. Larry Paragano, Jr.**

Chairman  
New Jersey Italian and Italian American Heritage Commission  
President  
Paragano Enterprises

**9:15 a.m. ITALY'S COMMITMENT TO THE U.S. BUSINESS PARTNERSHIP**

**The Honorable Stefano Mistretta**

Consul General  
The Consulate General of Italy in Philadelphia

**9:30 a.m. CURRENT TRADE AND INVESTMENT CLIMATE BETWEEN ITALY - U.S. - NEW JERSEY**

Moderator:

**Anthony R. Coscia, Esq.**

Chairman, Board of Commissioners  
Port Authority of New York/New Jersey

A U.S. Perspective:

**Eric Stewart**

Deputy Assistant Secretary, Europe  
U.S. Department of Commerce

An Italian Perspective:

**Roberto Luongo**

Director  
Italian Trade Commission

**10:00 a.m. BREAK**

**10:15 a.m. DOING BUSINESS WITH ITALY: A SOCRATIC DIALOGUE**

Moderator:

**Vito Racanelli**

Foreign Editor/Europe  
Barron's

Panelists:

**Joseph J. Seneca, Ph.D**

University Professor  
Rutgers, The State University of New Jersey

TBA

Ferraro Foods, Inc.

**Ted Zangari, Esq.**

Partner  
Sills Cummis Epstein & Gross, P.C.

**Stefano Crosio, Esq.**

Partner  
Gianni, Origoni, Grippo & Partners

**Gary Bigg**

Associate Economist  
Bank of America

**11:30 a.m. NEW JERSEY INTERNATIONAL TRADE OBJECTIVES AND RECENT INITIATIVES**

Moderator:

**Brendan R. McCahill**

President and Chief Operating Officer  
PIERS/Global Intelligence Solutions

**The Honorable Virginia S. Bauer**

CEO and Secretary  
The New Jersey Commerce, Economic Growth & Tourism Commission

**11:45 a.m. RECEPTION AND TRADE EXHIBITS\***

**12:45 a.m. INTERNATIONAL LUNCHEON PROGRAM**

Presiding:

**Robert P. Evans**

Chairman  
New Jersey World Trade Council

Introduction of Dais:

**John D. McCahill**

Conference Committee  
New Jersey World Trade Council  
President  
American Market Access, Inc.

Remarks:

**The Honorable Richard J. Codey**

Acting Governor  
State of New Jersey

**The Honorable Antonio Bandini**

Consul General  
The Consulate General of Italy in New York

**2:30 p.m. ADJOURNMENT OF LUNCHEON PROGRAM**

**AFTERNOON SESSION AND WORKSHOP**

**NEW JERSEY TRADE MISSION TO ITALY**

Presentation:

The New Jersey Italian and Italian American Heritage Commission

**3:00 p.m. WORKSHOP**

**STRATEGIES TO SUCCESSFULLY ENTER THE ITALIAN MARKET**

**Fabio Marazzi**

Managing Director  
M+RZP - Global Market Intelligence

\*Exhibits will be available throughout the day.

## 34TH ANNUAL NEW JERSEY WORLD TRADE CONFERENCE AD JOURNAL REGISTRATION FORM

# ITALY:

### Capitalizing On Commercial Opportunity and A Rich Cultural Heritage

To: The New Jersey World Trade Council  
C/O Bank of America  
750 Walnut Avenue  
NJ6-502-03-08  
Cranford, NJ 07016  
732-531-1760  
908-709-5468 (Fax)

We wish to register the following and enclose our check for \$ \_\_\_\_\_ to the order of The New Jersey World Trade Council (\$150.00 per person, includes continental breakfast, reception, luncheon, conference program and documentation).\*

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

E-mail \_\_\_\_\_

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**Luncheon tables of 10 are \$1,400 per table (includes exhibit space).**

Check here to reserve table for 10 (list name of attendees on separate sheet)

**Exhibit space: \$500.00 (includes option for two Conference tickets at half price/\$75.00 each).**

Check here to reserve exhibit space

**Conference Ad Journal**

**Ad Rates**

(Space available on first come, first served basis; accept four-color or b/w camera-ready copy)

_____ Back Cover	\$ 1,750
_____ Inside Back Cover	\$ 1,450
_____ Full Page	\$ 1,200
_____ 1/2 Page	\$ 750

Check here (and, appropriately, above) to reserve Ad Journal space

**Contacts:**

Conference: John McCahill (732-531-1760)  
Exhibits: Lee Eagles (201-488-5800 x118)  
Ad Journal: Daniela Puglielli (908-212-7846)  
Gloria Starr King (212-628-1743)  
Michael Katz (732-536-6457)