

CAMERA DI COMMERCIO ITALO SUDAFRICANA
ITALIAN SOUTH AFRICAN CHAMBER OF TRADE AND INDUSTRIES



The “Consorzio Camerale per Internazionalizzazione” and the Italian – South African Chamber of Trade and Industries successfully organised a commercial mission of Italian companies to Johannesburg. The project, led by Intertrade, the special agency for the internationalisation of the Salerno Chamber of Commerce, was also supported by the agency for the overseas promotion and internationalisation of Italian companies and Dr Giulio Mulas.

The project, which took place from the 20 - 24 July 2014, boasted a total of 12 participant companies. The main objective of the mission was to promote and further confirm the excellence of the “Made in Italy” brand in South Africa, particularly in the cosmetic, food and beverage, mechanic and automotive sectors

As a welcome to the Italian delegation, a cocktail function was organised on Monday 21st July in collaboration with Trade and Investment KwaZulu – Natal. The event was held at the Southern Sun Hotel, Hyde Park.

The event hosted around 100 guests, including members of the Chamber and was a great networking opportunity. Our distinguished speakers included: Antonio Cimato, Chairperson of the Chamber of Commerce, Paolo Bonissone and Alessandro Costa of the Italian Embassy in Pretoria, Donnée Kruger, representative of Trade and Investment KwaZulu – Natal, Rossella Galdi representative of the “Consorzio Camerale per Internazionalizzazione” and Adele Visser of the cosmetic sector in South Africa, CECOSA. Unfortunately, Dr Giulio Mulas was unable to participate due to commitments with another project in Angola.

*Officially recognized by the Italian Ministry of Economic Development - Association incorporated under Section 21 of the Companies Act, Reg. No. 1984/007816/08 VAT Reg. No. 4070407198 - Corner Regent Street & Kirkby Road - Suite 3 B - Bedford Manor Office Suites- Bedford Gardens - 2047 – Johannesburg – South Africa
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All the speakers and representatives of both Italian and South Africa institutions agreed on, and highlighted the importance of this type of collaboration as well as the viability of the South African market as a sound option for Italian companies.

Before the arrival of the delegation, the Chamber of Commerce conducted sectorial and pre-feasibility analyses in order to compile a report outlining the opportunities available and demands of the South African market. The Chamber then went on to set up and facilitate B2B meetings with interested South African firms.

Feedback throughout mission was positive from all those involved; organizers, participant companies as well the South African counterparts who were all satisfied about the quality of the products from the companies who took part.

During the function, the General Director of Power FM, Dawn Klatzko requested to interview two of the participating companies (Cliven, represented by Matteo Abis and Farmen, represented by Antonella Bianchi) live on the Power Business programme, broadcast on Power FM 98, 7 daily from 17h00 to 18h00. This great opportunity allowed participant companies to share their experience in South Africa, as well as to speak on the activities of the Chamber of Commerce. Marketing and communication manager of the Chamber, Mr. Vito Casiello, also added a closing comment during the interview. To listen to the radio interview, click the link below:

<https://www.soundcloud.com/italcham-johannesburg/andile-khumalo-power-fm-interviews-salerno-delegation-in-johannesburg>

For more information Vito Casiello vito@italcham.co.za 011 6153906

Below, a list of all the participant companies:

Company Name

Products

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Kaaral www.kaaral.com	hair dye, shampoo, products hair
LCA www.cliven.net	cosmetics, shampoo, conditioner
MTJ cosmetics www.cosmetics.com	hair dye, cosmetics, shampoo
VITALFARCO Srl www.vitalfarco.com	hair dye, shampoo, decolorizing hair, hair masks
VITACOSMETICS/FARMEN www.farmenspa.com	hair dye, shampoo, products hair care, hair masks
RENEE BLANCHE www.reneeblanche.it	hair dye, shampoo, hairsprays
COMEX www.comexco.it	Extra Virgin Olive Oil, Canned food (Legums, tomatoes), Balsamic Modena vinegar
ICAM www.icamcioccolato.it	tablets, praline, cocoa powder
EATFRIULI www.eatfriuli.it	Meat products: cooked ham, san danielle ham, sauris ham, salami Other italian food products: cheese wine, fish products, coffee, water...
GSA www.gsa-srl.com	steel mechanical components
JCOPLASTIC www.jcoplastic.com	plastic container
Perardi & Gresino www.perardiegresino.com	automotive components

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