



Welcome Italy Times

Weekly Edition, May 2013

ITALY - A CROSSROADS OF ARTISTIC INNOVATIVE AND ANCIENT WONDERS

By Dino BARILE

Where to start from when talking of Italy? A modern and cosmopolitan country with an excellent standard of living, superior health and education provision, endless opportunities in beautiful landscape, a vibrant cultural country, rich in culture, beauty and history contrasting landscapes of bustling cities and romantic countryside, these and many more are the reasons for millions of visitors every years decide to visit our country.

Italy is recognized for its international brand in strategic sectors such as fashion, automotive, marine, design, mechanics. The Italian style, innovation, creativity and love for the tradition are all key success factors of the "Made-in-Italy" brand in the competitive world market. Moreover, Italy has the largest number of World Heritage (UNESCO) sites in Europe, with 47 locations listed as places of outstanding cultural and historical significance.

This and much more is the reward for the Australian undertaking such a long trip to the other side of the world, come and experience the extraordinary warmth and hospitality of the Italian people.

The Art cities of Rome, Florence, Siena or Venice can be visited time after time without losing interest or heart and yet Italy has so much more to offer to the visitor: from the Alpine setting of Aosta down to sundrenched beach of Sicily, our country provides an ongoing and endless number of experiences, cultural heritage and history that can be read in every single stone, church or archaeological remain; Italy is a book that you never really end reading and that keeps the "reader" interested and amused, intrigued and dazzled for the spontaneity of the local idioms, culture food and mentality.

For any specific Incentive requests, we would love to hear from you, but for the immediate needs, should you, or a friend of yours, be planning a holiday in Italy, here are our "coups de cœurs!" (in French for preferred venues). Suggestions are given randomly, if you need more feel free to contact us.

Dining

Rome — Out of the city, the Ristorante Antico Pagnanelli, world's best carbonara

Taormina — Villa Antonio... simply breathtaking, the theory of relativity revealed

Venice — Antica Carbonera, dining in a royal yacht reconstructed in Venice, try the pasta e fagioli!

Apulia — dining in a butcher's shop, an original and fun way of dining

Sightseeing

Sardinia — Porto Cervo at Pedrinelli's, jet set dining

Apulia — The Altamura man and the troglodyte setting of "I Sassi" in Matera

Rome — The Etruscan city of Cerveteri and the surprising Bomarzo Garden

Turin — not many know that the most important Egyptian museum, after Cairo, is in Turin!

Cinque Terre — hire a sailing boat, the best way to appreciate the setting of the Liguria coast

Tuscany — Niki de Saint Phalle's most creative park "Tarot Gardens" in Capalbio the "intellectuals" destination

A special experience

Rome — Calessino tour around the city

Piedmont — Truffle hunting

Sardinia — Safari on board a 4 x 4

Verona — Opera festival in the Roman arena

Sicily — Learn how to do the Cannollo at the foot of the Agrigento Temples' valley

Tuscany — Wine & dine in the historical butcher's Cecchini in Panzano in Chianti

A VEHICLE UNIQUE TO THE WORLD

The Calessino, the undisputed icon of Italian style and unique personality vehicle, pays homage to its roots with a special limited edition. With its design the sixties, brings to life the unforgettable charm of La Dolce Vita. The top and four seats make it flexible for a variety of uses and situations, to rediscover a taste of driving and enjoying your leisure time.



BORGIO SCOPETO

A remarkable place

By Dragana MITROVIC

It is not the newest idea under the sun, but when done with even a modicum of skill, a Tuscan country estate hotel is unlikely to raise many complaints. And at Borgo Scopeto Relais there's much more than a modicum of skill on display.

This 14th-century villa, on a hillside overlooking the city of Siena, has held tight to its many historical charms, even as it's modernized in all the areas that count — while the rooms show the signs of a keen contemporary decorator's eye, as you roam the hallways and the grounds it's just about possible to imagine yourself a fourteenth-century nobleman (or noblewoman, who are we to say?).



WELCOME
ITALY

Welcome Italy (a Welcome Group member) has 40 years of proven experience combined with a passion for showcasing Italy as a MICE destination, delivering proposals and events to match your needs.

We possess extensive local knowledge, resources and contacts, specializing in the design and implementation of activities, tours, event program logistics and varied transportation.

With our great selection of local partners we guarantee the best value for money as well as high quality services and hands-on management.

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ITALIAN CURIOSITIES

By Dino BARILE

Italy has three active volcanoes: Vesuvius, Etna, and Stromboli.

Italy is often called the *Bel Paese*, which means beautiful country.

Vatican City is the only nation in the world that can lock its own gates at night. It has its own phone company, radio, T.V. stations, money, and stamps. It even has its own army, the historic Swiss Guard.

The pre-dinner passeggiata (evening stroll) is one of Italy's most enduring leisure activities where Italians stroll about the streets to see and be seen.

With almost 40 million visitors, Italy is the fourth most visited country in the world.

Italy has over 3,000 museums.

The Italian Wolf is considered the national animal of Italy.

The language of music is Italian. The word "scale" comes from scala, meaning step. And andante, allegro, presto and vivace are just a few of the many musical notations.

Sixty percent of the world's art treasures are in Italy.

Galileo Galilei (1564-1642) was an Italian-born scientist. When he argued that the Earth revolved around the Sun, the Catholic Church imprisoned Galileo in his own house. The Church issued a formal apology in 1992.

The Leaning Tower of Pisa was built in 1173 and began to lean soon after. After reconstruction efforts in 2008, engineers declared the tower would be stable for at least 200 years.

The Vespa scooter was invented in Italy in 1946.

The oldest olive tree in Italy, in Umbria is reportedly over 1700 yrs old.

THE NEW EUR CONGRESS CENTER ROME

In Rome the modern buildings are never well accepted and beloved by the population and this is probably why there is a lack of modern and futuristic buildings. But finally also in the Eternal city we will have a structure of the third millennium.

By Lorenzo ROSSI

We are talking about The New Convention Center, the so-called "Cloud". Designed by Roman architect Massimiliano Fuksas, it will be inaugurated on the second half of 2014.

The "cloud" is, without doubt, the characteristic architectural element of the project: the structure, with an extraordinary visual effect, will be made of an innovative membrane and 'floats' in a "showcase" of steel and glass 40 meters high, 70m wide and 175 long.

On your Italian tour — add a simple fun activity, learn how Italians drink coffee: the espresso, cappuccino, latte macchiato, Americano, Marocchino these and many more are the variations to the "theme", then take a Calessino tour for a real-life traffic experience in your city.

"FEED THE PLANET ENERGY FOR LIFE"

It is the theme of the next World Expo 2015 in Milan, Italy

By Lorenzo ROSSI

The theme of the planet expresses the aim of the town of Milan to tackle the great problem of sustainable progress, and shows elements of innovation in technology and science connected to the field of food, in order to contrast feed problems that still today plague several areas of the world.

The Expo 2015 in Milan offers to the city itself and to the Italian nation a possibility to represent the centre of international economic and social progress, shedding light on progresses that the Italian industry of science and technology brings ahead, and contributing at the same time to the world-wide growing.

The Expo will be held from May 1 thru October 31 2015.

See you there!

YOUR EVENT IN 3D

How about surprising and amusing your guests with a 3D experience of your next incentive trip?

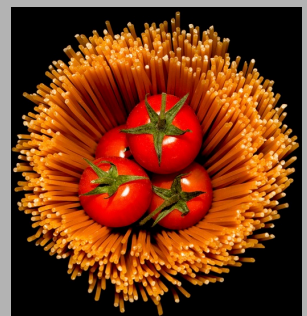
During your visit, cameramen will shoot a video of each single activity, at the end of the programme, a special dynamic editing will be done and it will be sent to the main office or to each individual participant.

The personalized DVD will be shot and edited in 3D for an authentic experience, reliving every single step as the event comes to life every day over again. Ladies and gentlemen this is not a picture book or a simple video, this is a live experience of your special trip to Italy.

DINO'S "SPAGHETTI" A MEZZANOTTE

For your next party why not surprise your guests with something simple, quick and delicious? Quantities? Depends on taste...

A handful of cherry tomatoes cut in halves
2 pieces of garlic, crushed
A good portion of rucola
Peppers finely cut, olive oil & Pecorino



Cook your spaghetti, al dente please! As soon as you put the pasta in the water, heat the olive oil with the garlic wait until it darkens, add the hot peppers, then add the tomatoes and stir; (the spaghetti should be ready within minutes) drain the pasta and put into the pan (keep the water just in case), add the rucola and cheese and keep mixing, if need be, add a little of the water.

By now you should have a nice mix, add some olive oil and mix all one last time, then sit and enjoy! Serve with one of the many excellent red wines from southern Italy.

Buon appetito!