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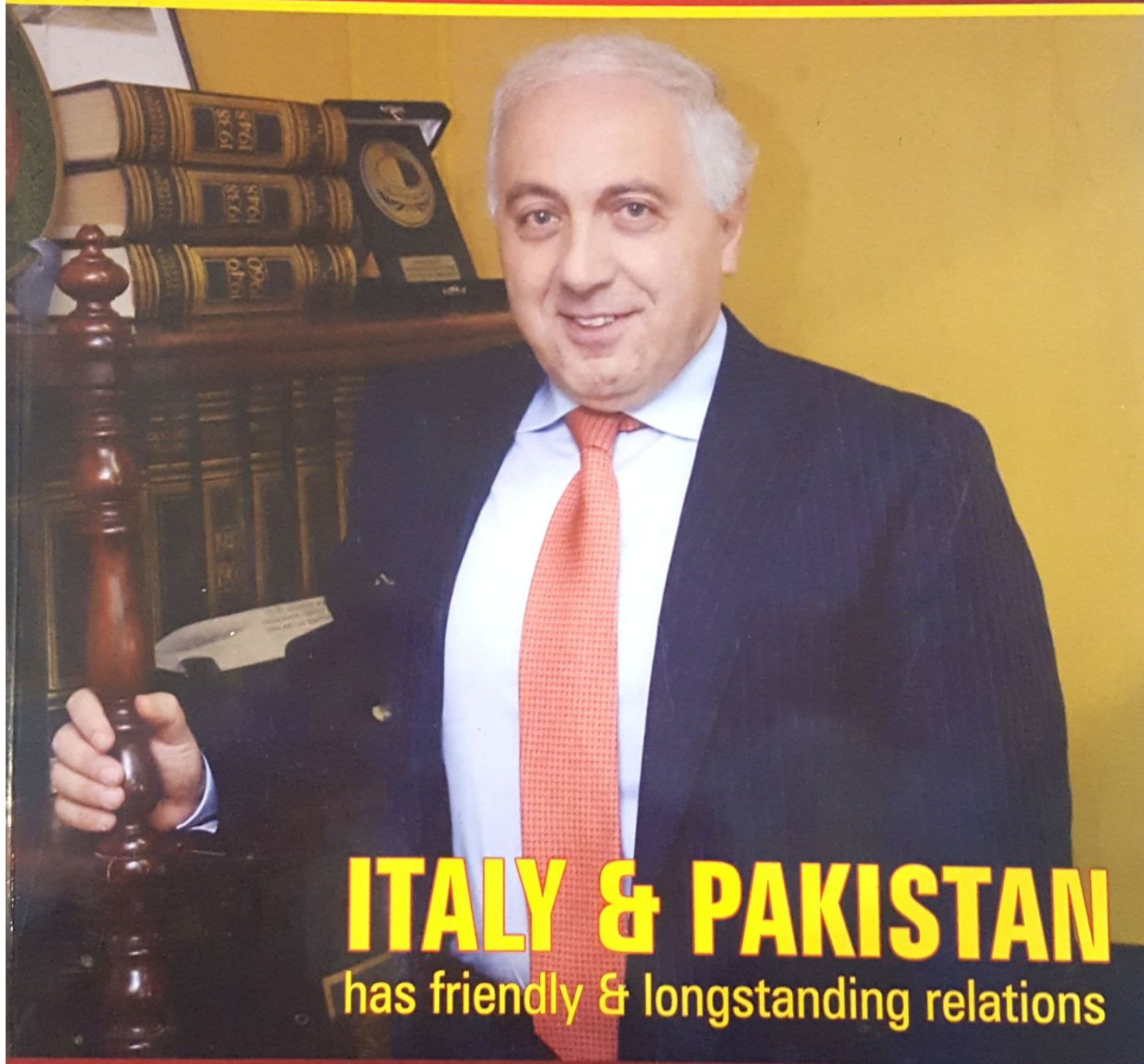


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ITALY & PAKISTAN

has friendly & longstanding relations

H.E. Adriano Chiodi Cianfarani

Ambassador of Italy to the Islamic Republic of Pakistan



BIOGRAPHY OF THE PRESIDENT OF ITALY H.E. MR. SERGIO MATTARELLA

Sergio Mattarella (born 23 July 1941) is the current President of Italy. He is an Italian politician, lawyer and judge. He was a Member of Parliament from 1983 to 2008, serving as Minister of Education from 1989 to 1990 and as Minister of Defence from 1999 to 2001. In 2011, he became an elected judge on the Constitutional Court.[1] On 31 January 2015, he was elected by parliament to be the 12th President of the Italian Republic. He is the first Sicilian to have held the post.

Sergio Mattarella was born in Palermo of a prominent Sicilian family. His father, Bernardo Mattarella, was an anti-fascist who, alongside Alcide De Gasperi and other prominent Catholic politicians, helped found the Christian Democracy (DC) party, which dominated the Italian political scene for almost fifty years, with Bernardo serving as a minister several times. Sergio Mattarella's brother, Piersanti Mattarella, was also a Christian Democratic politician and President of Sicily from 1978 until his death in 1980, when he was killed by the Sicilian Mafia.

During his youth, Sergio Mattarella was a member of Azione Cattolica, a large Catholic lay association. In 1964, he graduated in law at the Sapienza University of Rome; after a few years he started teaching Parliamentary procedure at the University of Palermo.

Mattarella entered politics after the assassination of his brother Piersanti by the Mafia. His parliamentary career began in 1983, when he was elected a member of the Chamber of Deputies in left-leaning faction of the DC that had supported an agreement with the Italian Communist Party (PCI) led by Enrico Berlinguer, the so-called Historic Compromise. The following year he was entrusted by the Secretary of the Christian Democrat, Ciriaco De Mita, to "clean up" the Sicilian faction of the party from Mafia control, at a time when made men of Cosa Nostra like Salvo Lima and Vito Ciancimino were powerful political figures. In 1985 Mattarella helped the young lawyer Leoluca Orlando, who had worked alongside his brother Piersanti during his governorship of Sicily, to become the new Mayor of Palermo.

Mattarella was appointed Minister for Parliamentary Affairs in the governments led by Christian Democratic Prime Ministers Giovanni Goria and Ciriaco De Mita, and in 1989 he became Minister of Education in the sixth cabinet of Giulio Andreotti. Mattarella stood down from his position, together with other ministers, in 1990 upon parliament's passing of the

Mammi Act, liberalising the media sector in Italy, which they saw as a favour to the media magnate Silvio Berlusconi.

In 1990 Mattarella was appointed Vice-Secretary of Christian Democracy. He left the post two years later to become director of *Il Popolo*, the official newspaper of the party. Following the Italian referendum of 1993 he drafted the new electoral law nicknamed *Mattarellum*. In 1994, when Christian Democracy was dissolved in the wake of the Tangentopoli corruption scandal, he helped found the Italian People's Party (PPI), along with its first leader Mino Martinazzoli and other former Christian Democrats. In the ensuing 1994 general election (in which the newly founded PPI fared poorly) Martinazzoli was again elected to the Chamber of Deputies. He soon found himself engaged in an internal dispute after the election of a new party leader, Rocco Buttiglione, who wished to steer the Italian People's Party towards an electoral alliance with Berlusconi's *Forza Italia*. [6] Following Buttiglione's appointment, Mattarella resigned as director of *Il Popolo* in opposition to this policy.

Mattarella was one of the first supporters of the economist Romano Prodi at the head of the centre-left coalition known as *The Olive Tree* (*L'Ulivo*) in the 1996 general election. After the electoral victory of the centre-left, Mattarella served as President of the PPI's parliamentary group. Two years later, when Prodi's first government fell, Mattarella was appointed Deputy Prime Minister and Minister of Defence in the government of Massimo D'Alema, then-leader of the Democrats of the Left (DS). As Defence Minister he supported the NATO intervention in Yugoslavia against the Serbian President Slobodan Milošević; he also approved a reform of the Italian Armed Forces which abolished conscription. After the resignation of D'Alema in 2000, Mattarella kept his position as Minister of Defence in the government of Giuliano Amato.

In October 2000 the PPI joined with other centrist parties to form an alliance called *The Daisy* (DL), later to merge into a single party in March 2002. Mattarella was re-elected to the Italian Parliament in the 2001 and 2006 general elections, standing as a candidate for *The Daisy* in two successive centre-left coalitions – *The Olive Tree* and *The Union* (*L'Unione*).

In 2007 he was one of the founders of the Democratic Party (PD), a big tent centre-left party formed from a merger of left-wing and centrist parties which had been



part of *The Olive Tree*, including *The Daisy* and the Democrats of the Left (heirs of the Italian Communist Party).

On 5 October 2011 he was elected by the Italian Parliament with 572 votes to be a judge of the Constitutional Court. He was sworn in on 11 October 2011. He served until he was sworn in as president of the Republic of Italy.

On 31 January 2015 Mattarella was elected President of the Italian Republic at the fourth ballot with 665 votes out of 1,009, with support from the Democratic Party (PD), New Centre-Right (NCD) and Left Ecology Freedom (SEL).

Mattarella was officially endorsed by the Democratic Party, after his name was put forward by the Prime Minister Matteo Renzi. Mattarella replaced Giorgio Napolitano, who had served for nine years, the longest presidency in the history of the Italian Republic. His first statement as new President was: "My thoughts go first and especially to the difficulties and hopes of our fellow citizens".

His first presidential visit was on the day of his election, when he visited the Fosse Ardeatine where, in 1944 during World War II, the Nazi occupation troops killed 335 people as a reprisal for a partisan attack. Mattarella stated that "Europe and the world must be united to defeat whoever wants to drag us into a new age of terror".

He was married to Marisa Chiazzese, daughter of Lauro Chiazzese, a professor of Roman law and rector of the University of Palermo. His wife died in 2012. He has three children.

H.E. Prime Minister, the youngest Prime Minister in the history of Italy

On 13 February 2014, following tensions between Prime Minister Enrico Letta and Renzi, Letta announced that he would resign as Prime Minister the following day. The Democratic Party leadership voted heavily in favour of backing Renzi's call for "a new government, a new phase and a radical programme of reform". Minutes after the Party backed the Renzi proposal by 136 votes to 16, with two abstentions, Palazzo Chigi – the official residence of the Prime Minister – announced that Letta would be going to the Quirinale on Friday to tender his resignation to President Giorgio Napolitano.

In an earlier speech, Renzi had paid tribute to Letta, saying the meeting was not intended to put him "on trial". But, without directly proposing himself as the next Prime Minister, he said the Eurozone's third-largest economy urgently needed "a new phase" and "radical programme" to push through badly-needed reforms. The motion he put forward made clear "the necessity and urgency of opening a new phase with a new executive". Speaking to party leaders, Renzi said Italy was "at a crossroads" and faced either holding fresh elections or a new government without a return to the polls. On 14 February, President Napolitano accepted Letta's resignation from the office of Prime Minister.

Following Letta's resignation, Renzi formally received the task of forming a new government from President Napolitano on 17 February. Renzi held several days of talks with party leaders, all of which he broadcast live on the internet, before unveiling his Cabinet on 21 February, which contained members of his Democratic Party, the New

Centre-Right, the Union of the Centre and the Civic Choice. His Cabinet is Italy's youngest government to date, with an average age of 47.[30] In addition, it is also the first in which the number of female ministers is equal to the number of male ministers, excluding the Prime Minister.

The following day Renzi was sworn in as Prime Minister, becoming the youngest Prime Minister in the history of Italy. His rise to become Prime Minister was widely seen as a sign of much-needed generational change, and at the time he took office he enjoyed by far the highest approval rating of any politician in the country.

On 25 February the government won the vote of confidence with 169 votes in the Senate and 378 in the Chamber of Deputies.

On 11 March, the Chamber of Deputies approved Renzi's flagship electoral reform law, a law that would see Italy's voting system overhauled and also significantly reform the Italian Senate. Several days later he approved the auctioning of a large number of luxury cars that were used to transport heads of state, as he felt they were an unnecessary use of government money. The cars included nine Maseratis, two Jaguars, and various other cars such as BMWs and Alfa Romeos. Out of the 1500 cars put up for sale, 170 sold immediately over eBay.

In April, as part of his industrial reforms, Renzi forced the chief executives of Italy's biggest state-owned companies, including Eni, Terna, Finmeccanica, Enel and Poste Italiane, to resign. He subsequently appointed



women to the majority of new positions, making it the first time any woman had served as a chief executive of a state-owned company in Italy.

Political views

Renzi has regularly advocated for a generational replacement of the current Italian ruling class. He also supports various battles to reduce the cost of politics, including the practical elimination of one of the two houses of the Italian Parliament, the abolition of public financing for political parties, the abolition of annuities, direct election of politicians by citizens and the deletion of state contributions to the party newspapers. Renzi

has in the past stated that he is in favour of civil partnership and that, from a political perspective, marriage should not be viewed as a sacrament.

Renzi has occasionally been compared to former British Prime Minister Tony Blair for his political views. Renzi has previously claimed to be as supporter of Blair's ideology of the Third Way, regarding an objective to synthesize right-wing economics and left-wing social policies.

Matteo Renzi is married to a teacher, Agnese Landini, with whom he has two sons, Francesco and Emanuele, and a daughter, Ester.



Biography of Italian Minister of Foreign Affairs, H.E. Mr. Paolo Gentiloni

Paolo Gentiloni; born 22 November 1954 in Rome, is an Italian politician, member of the Democratic Party and Minister of Foreign Affairs since 31 October 2014. He was also Minister of Communications during the government of Romano Prodi.

A descendant of Count Gentiloni Silverj, he is related to Italian politician Vincenzo Ottorino Gentiloni, leader of the right-wing Catholic Electoral Union. He has the title of Nobile of Filottrano, Nobile of Cingoli and Nobile of Macerata.

He attended the Classical Lyceum Torquato Tasso in Rome and graduated in political sciences at the La Sapienza University; Gentiloni is a professional journalist.

Gentiloni was a member of the Student Movement (Movimento Studentesco), a left-wing youth organization led by Mario Capanna; when Capanna founded Proletarian Democracy party, Gentiloni did not follow him, and joined the Workers' Movement for Socialism.

In 1993 he became Francesco Rutelli's spokesman and was Jubilee and Tourism Councillor in the Rome City Council. He has coordinated numerous election campaigns and in 2002 he was a founding member of the Daisy party. He was the party's communications spokesman for five years.

After the 2001 general election, he was elected Member of Parliament and during the XIV legislature he was Chairman of the Broadcasting Services Watchdog Committee. He was re-elected in the 2006 election as a member of The Olive Tree, the political coalition led by the Bolognese economist Romano Prodi, who had been Prime Minister also between 1996 and 1998. After the centre-left's victory Gentiloni has been appointed Minister for Communications in Prodi second government.

Gentiloni was one of the 45 members of the national founding committee of the Democratic Party in 2007, formed by the union of the democratic socialists Democrats of the Left and the Christian leftist The Daisy. He was re-elected in the 2008 general election, which saw the win of the conservative coalition led by Silvio

Berlusconi.

On April 6, 2013, he run in the primary election to select the center-left candidate for Mayor of Rome, arriving third after Ignazio Marino, who will become Mayor

In 2013, after Bersani's resignation as Secretary, Gentiloni supported the young Mayor of Florence, Matteo Renzi, in the primary election.

On October 31, 2014 he was appointed



and the journalist David Sassoli.

Gentiloni was elected again the Chamber of Deputies in the 2013 general election, in the centre-left coalition Italy. Common Good led by Pier Luigi Bersani, Secretary of the PD.

Foreign Affairs Minister by the Prime Minister Matteo Renzi; Gentiloni succeeded Federica Mogherini, who became High Representative of the Union for Foreign Affairs and Security Policy.

Pakistan & Italy has friendly & longstanding relations

Interview to
H.E. Adriano Chiodi Cianfarani
Ambassador of Italy to the
Islamic Republic of Pakistan

Interview by:
Mian Fazal Elahi



Q-1: Your Excellency first all the team of diplomatic Focus is thankful to you for giving precious time to interact with our readers through an interview. On June 2nd Italy celebrates its National Day. Can you share with our readers the story and meaning of the Day?

June 2nd is the day when we remember and celebrate the institutional referendum held by universal suffrage in 1946, in which the Italian people were called to the polls to decide on the form of government. The referendum established our new form of government, a democratic Republic, just after coming out of a tragic war, a repressive dictatorship and a foreign occupation. After World War II the time had thus come to have a Constitution democratically voted for, and legitimized, by the whole nation. This fundamental Charter had to express both "constitutional unity" and the "foundation of national unity". Italy was transformed and refunded, in a democratic and modern sense, through the referendum and the new

Constitution, after the painful interlude of the two world wars.

Q-2: Excellency, Pakistan and Italy have longstanding relations. How do you see the relations between these two countries and what steps should be undertaken to further boost relations?

I feel privileged and honoured to serve as Ambassador in a Country with which Italy has friendly and longstanding relations. It is difficult to sum up in a few lines the wide range of cooperation and like-mindedness between Italy and Pakistan but let me at least highlight a few major points that stand as pillars of our bilateral relations.

Political relations are very strong and we expect a high level delegation from Italy in the upcoming weeks so to further cement our reciprocal engagement. Italy and Pakistan share the same vision of global peace and regional stability; both countries lead the Uniting for Consensus group of countries at the United Nations in order to find a shared solution for a more effective and representative Security Council.

Economic relations are positive and I see further potential for their expansion. On this respect as well, we are very much looking forward to a business delegation that will visit Pakistan soon to explore its opportunities,

Let me also add a few elements on the Italian development cooperation in Pakistan – so to give you a full picture of the Italian presence in Pakistan. Italy has been actively supporting Pakistan's development for decades. Currently Italy's aid program to Pakistan amounts up to 250 Million Euros, with a large-scale Debt – Swap program of approx. 90 M Euros, and an ongoing soft-loans program of approx. 110 M Euros. Out of this, according to the identified needs of Pakistan, about 45 M Euros will be used in the energy sector, while 20 M euros will be devoted to promoting the education sector in Pakistan. In the occasion, I would also like to mention that Italy contributes to the relief, recovery and reconstruction in North Waziristan and in the areas affected by floods in 2014.

Q-3: Your Excellency would you like to inform about level of trade between Italy



and Pakistan, and about the major Italian investments in this Country? Is there still potential for further growth?

Italy and Pakistan enjoy close economic ties. Let me quote a few numbers to explain, in a glance, how strong the trade relations between Italy and Pakistan are. Italy is the 9th exporting country to Pakistan and the 16th importer from Pakistan. Overall, we are among the top ten commercial partners of Pakistan. Trade exchange amounted to \$ 1.2 bn during fiscal year 2013-2014. Italian exports to Pakistan are mainly related to metal products, machineries and equipments, especially those for the textile industry, which account for about 60% of Italian exports here. On the other side, Italy mostly imports from Pakistan textile and leather products. Such imports from Pakistan have shown an increase (by about 20%) in 2014, until August – that can be a positive effect of the GSP+ concession.

As to investments, Italian investments in Pakistan have been consistent also in FY 2013-2014, amounting to \$ 79,1 MLN. Energy remains today the most important sector for Italian investment in this country, with ENI being the main investor in Pakistan and the largest foreign Oil and Gas explorer and extractor. On the same page, other Italian “national champions”, such as Ansaldo-Energia and Tenaris, are active in the Pakistani market. Also the automotive sector plays a leading role with large Italian companies operating in this country. Let me mention Fiat, which is mostly present in the agricultural sector with its 43% stake in AGTL where it approximately covers 50% of the local demand for tractors; and Piaggio, through its joint venture with Ravi. Last but not least, the pharmaceutical sector with some of the Italian main companies (like Angelini and Chiesi) operating in the Pakistani market since the 1980s.

As I could personally witness by attending the International Defense Exhibition and Seminar (IDEAS) in Karachi at the beginning of last December, there is high attention from the Italian defence sector towards Pakistan. Five Italian leading companies – MBDA, Selex ES, Oto Melara, Elettronica and Beretta, represented by their top management, attended the conference and expressed high satisfaction for the fruitful meetings they had with Pakistani interlocutors.

As I said before, the economic and commercial relations between our two countries are very good. Nevertheless, I am convinced that they still bestow a potential in terms of possible future cooperation. In fact, the economies of Italy and Pakistan complement each other in many ways. Italy has expertise and technologies in areas matching Pakistan's interest. At the same time, Pakistani dynamic and growing market is of interest



for a number of Italian companies. Beyond the sectors I have already mentioned (like oil & gas, machinery, infrastructure, automotive and pharmaceutical), I can see opportunities for investments in the renewable energy sector, with Pakistan having great potential for hydro, solar and wind energy that can be used to overcome the challenge posed by ever growing energy needs. More opportunities could also come in the IT sector, as well as in the agro-food processing, considering the high potential of the Pakistani fruit and vegetable production.

Q-4: Could you shed light on the existence and nature of trade agreements between our Countries?

There are 3 agreements at time between Pakistan and Italy specifically regarding



trade. The first one is the Trade Agreement signed in 1961 aimed at expanding trade and developing economic relations between our countries on a mutually advantageous basis. A second agreement concerns trade and financial cooperation. In 1997 a third Agreement on Protection of Investment was signed to establish favourable conditions for investments of Italian and Pakistan nationals.

Let me also recall that, as a member of the EU and a close friend of Pakistan, Italy has played an active role in promoting a greater market access for Pakistan, strongly sponsoring and supporting Pakistan's accession to the "Generalised

System of Preferences +" (GSP+) program. I am very pleased to acknowledge that, thanks to the GSP +, Pakistani exports towards the EU increased by 17% in the first five months of 2014, with the textile weighting on 7% of the total. An even higher increase in textile export from Pakistan to Italy has been registered in 2014, amounting to about 20% until last August, according to latest official figures.

Q-5: Beyond economic relations, Italy and Pakistan also share strong cultural ties? Could you explain our readers how is Italy engaged in cultural sector in Pakistan, with a specific focus on the Italian archaeological mission in this Country?

I come from a family of archaeologists, and in one of my past assignments I was Diplomatic Advisor at the Italian Ministry

for Cultural heritage. So, you can imagine how privileged I feel in serving as the Italian Ambassador in a culturally rich country as Pakistan. Kissinger once defined Italy the “World's Cultural superpower” and it is in fact confirmed by the fact that nearly 70% of the Western World's material cultural heritage lies in Italy. The Italian sensitivity towards cultural heritage is at the very basis of our longstanding commitment to supporting Pakistan in discovering, protecting and passing-on to future generations the legacy of its rich past.

The most prominent example is given by the presence of an Italian archaeological



mission in the Swat since 1955. From then on, the Italian archaeological mission has obtained great results, with the successful excavations in Buddhist sanctuaries, the uncovering of proto-historic graveyards, early and late-historic settlements, and very significant Islamic monuments. Just let me mention the mosque in Udegram,

the third most ancient in the country dating back to 1048-49 a.d.. A few weeks ago, I was in Swat for the opening to the public of the Museum in Saidu Sharif, an impressive step also for the promotion of economic development for local communities through archaeological tourism.

Not only in the Swat! Italy is also leading two archaeological missions in Sindh province, respectively in Banbhore and in Lasbela. Moreover, through the Italian-Pakistani Debt Swapt Agreement, Italy is also supporting the preservation of the Lahore Walled City.

Q-6: Not only archaeology but also literature. Italy has co-sponsored in the last years the three main literature festivals of Pakistan. Do you think culture is instrumental in bridging cultural gaps?

The Italian co-sponsorship of the Karachi, Lahore and Islamabad Literature Festivals comes in this framework of strong belief that culture is an essential key for peace, development and growth. Culture makes every society alive; knowledge keeps hopes for a better future alive. Reading is fundamental not only for personal growth but for the development of every society. It is key for knowing different cultures, for understanding the differences and appreciating them. It is essential for being global citizens. Books and, more generally, culture in all its expressions – be it written, visual or audio – is a bridge to the future.

All the more, the Italian co-sponsorship of the Literature Festivals comes in the framework of close cultural ties between Pakistan and Italy. The works of many great Pakistani authors, translated into Italian,

are contributing strongly in bridging geographical distances, allowing the Italian public to better understand Pakistan and its rich culture and history. And let me say that literature is greatly contributing to project a much softer, paramount and far-reaching image of Pakistan abroad thus setting the fitting reality of this country. Indeed, the organization of three major



Literature Festivals in Pakistan is a clear signal of how vibrant is the cultural scene in this country. During the previous Literature Festivals that I attended, I was struck by the outstanding quality of discussions. Literature Festivals are, indeed, not only forums for launching books but, more and more, they are platforms for free and open discussion on a broad range of issues.

Q-7: There is also a link between Italy and Pakistan which has to do with mountains. Can you elaborate on this?

Indeed, The Karakorum range and the K2 have been familiar names in Italy for very





long time. It was in the year 1909 when the Duke of Abruzzi, the grandson of the first King of reunified Italy and a famous explorer and mountaineer of his time, climbed the K2, bringing stories and images of what at that time was not yet Pakistan to the Italian people. Since then, many other Italian scientists, explorers and mountaineers came to the Karakorum. An Italian Museum was inaugurated in Skardu in 2004 to share a memory of the successful expeditions, the scientific findings and the delicate environment of the region.

In this spirit, the Italian Government, within its portfolio of development programmes worth over 280 million dollar, has decided to support different activities in the mountainous areas of Pakistan. The main one is the Social Economic Environmental Development Project (SEED), financed in the framework of the Pakistani Italian Debt-for-Development Swap Programme for a total amount of about 8 million Euros and implemented by Everest-K2-CNR Committee, an Italian NGO active since the 1980s on scientific issues related to mountain sciences, in collaboration with the Karakorum International University and several

prestigious Italian, Pakistani and international partner institutions.

Q-8: Italy is a beautiful country comprising all sorts of natural beauty, landscapes, seashores, rivers, forests etc. Italy is using tourism industry very effectively for the development of the country. Would you like to express key factors which Italy to establish remarkable tourism industry?

With its very rich artistic heritage, its breath-taking landscapes from the warm Mediterranean costs to the beautiful mountains in the North, its worldwide renowned fashion houses, and its extraordinary variety of enogastronomic flavours, Italy is one of the most attractive countries in the world for tourism, with more than 46 million tourists a year. Henry Kissinger once defined Italy the "World's Cultural superpower" and it is in fact confirmed by the numbers: nearly 70% of the Western world's material cultural heritage lies in Italy, which boasts thousands of Museums, Art galleries, Monuments and Natural treasures. Moreover, Italy counts 49 UNESCO World heritage Sites, more than any other country worldwide. Tourism is one of Italy's fastest



growing and most profitable industrial sectors, with an estimated revenue of over € 140 billion.

Q-9: After three year of tenure in this country as Ambassador

of the Pakistani culture and history, its very generous and hospitable people and its beautiful cities I am therefore confident in saying that there are emotional and cultural ties



of Italy, how do you find Pakistani people and culture?

In the three years I have spent in this country up to now, I have been discovering the richness

– not only purely political and economic ones - between our two countries.

Diplomatic Focus: Thank You again your Excellency.





Expo Milano 2015

Feeding the Planet, Energy for life

Feeding the Planet, Energy for Life" is the core theme of Expo Milano 2015. This common thread runs through all the events organized both within and outside the official Exhibition Site.

Expo 2015 is the current Universal Exposition being hosted by Milan, Italy. The opening took place on 1 May 2015 at 10:00 am and the expo will close on 31 October 2015. This is the second time Milan has hosted the exposition, the first

being the Milan International of 1906. On November 23, 2010, the event was officially announced by the International Exhibitions Bureau (BIE). The BIE General Assembly in Paris decided in favor of the Milanese candidature on March 31, 2008. Expo 2015 will be held under the theme Feeding the planet, energy for life.

Expo Milano 2015 is providing an opportunity to reflect upon, and seek solutions to, the contradictions of our

world. On the one hand, there are still the hungry (approximately 870 million people were undernourished in the period 2010-2012) and, on the other, there are those who die from ailments linked to poor nutrition or too much food (approximately 2.8 million deaths from diseases related to obesity or to being overweight in the same period). In addition, about 1.3 billion tons of foods are wasted every year. For these reasons, we need to make conscious





political choices, develop sustainable lifestyles, and use the best technology to create a balance between the availability and the consumption of resources.

Reflection on the Expo theme becomes a time of sharing and celebration, involving conferences, events and performances, enhanced by the presence of the mascot Foody and the cheery characters who accompany him. Every aspect and every moment of, as well as every participant at, Expo Milano 2015 define and move forward the chosen theme: Feeding the Planet, Energy for Life.

Expo's communication campaign

On November 2, Expo Milano 2015 launched its "Food is Life" advertising campaign. Developed by Havas Worldwide Milan and distributed across various media, this campaign illustrates the multiple meanings of "food" and the theme Feeding the Planet, Energy for Life. Voiced by leading Italian actor Antonio Albanese, the ads examine food as nourishment, pleasure, taste, home, family, art, war, peace, affection and love. People argue for, fight for and work for food.

Broadcast from December 7, the second phase of the campaign, is dedicated to the many facets of the visitor experience at Expo Milano 2015. Starting from the theme of experience, including events, content, thematic tours and attention-grabbing architecture, the spot concludes with a simple question: "What will we do at Expo?" The third phase of the communication campaign: "Your journey around the world", airs from April 5. A visit to the Expo site becomes a real voyage of discovery of the planet's myriad cultures: an unmissable and unique journey among peoples who have traveled from all around the world to offer visitors to Expo Milano 2015 their foods, cultures, traditions, and spectacular shows. A journey that describes "a place where cultures, traditions and flavors meet against a backdrop of outstanding architecture".

The landscape of Expo Milano 2015

Designed by internationally-renowned architects, the site comprises an area of 1.1 million square meters, easily accessible from Milan and the surrounding area. Expo Milano 2015 includes an exposition garden with more than 12,000 trees, water features and a canal. Reflecting the signature urban-planning style of the ancient Romans, the site is based on two wide avenues, the Cardo and the Decumano, which intersect at Piazza Italia. On these avenues stand the pavilions of the participating countries, the public squares and the areas dedicated to events and catering. Constructed to be energy-efficient and sustainable, the buildings are designed to be removed and reused after the event concludes.

Five variations on the theme

The site will host four thematic areas. These range from Pavilion Zero, which traces the history of humankind via its relationship with food, to the Future Food District, which explains how technology will change food storage, distribution, purchase, and consumption. Then there are the areas of the Children's Park, where the young folk can learn about the themes of Expo Milano 2015 while having fun, and the Biodiversity Park, a large garden in which a number of our planet's ecosystems are reproduced. In Milan itself, at the Triennale museum, will be Arts & Foods, an exhibition exploring how the relationship between food and art has changed over the centuries.

The power of collaboration

For the countries that chose not to have their own pavilions, Expo Milan 2015 has created an innovative mode of participation: the Cluster. These exhibition spaces bring together countries that all produce, or have a relationship with, a specific food. The nine Clusters are spread over a total area of 36,650 square meters.

They are:

Rice

Cocoa and Chocolate

Coffee

Fruits and Legumes

Spices

Cereals and Tubers

Bio-Mediterraneum

Islands, Sea and Food

Arid Zones

Within each Cluster, videos, installations and photo exhibitions illustrate the history of the food or kind of food. Cooking demonstrations and tastings will take place, and there will also be a market, where visitors can discover these foods, presented directly by the people who cultivate them.

The importance of the territory

Cooperation is essential if we are to achieve the goal of ensuring sufficient food and food security throughout the world, which is what "Feeding the Planet" means. Expo Milano 2015 is the chosen location for confronting the issues of agriculture, sustainable development, and the struggle to combat hunger for the common good. The keywords here are: innovation, energy conservation, environmental protection and natural resources. The protagonists of this dialogue will be the participating countries, international organizations, Civil Society, and businesses.

Six months of events

Expo Milano 2015 ushers in a new model for the Universal Exhibition. For this is not only a showcase of the best technologies for a sustainable future, but a global, interactive event with thousands of cultural offerings both within and outside the exhibition site. Shows, concerts, conferences, cooking demonstrations, workshops and exhibitions will transform Expo Milano 2015 into an occasion for reflection as well as enjoyment.

Sport

in Italy



Italy has good representation and many successes in numerous sports, both individual and team. Football is the most popular sport in Italy. Basketball, volleyball, and Cycling are the next most popular/played sports, with Italy having a rich tradition in all three. Italy won the 2006 FIFA World Cup, and is currently the second most successful football team in World Cup history, after Brazil, having won four FIFA World Cup championships. Italy also has strong traditions in rugby union, tennis, athletics, fencing, and winter sports.

Football

Football is the most popular sport in Italy. The Italian national football team has won the FIFA World Cup four times (1934, 1938, 1982, and 2006), trailing only Brazil (with 5). The Italian word for football is calcio, and this is the word used to make reference to the sport in Italy, as opposed to football in England or soccer in the United States and Canada.

Gymnastics

Rhythmic gymnastics

Gymnastics is a very popular sport in Italy.

At the turn of the millennium, Italy showed a growing quality in the discipline, with Susanna Marchesi, finishing 9th at the Individual All Around competition, as well as the team winning 6th place in the 2000 Summer Olympic Games. The Italian team won the silver medal at the 2004 Summer Olympic Games and was 4th place at the 2008 Summer Olympic Games. They collected a string of medals throughout the 2005-2008 Olympic cycle. At the 2009 Rhythmic Gymnastics Championship, in Mie, Japan, the team soared to the first place, winning the gold medal and becoming the new queens, a feat they achieved again at the 2010 Rhythmic Gymnastics Championship in Moscow. The celebration of the Italian team is because they're among the best squads in the world, facing competitions against the Eastern European block of nations: Belarus, Russia, Romania, Bulgaria, and Ukraine.

Cycling

Cycling is a well represented sport in Italy. Italians have won the World Cycling Championship more than any other country, except Belgium. The Giro d'Italia is a world famous long distance cycling race

held every May, and constitutes one of the three Grand Tours, along with the Tour de France and the Vuelta a España, each of which last approximately three weeks.

Two of the five 'Monuments', the oldest and most-prestigious one-day races on the cycling calendar, are located in Italy: Milano-Sanremo, held in March, and Giro di Lombardia, held in September or October.

Some of the most successful Italian road cyclists have been Fausto Coppi, Gino Bartali, Alfredo Binda, Felice Gimondi, Fiorenzo Magni, Mario Cipollini, Francesco Moser, Marco Pantani, Moreno Argentin, Paolo Bettini, Michele Bartoli, Gianni Bugno, Alessandro Petacchi and Vincenzo Nibali.

Skiing

Alpine skiing or ski (sci) is a very popular sport in Italy, with more than 2,000,000 skiers, most of them in the north and in the centre. Italian skiers received good results in the Winter Olympic Games, World Cup, and World Championship. Among them. Zeno Colò, Gustavo Thoeni, who won 4 World Cups between 1970 and



1975; Piero Gros in 1974, and Alberto Tomba in 1995 won one World Cup. Alberto Tomba, Deborah Compagnoni, and Isolde Kostner received many medals in different editions of the Winter Olympic Games. Giorgio Rocca won the 2006's World Cup of Slalom.

Cross-country skiing is popular in northern Italy, with the likes of Stefania Belmondo, Manuela Di Centa, Franco Nones, Marco Albarello, Silvio Fauner, Giorgio Vanzetta, and Giorgio Di Centa.

Tennis

Tennis has a significant following near courts and by television. Italian professional tennis players are almost always in the top 100 world's ranking of male and female players. Beach tennis with paddle racquet was invented by Italians, and is practiced by many people across the country. Italy won the Davis Cup in 1976 and the Fed Cup in 2006, 2009, 2010 and 2013. Italian players such as Sara Errani, Flavia Pennetta and Francesca Schiavone have entered the WTA Top 10 in their careers. Schiavone was the first Italian player to win a Grand Slam singles title, winning the 2010 French Open. The doubles duo of Sara Errani and Roberta Vinci have accomplished a Career Grand Slam in doubles, have been named ITF World Champions 3 years in a row (2012, 2013, 2014) and have ended every season since 2012 as World No. 1. The Italian Open, held since 1930, is one of the oldest and most respected clay tournaments in the world after the French Open.

Volleyball

Volleyball (pallavolo) is played by a lot of amateur players, and professional players compete in the Italian Volleyball League, regarded as the best and most difficult volleyball league in the world. The male and female national teams are often in top 4 ranking of teams in the world.

Basketball

Italy is one of the main basketball nations in Europe, along with Spain, Serbia, Greece, Slovenia, Lithuania, Croatia, Russia, Turkey, and France. It has a long and rich tradition in the sport. The Italian national basketball team's best results were gold at Eurobasket 1983 and EuroBasket 1999, as well as silver at the Olympics in 1980 and 2004. Until the 2000s, the Italian League was considered the strongest domestic league outside of North America. It has recently been overtaken by the Spanish ACB, but is still one of the top leagues in Europe, along with the VTB United League in Russia with teams in other nearby nations, the Greek Basket League, the Adriatic League, and the Baltic League. Famous club teams include Olimpia Milano, Virtus Bologna, Pallacanestro Varese, Pallacanestro Cantù, Fortitudo Bologna, Scavolini Pesaro, Benetton Treviso, Montepaschi Siena, Basket Napoli, Virtus Roma, Pallacanestro Trieste, and Juvecaserta Basket.





Professional biography of Giulio Ciccotelli

Ciccotelli Giulio born in 1975 native of Riccia in the Province of Campobasso, Italy.

At the age of 14 he attended the Prestigious Italian Hotellery School (IPSSAR) of Villa Santa Maria Italy, where in the first three years he qualified chef and then after 2 year obtain the Diploma

After school he started moving around the world . First in Great Britain in Stamford at "The George of Stamford", then in France, in Ajaccio at "Pasta e basta" and in Valbonne at "le Moulin des Moines".

After the French experience back in Italy in Rome at the restaurant "La Matricianella" where he discovers a passion for wine and food pairing and decides to take courses from AIS (Italian Sommelier Association) and in May 2002 he take the certificate for Sommerlier Professional.

In the same year he attended a Master for Food & Bevarage Manager at Regional Associations of Tourism Accommodation.

From Rome he moved to Vieste at the Pizzomuno Vieste Palace Hotel 5 star Hotel in role Executive Sous Chef for summer season and after that, him decides to return to his town, where him joins in family business: Fine dining Restaurant.

Surely these are the years where he refined his culinary experience is administrative.

At the end of 2012 him join in Marriott Hotel Islamabad, where he currently works as Executive Chef Italian, where I had the pleasure and the honor of opening the Italian Restaurant. In February 2014 I was invited by the television program "World This Morning" to talk about Italian cuisine. In March 25 to 30 in 2014 I was invited by Peal Continental Lahore for a Festival Italian Food. In October 2014 I recorded at a live cooking restaurant Zigolini for PTV World (Pakistan Chanel).

In May 2015 him got from Marriott International the nomination for 2014 Global Discipline Award for Award of

Culinary Excellence Rising Star.

Over the years he has attended several training courses at the Hotellery School Cast Alimenti Brescia with internationally renowned masters as Piergiorgio Giorilli for the course specialization in bread "The technique of cold", Eliseo Tonti for chocolate and Urs Regli for chocolate decorations and sculptures of margarine.

Numerous collaborations with the Federation of Italian Chefs where for the period 1999-2002, he held the position of Provincial President of Campobasso, and in 2002 was 'National Responsible for the FIC in the race of solidarity for the earthquake in Molise in (November 2002) where he joined the structure Red Cross in personnel management of field kitchens.

He has worked with the town of Riccia in drafting the specification for the "Calzone di San Giuseppe" DE.CO (denomination of origin municipal).

He currently cooperate with the CIM (Chef Italian of World) as a blogger.



Red snapper zucchini roll with parmigiano cheese biscuit in lemon capers sauce

Ingredients for 4 person:

700 gr Red snapper without skin and bones
600 gr zucchini
30 gr sea salt
1 gr black pepper
80 gr oil extra vergin olive
80 gr carrot

For Parmigiano cheese biscuit

50 gr flour
25 gr Parmigiao Reggiano cheese
n 1 egg
5 gr table salt
1 gr balck pepper

For lemon capers sauce

15 gr flour
15 gr butter unsalted
20 ml lemon juice
30 ml vegetable broth
10 gr capers

Methods biscuit Parmigiao Reggiano cheese :

mixed the flour , Parmigiao Reggiano cheese, eggs , salt and pepper . work the ' dough until dough is smooth . Roll out the ' dough with a rolling pin to obtain a thickness of 3 mm , put the strip of dough around a form and bake for 10 minutes at 200 degrees .

Methods Red snapper:

Blanched in salted water zucchini and carrot cut into slices .

Rolled zucchini around the red snapper , seasoned , and bake for 15 minutes at 180 degrees

Methods for Prepare the sauce

Dissolve the butter over low heat , add the butter , capers , lemon juice and broth . season with salt and pepper and cook for 5 minutes.

When everything Serve with lemon sauce and capers .

Pan Seared salmon with zucchini "Caponata"

Ingredients for 4 person:

800 g fresh salmon fillet with skin, without bones,
300 grams of peppers (yellow, green, red)
50 g (peeled, sliced and cut into julienne)
200g aubergines
3g garlic
50g black olives
Basil leaves 50g
600g courgettes
20 capers
10 cherry tomatoes
bit 'of olive oil, white vinegar, salt and black pepper to taste

Methods: For Caponata

Cut the peppers, eggplant and 300 grams of zucchini in the same size (about 1 cm square) and fry in a pan together with olive oil, salt and black pepper.



5 minutes later, capers, cherry tomatoes and basil and cook for about 3 minutes. Add 1/2 tablespoon white vinegar, stir and let cool.

Slice the remaining zucchini blanched in salted water,
4 molds lined with zucchini bleached and add the caponata.

For Salmon

Preheat oven to 180 ° C

Take the salmon from the fridge. Place salmon dish with clean skin on the top and put a little 'of olive oil and salt, let stand for 10 minutes until sweating fish.

In hot skillet, cook the salmon with the skin down and be careful because if the pot is not really sticking on it.

Bake until golden skin and crunch, place in small tray for the oven with the skin on top. If you prefer medium salmon fact, you can cook for 6 minutes

served garnished with broccoli and carrots.

Fondente al cioccolato

Ingredient for 4 Fondant:

150 gr Dark chocolate
80 gr butter
30 gr flour
90 gr icing sugar
n 2 eggs + n 1 egg yolk
n 1 Vanilla seeds
10 gr Cocoa powder
100 gr vanilla ice cream

Method

To prepare cupcakes dark chocolate started putting roughly chopped dark chocolate to melt in a pan in a water bath , then add the butter cut into small pieces and mix well .

Meanwhile you place in a large bowl the eggs , vanilla and sugar and beat them with whips of an electric mixer , until the mixture becomes pale , swollen and thick (about 10 minutes) .

Remove from heat the mixture chocolate and butter , and always beating , incorporate it to the egg mixture ;

Finally, add the flour and cocoa powder.

At this point, buttered and floured molds and fill them $\frac{3}{4}$ and bake in preheated oven at 180 ° ; After 13-15 minutes (not one more) , remove the pies from the oven

Let cool slightly and then upside down on a serving plate and serve with vanilla ice cream.



Giulio Ciccotelli
Executive Italian Chief
Zigolini's at Marriott Hotel
Islamabad

Education in Italy



Education in Italy is compulsory from 6 to 16 years of age and is divided into five stages: kindergarten (scuola dell'infanzia), primary school (scuola primaria or scuola elementare), lower secondary school (scuola secondaria di

of special schools for the blind or the hearing-impaired). The students are given a basic education in Italian, English, mathematics, natural sciences, history, geography, social studies, physical education and visual and musical arts.

secondaria di secondo grado (Upper secondary school), also broadly known as Scuola superiore, which corresponds to the high-school level.

The Scuola secondaria di primo grado lasts three years (roughly from age 11 to 13).

The Scuola secondaria di secondo grado lasts five years (roughly from age 14 to 19). Every tier involves an exam at the end of the final year, called esame di maturità, required to gain a degree and have access to further university education.

For historical reasons, there are three types of Scuola secondaria di secondo grado, subsequently divided into further specialization. Currently all of the secondary schools in Italy have most of the



primo grado or scuola media), upper secondary school (scuola secondaria di secondo grado or scuola superiore) and university (università). Italy has both public and private education systems.

Primary education

Scuola primaria (primary school), also known as scuola elementare, is commonly preceded by three years of non-compulsory nursery school (or kindergarten, "asilo"). Scuola elementare lasts five years. Until middle school, the educational curriculum is the same for all pupils: although one can attend a private or state-funded school, the subjects studied are the same (with the exception

Until 2004, pupils had to pass an exam to access Scuola secondaria di primo grado (Middle school), comprising the composition of a short essay in Italian, a written math test, and an oral test on the other subjects. The exam has been discontinued and pupils can now enter Scuola secondaria di Primo Grado directly.

Secondary education

Secondary education in Italy lasts 8 years and is divided in two stages: Scuola secondaria di primo grado (Lower secondary school), also broadly known as Scuola media, which corresponds to the Middle School grades, and Scuola

structure and subjects in common (such as Italian grammar, history and mathematics), while some subjects are peculiar to a particular type of course (i.e. ancient Greek in the Liceo Classico, economy in the Istituto tecnico economico or scenography in the Liceo Artistico):

Liceo (lyceum), the education received in a Liceo is mostly theoretical, with a specialization in a specific field of studies (humanities, science, or art); less attention is devoted to the technical-practical education.

Istituto tecnico (technical institute), the education given in an Istituto tecnico offers





both a wide theoretical education and a specialization in a specific field of studies (e.g.: economy, humanities, administration, law, technology, tourism), often integrated with a three/six months internship in a company, association or university, during the fifth and last year of study.

Istituto professionale (professional institute), this type of school offers a form of secondary education oriented towards practical subjects (engineering, agriculture, gastronomy, technical assistance, handicrafts), and enables the students to start searching for a job as soon as they have completed their studies, sometimes sooner, as some schools offer a diploma after 3 years instead of 5.

Any type of secondary school that lasts 5 years grants access to the final exam, called esame di maturità or esame di stato; this exam takes place every year between June and July and grants access to university.

In 2013, The Programme for International Student Assessment, coordinated by the OECD, ranks the Italian secondary education as the 21st in the world, above the United States and in the OECD average, and observes a wide gap between results in Northern Italian schools, which performed significantly better than the national average (among the best in the world in some subjects), and Southern Italian schools, that had much poorer results. Moreover, students in state-owned schools perform better than students in private schools. An Italian student is 19 when they enter university, while in other countries 18 is the more common age.

Higher education

Italy has a large and international network of public and state affiliated universities and schools offering degrees in higher education. State-run universities of Italy constitute the main percentage of tertiary education in Italy, and are managed under the supervision of Italian's Ministry of Education.

Italian universities are among the oldest universities in the world. In particular the University of Bologna (founded in 1088) and the University of Padua, founded in 1222, are the oldest state universities in Europe.[12][13] Most universities in Italy are state-supported.

There are also a number of Superior Graduate Schools (Grandes écoles) or Scuola Superiore Universitaria, offer officially recognized titles, including the Diploma di Perfezionamento equivalent to a Doctorate, Dottorato di Ricerca i.e. Research Doctorate or Doctor Philosophiae i.e. Ph.D. Some of them also organize courses Master's degree. There are three Superior Graduate Schools with "university status", three institutes with the status of Doctoral Colleges, which function at graduate and post-graduate level. Nine further schools are direct offshoots of the universities (i.e. do not have their own 'university status'). The first one is the Scuola Normale Superiore di Pisa (founded in 1810 by Napoleon as a branch of École Normale Supérieure), taking the model of organization from the famous École Normale Supérieure. These institutions are commonly referred to as "Schools of Excellence" (i.e. "Scuole di Eccellenza").





With more than 47.7 million tourists a year (2013), Italy is the fifth highest tourist earner, and fifth most visited country in the world, behind France (84.7 million (2013)), United States (69.8 million (2013)), Spain (60.7 million (2013)) and China (55.3 million (2013)). People mainly visit Italy for its rich art, cuisine, history, fashion and culture, its beautiful coastline and beaches, its mountains, and priceless ancient monuments. Italy also contains more World Heritage Sites than any other country in the world.

Tourism is one of Italy's fastest growing and most profitable industrial sectors, with an estimated revenue of €136.1 billion.

History

People have visited Italy for centuries, yet the first to visit the peninsula for touristic reasons were aristocrats during the Grand Tour, beginning in the late 17th century, and flourishing in the 18th century.

Rome, as the capital of the powerful and influential Roman Empire, attracted thousands to the city and country from all over the empire, which included most of the Mediterranean, Northern Africa, mainland Great Britain (England) and the parts of the Middle East. Traders and merchants came to Italy from several different parts of the world.

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influential Roman Empire, attracted thousands to the city and country from all over the empire, which included most of the Mediterranean, Northern Africa, mainland Great Britain (England) and the parts of the Middle East. Traders and merchants came to Italy from several different parts of the world.

When the empire fell in 476 AD, Rome was no longer the epicentre of European politics and culture; on the other hand, it was the base of the papacy, which then governed the growing Christian religion, meaning that Rome remained one of Europe's major places of pilgrimage. Pilgrims, for centuries and still today, would come to the city, and that would have been the early equivalent of "tourism" or "religious tourism".

Regions

Northwest Italy

Home of the Italian Riviera, including Portofino, and of Cinque Terre. There are many historic cities in this part of Italy such as Turin, the manufacturing capital of Italy, Milan, the business and fashion capital of the country, Bergamo, with its medieval city-center and the important





port of Genoa which share the region's visitors with beautiful landscapes like the Lake Garda and the Lake Como.

Central Italy

This area is possibly the most visited in Italy and contains many popular attractions. Rome boasts the remaining wonders of the Roman Empire and some of the world's best known landmarks such as the Colosseum. Florence, regarded as the birthplace of the Italian Renaissance, is Tuscany's most visited city, whereas nearby cities like Siena, Pisa, and Lucca also have rich cultural heritages. Umbria's population is small but it has many important cities such as Perugia and Assisi. The natural parks of Abruzzo, the greenest region in Europe, include the Abruzzo National Park, the National Park of Gran Sasso and Monti della Laga the Maiella National Park and Sirente-Velino Regional Park which attract thousands of visitors due to more than 30 protected Nature Reserves and the presence of 75% of all Europe's living species. The major Abruzzo's cities rich of art are L'Aquila, Pescara, Chieti, Teramo, Vasto, Lanciano, Atri, Ortona, Francavilla al Mare, Avezzano, Sulmona, Penne, Guardiagrele and Città Sant'Angelo.

Southern Italy

Naples is the most visited city in the area, and the ruins of Pompeii are the most visited sights. Other important tourist destinations include the Amalfi Coast and Ravello, Apulia, which includes the historic town of Lecce and villages composed of trulli, and the beaches and sights of Calabria, as well as up-and-coming agritourism make this less visited region become increasingly popular

Ancient resorts

Italy has some of the world's most ancient tourist resorts, dating back to the time of the Roman Republic, when destinations such as Pompeii, Naples, Ischia, Capri and especially Baiae were popular with the rich of Roman society. Pompeii is currently Italy's third the world's 48th most visited tourist destination, with over 2.5 million tourists a year

Rome is one of the most visited cities in the world, with an average of 7-10 million tourists a year. The Colosseum (4 million

tourists) and the Vatican Museums (4.2 million tourists) are the 39th and 37th (respectively) most visited places in the world, according to a recent study. Other main sights in the city include the Pantheon, the Trevi Fountain, Piazza Navona, St Peter's Basilica, the Roman Forum, Castel Sant'Angelo, the Basilica of St. John Lateran, the Spanish Steps, Villa Borghese park, Piazza del Popolo, the Trastevere and the Janiculum. In 2005 the city registered 19.5 million of global visitors, up of 22.1% from 2001. and also, in 2006 Rome has been visited by 6.03 million of international tourists, reaching the 8th place in the ranking of the world's 150 most visited cities.

Milan is one of EU's most important tourist destinations, and Italy's second; with 1.902 million arrivals in 2007 and 1.914 million in 2008, it places itself 42nd and 52nd respectively, most visited city in the world. According to a particular source, 56% of international visitors to Milan are from Europe, whilst 44% of the city's tourists are Italian, and 56% are from abroad. The most important European Union markets are the United Kingdom (16%), Germany (9%) and France (6%). According to the same study, most of the visitors who come from the USA to the city go on business matters, whilst Chinese and Japanese tourists mainly take up the leisure segment. The city boasts several popular tourist attractions, such as the city's Duomo and Piazza, the Teatro alla Scala, the San Siro Stadium, the Vittorio Emanuele II Gallery, the Sforza Castle, the Pinacoteca di Brera and the Via Monte Napoleone. Most tourists visit sights such as Milan Cathedral, the Sforza Castle and the Teatro alla Scala, however, other main sights such as the Basilica of Sant'Ambrogio, the Navigli and the Brera district are less visited and prove to be less popular. The city also has numerous hotels, including the ultra-luxurious Town House Galleria, which is the world's first seven-star hotel, ranked officially by the Société Générale de Surveillance, and one of The Leading Hotels of the World. The average stay for a tourist in the city is of 3.43 nights, whilst foreigners stay for longer periods of time, 77% of which stay for a 2-5 night average. Of the 75% of visitors which stay in hotels, 4-star ones are the most popular (47%), whilst 5-stars, or less than 3-stars represent 11% and 15% of the charts respectively.





Economy of Italy

Italy is the fourth-largest national economy in Europe, the eight-largest by nominal GDP in the world, and the 12th-largest by GDP (PPP). The country is a founding member of the European Union, the Eurozone, the OECD, the G7 and the G8. Italy is the tenth largest exporter in the world with \$474 billion exported in 2013. Its closest trade ties are with the other countries of the European Union, with whom it conducts about 59% of its total trade. The largest trading partners, in order of market share, are Germany (12.6%), France (11.1%), United States (6.8%), Switzerland (5.7%), United Kingdom (4.7%), and Spain (4.4%).

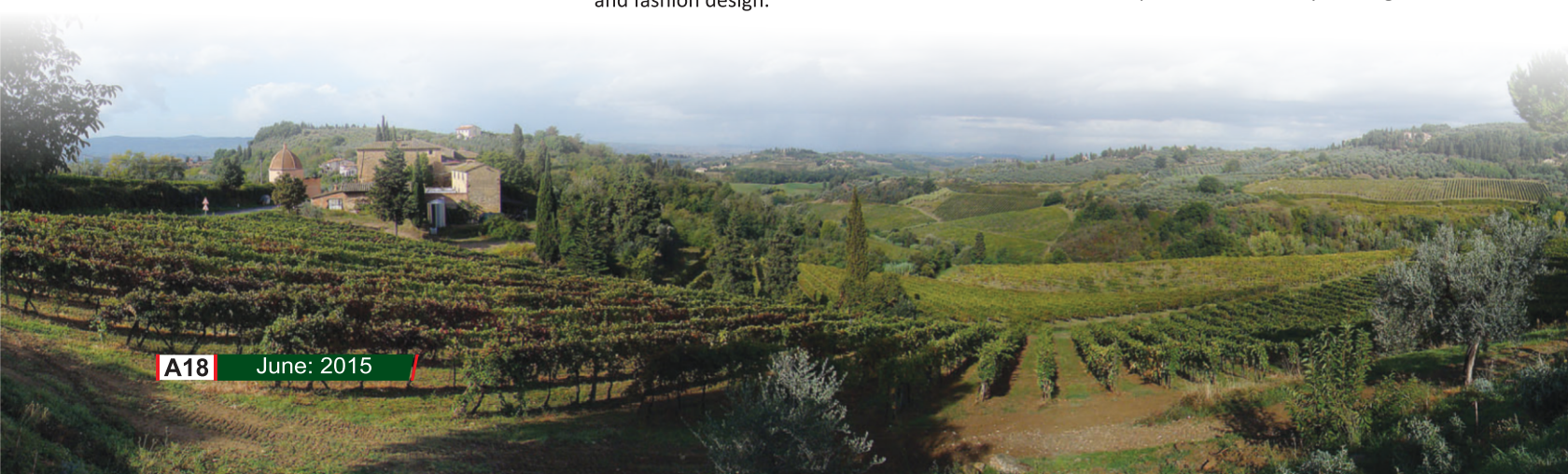
In the post-war period, Italy was transformed from an agricultural based

economy which had been severely affected by the consequences of the World Wars, into one of the world's most industrialized nations, and a leading country in world trade and exports. According to the Human Development Index, the country enjoys a very high standard of living, and has the world's 8th highest quality of life according to The Economist. Italy owns the world's third-largest gold reserve, and is the third net contributor to the budget of the European Union. The country is also well known for its influential and innovative business economic sector, an industrious and competitive agricultural sector (Italy is the world's largest wine producer^[13]), and for its creative and high-quality automobile, naval, industrial, appliance and fashion design.

A brief history of the Italian economy

After the unification, industrialization was largely artisanal, and located in the former political capitals; factory industry was instead attracted by the waterfalls of the subalpine Northwest. From the 1880s, as modernization accelerated, industry concentrated in the Lombard and Piedmontese provinces with the boom in textiles, then particularly in Turin and Milan with the engineering boom; and in Liguria's Genoa, which captured civil and naval shipbuilding.

The diffusion of the industrialization process that characterized the northern and central parts of the country starting





from the 1880s, completely excluded large areas in the Northeast and in Southern Italy. The resulting Italian diaspora concerned nearly 26 million Italians, the most part immigrated in the period 1880–1914, and it is considered the biggest mass migration of contemporary times. During the Great War, the Italian Royal Army increased in size, with 5 million recruits in total entering service during the war. This came at a terrible cost: by the end of the war, Italy had lost 700,000 soldiers and had a budget deficit of billions of lira.

Economic sectors

According to the last national agricultural census, there were 1.6 million farms in 2010 (-32.4% since 2000) covering 12.7 million hectares (63% of which are located in Southern Italy). The vast majority (99%) are family-operated and small, averaging only 8 hectares in size. Of the total surface area in agricultural use (forestry excluded), grain fields take up 31%, olive tree orchards 8.2%, vineyards 5.4%, citrus orchards 3.8%, sugar beets 1.7%, and horticulture 2.4%. The remainder is primarily dedicated to pastures (25.9%) and feed grains (11.6%). The northern part of Italy produces primarily maize, corn, rice, sugar beets, soybeans, meat, fruits and dairy products, while the South specializes in wheat and citrus fruits. Livestock includes 6 million head of cattle, 8.6 million head of swine, 6.8 million head of sheep, and 0.9 million head of goats. The total annual production of the fishing industry in Italy from capture and aquaculture, including crustaceans and molluscs, stood at 480 tons.

Italy is the first largest producer of wine in the world, and one of the leading in olive oil, fruits (apples, olives, grapes, oranges, lemons, pears, apricots, hazelnuts, peaches, cherries, plums, strawberries and kiwifruits), and vegetables (especially artichokes and tomatoes). The most famous Italian wines are probably the Tuscan Chianti and the Piedmontese Barolo. Other famous wines are Barbaresco, Barbera d'Asti, Brunello di Montalcino, Frascati, Montepulciano d'Abruzzo, Morellino di Scansano, and the sparkling wines Franciacorta and Prosecco. Quality goods in which Italy specialises, particularly the already mentioned wines and regional cheeses, are often protected under the quality assurance labels DOC/DOP. This geographical indication certificate, which is attributed by the European Union, is considered important in order to avoid confusion with low-quality mass-produced ersatz products.



Secondary

Italy has a smaller number of global multinational corporations than other economies of comparable size, but there is a large number of small and medium-sized enterprises, many of them grouped in clusters, which are the backbone of the Italian industry. This has produced a manufacturing sector often focused on the export of niche market and luxury products, that on one side is less capable of competing on quantity, but on the other side is more capable of facing the competition from emerging economies based on lower labor costs, with higher quality products. The industrial districts are regionalized: in the Northwest there is a large modern group of industries, as in the so-called "Industrial Triangle" (Milan-Turin-Genoa), where there is an area of intense machinery, automotive, aerospace and naval production; in the Northeast and the Center, previously rural areas that experienced social and economic development around family-based firms, there are small enterprises of low technology but high craftsmanship, specialized in clothing, leather products, footwear, furniture, textiles, machine tools, spare parts, appliances, and jewellery; finally, in the less-developed South, the two forms exist side by side.

Infrastructure Energy and natural resources

In the early 1970s Italy was a major producer of pyrites (from the Tuscan Maremma), asbestos (from the Balangero mines), fluorite (found in Sicily), and salt. At the same time, it was self-sufficient in aluminum (from Gargano), sulfur (from Sicily), lead, and

zinc (from Sardinia).[61] By the beginning of the 1990s, however, it had lost all its world-ranking positions and was no longer self-sufficient in those resources. There are no substantial deposits of iron, coal, or oil. Moderate natural gas reserves, mainly in the Po Valley and offshore Adriatic Sea, have been discovered in recent years and constitute the country's most important mineral resource. Italy is one of the world's leading producers of pumice, pozzolana, andfeldspar. Another mineral resource for which Italy is well-known is marble, especially the world-famous white Carrara marble from the Massa and Carrara quarries in Tuscany. Most raw materials needed for manufacturing and more than 80% of the country's energy sources are imported (99.7% of the solid fuels demand, 92.5% of oil, 91.2% of natural gas and 13% of electricity). Due to its reliance on imports, Italians pay approximately 45% more than the EU average for electricity.

Italy has managed four nuclear reactors until the 1980s, but in 1987, after the Chernobyl disaster, a large majority of Italians passed a referendum opting for phasing out nuclear power in Italy. The government responded by closing existing nuclear power plants and stopping work on projects underway, continuing to work to the nuclear energy program abroad. The national power company Enel operates seven nuclear reactors in Spain (through Endesa) and four in Slovakia (through Slovenské elektrárne), and in 2005 made an agreement with Électricité de France for a nuclear reactor in France. With these agreements, Italy has managed to access nuclear power and direct involvement in design, construction, and operation of the plants without placing reactors on Italian territory.



In the last decade, Italy has become one of the world's largest producers of renewable energy, ranking as the third largest producer in the European Union after Germany and Sweden. The country is also the world's second largest producer of energy from solar power. Renewable sources account for the 27.5% of all electricity produced in Italy, with hydro alone reaching 12.6%, followed by solar at 5.7%, wind at 4.1%, bioenergy at 3.5%, and geothermal at 1.6%. The rest of the national demand is covered by fossil fuels (38.2% natural gas, 13% coal, 8.4% oil) and by imports.

Transport

Italy was the first country in the world to build motorways, the so-called "autostrade", reserved for motor vehicles. The Milano-Laghi motorway, connecting Milan to Varese and now parts of the A8 and A9 motorways, was devised by Piero Puricelli, a civil engineer and entrepreneur. He received the first authorization to build a public-utility fast road in 1921, and completed the construction between 1924 and 1926. By the end of the 1930s, over 400 kilometers of multi- and dual-single-lane motorways were constructed throughout Italy, linking cities and rural towns. Today there are 668,721 km of serviceable roads in Italy, including 6,661 km of motorways (mostly toll roads, national and local roads), state-owned but privately operated mainly by Atlantia company.

The railway network is also extensive, especially in the north, totaling 16,862 km of which 69% are electrified and on which 4,937 locomotives and railcars circulate. It is the 12th largest in the world, and is operated by state-owned Ferrovie dello Stato, while the rail tracks and infrastructure are managed by Rete Ferroviaria Italiana. While a number of private railroads exist and provide mostly commuter-type services, the national railway also provides

sophisticated high-speed rail service that joins the major cities. The Florence–Rome high-speed railway was the first high-speed line opened in Europe when more than half of it opened in 1977. In 1991 Treno Alta Velocità was created for the planning and construction of high-speed rail lines along Italy's most important and saturated transport routes (Milan–Naples and Turin–Milan–Venice). High-speed trains include ETR-class trains, with the Frecciarossa 1000 reaching 400 km/h.

There are approximately 130 airports in Italy, of which 99 have paved runways (including the two hubs of Leonardo Da Vinci International in Rome and Malpensa International in Milan), and 43 major seaports including the Port of Genoa, the country's largest and the third busiest by cargo tonnage in the Mediterranean Sea. The national inland waterway network comprises 1,477 km of navigable rivers and channels. In 2007 Italy maintained a civilian air fleet of about 389,000 units and a merchant fleet of 581 ships.

Finance

The origins of modern banking can be traced to medieval and early Renaissance Italy, to the rich cities like Florence, Lucca, Siena, Venice and Genoa. The Bardi and Peruzzi families dominated banking in 14th century Florence, establishing branches in many other parts of Europe.[69] One of the most famous Italian banks was the Medici Bank, set up by Giovanni di Bicci de' Medici in 1397. The earliest known state deposit bank, the Bank of Saint George, was founded in 1407 in Genoa, while Monte dei Paschi di Siena, founded in 1472, is the oldest surviving bank in the world. Today, among the financial services companies, UniCredit is one of the largest bank in Europe by capitalization and Assicurazioni Generali is second largest insurance group in the world by revenue after AXA.

