

business trends

“Italia: Life in ‘I’ Style” Campaign Brings Italy Closer to U.S.

(NAPSA)—The Italian Trade Commission (ITC) has opened a new office in an historic landmark building in New York City. The townhouse was sanctioned by the Italian Minister of Industry and Foreign Trade as well as the Italian Ambassador to the U.S. during its recent inauguration.



New offices of the Italian Trade Commission.

The “Italia: Life in ‘I’ Style” campaign will be headquartered here and will promote the best of Italian fashion, footwear, jewelry, ceramic tiles, home design, food and wine to American consumers.

Another major undertaking by the ITC is “Machines Italia,” a multi-million dollar marketing program to further the use of Italian-made machinery among American manufacturers.

U.S. imports from Italy were valued at \$23.8 billion in 2001 and are expected to rise, thanks to the ITC’s efforts.

Says Dr. Roberto Luongo, Italian Trade Commissioner, the opening of the new office is a “step towards strengthening relations between Italy and America. The U.S. is one of the most important markets for Italian companies.”

For more information, see www.italtrade.com/usa.