



Ducati 1199 Panigale

For motorcycle-maker Ducati Japan, two key words are flexible and creative. "Our judgment, speed and creativity could allow us to catch up to – and then lead – a trend by releasing attractive new products and pursuing clever marketing tactics," says Minoru Kato, general manager.

Carpigiani Japan's business is closely linked to the Italian tradition and lifestyle. "By selling professional gelato machines, we are marketing not only a well-designed piece of equipment, but also a whole food culture," says Lorenzo Scrimizzi,

president and representative director. Despite being so far apart geographically, Italy and Japan share surprisingly common views about food. "Both countries value genuine and high-quality ingredients, exceptional food-making skills, and the way of enjoying food while socialising."

The Italian Cultural Institute (ICI), Tokyo, aims to promote the concept of "Made in Italy" by using Italian art, cinema, books, architecture and opera as tools to realise a strong market strategy. "We also endeavour to diffuse the Italian

tradition by improving a strong synergy between Italy in Japan," says Umberto Donati, director. "It goes without saying that the idea is deeply connected to Italian culture as a whole."

Italy has been for centuries the home of poets, artists, scientists, explorers, and extremely creative and passionate talent. "They dedicated their life to the search for excellence and perfection in what they were doing," says Marco Elli, CEO, Pirelli Japan.

Elli encourages his staff to act the same way when they explain the exciting world of

motorsport and competition. "There is the technology, the design and the innovation that continue to successfully drive Pirelli products and the Pirelli brand in the world," he adds.

Key concepts for Cassina ixc are "tradition and innovation" and the "quest for quality and technology", which are elements "that sustain the level of high respect we enjoy in the Japanese market," says Namba.

Innovative ideas provide Ducati the opportunity to develop the Japanese market. "As a result, we instill the 'fun' of the Italian culture in



Fiat 500 TwinAir

Rikuzentakata

by Marco Staccioli, Italians for Tohoku

Right after 11th of March last year, I loaded up emergency relief goods in my van and started making visits to key locations where my customers, and staff and their families, lived. I eventually started concentrating the support on Rikuzentakata city, Iwate prefecture, where the damage seemed to be more severe. I was truly grieved – having been able to understand the actual feelings shared and shock felt among the people in the city.

We initiated various activities for individuals and organisations, urging the Italian community in Japan to participate.



We guided the organisations based back in Italy on how to operate effective support, and organised a number of fund-raising charity events.

We consist of four core members: myself on behalf of ICCJ, Cristina Morini

from Italian Women's Association, Hiromi Hattori from MS Japan and Kyoko Shinonaga from Bocconi Alumni Association in Japan. Activities and initiatives are carried out after the decision is made by the majority.

The group has made monthly visits to Rikuzentakata. We operate "Domenica Italiana" ("Italian Sunday"). Based on the traditional Italian value to spend time with family and friends over warmly prepared lunch on Sundays, the group developed the Italian lunch buffet service of full hospitality provided by noted Italian chefs and in parallel with "Free Flea Market", where victims can find clothes, shoes, toys and domestic goods donated by individuals and organisations of the community. ●