



# Transatlantic Award Gala Dinner “Digital World”

Milan, November 28<sup>th</sup>, 2011

*Empowered By*



# American Chamber of Commerce in Italy

## Profile

AmCham Italy was founded in 1915 with the purpose of increasing and promoting the economic and cultural relations between United States and Italy.

AmCham Italy is a no-profit private association and is affiliated to the “Chamber of Commerce of the United States of America”, a network of 100 US Chambers of Commerce in 91 countries with over 3 million affiliated companies.

AmCham Italy and the network of American Chambers is a unique platform for development of political and business relations.

Besides playing a prominent role as facilitator of the economic dialogue between Italy and United States, among its lobbying activity, AmCham offers its Members a privileged channel to directly interact with the highest American and Italian political and institutional representatives.

## Networking

The institutional and business relationships developed during the past 90 years of activities between Italy and the USA are a precious and unique asset which AmCham offers to its Members.

Each month AmCham organizes events such as lunches, dinners, cocktails and debates, which involves political personalities, influential entrepreneurs and academics.

50 events are organised each year for the Members and the national press. Each event is a precious opportunity to establish useful contacts to your business, to interact with CEOs of the highest companies and current opinion makers. A typical American approach based on relationship values.



# Gala Dinner 2011

For the sixth consecutive year AmCham organizes the “Transatlantic Award Gala Dinner” entitled “Digital World” in Milan on Monday, November 28th 2011.

As in the previous editions, also this “Transatlantic Award Gala Dinner” plans to entrust, with an Award, important Business personalities which have distinguished themselves in the promotion and development of the transatlantic relations between the United States and Italy.

The Ambassador of the United States of America, David Thorne, has confirmed his presence together with other distinguished guests of honour.

As in the past it will be a unique occasion, for companies and professionals to share a pleasant and elegant dinner with its own guests, colleagues or clients in an elegant and distinctive setting.



# AmCham Officers

President

Vittorio Terzi  
Senior Director  
McKinsey & Company, Inc. Italy

Vice Presidents

Mario Mascolo  
Presidente e Amministratore Delegato  
3M Italia Spa

Maria Pierdicchi  
Managing Director, Head of Southern Europe  
Standard & Poor's Credit Market Services Italy Srl

Eugenio Sidoli  
Presidente e Amministratore Delegato  
Philip Morris Italia

Treasurer

Luca Arnaboldi  
Senior Partner  
Carnelutti Studio Legale Associato

Managing Director

Simone Crolla  
American Chamber of Commerce in Italy

*The Board of Directors is composed of 40 members representing multinational corporations from Italy and U.S.A.*



# Event description

- ❖ **Event:** Transatlantic Award Gala Dinner “Digital World”
- ❖ **Venue and date:** Milan, Monday, November 28<sup>th</sup> 2011
- ❖ **Time:** 7.30pm / 11.30pm
- ❖ **Location:** East End Studios, Studio 90, Via Mecenate 90
- ❖ **Purpose :** Annual Award Gala Dinner to entrust companies and/or personalities with the presence of Italian and American political and economic Institutions
- ❖ **Participants:** About 300 people
- ❖ **Guest target:** CEO, Vip, Media, Opinion leader



# Past Gala Award 2010 - 2009

<b>Milano, 29 novembre 2010– East End Studios</b>	
for the substantial investment in Italy, in the pharmaceutical research field, in a time of unfavourable economic climate and in a sector of great value to the business strength of a nation.	<b>APTUIT SRL</b> - <i>Timothy Tyson, Executive Chairman &amp; CEO</i>
for its acquisition of the Intesa Sanpaolo securities services business - a deal that represented significant investment in Italy and signalled State Street's commitment to the Italian market as a key part of its European growth strategy.	<b>STATE STREET BANK</b> - <i>Riccardo La Manna, Chief Executive Officer</i>
for the substantial investment in Italy in the photovoltaic sector, in particular for the Rovigo plant, one of the largest energy producing facilities in Europe. We are grateful to SunEdison for choosing Italy as its main investment location in Europe.	<b>SUN EDISON</b> - <i>Carlos Domenech, Presidente</i>
per oltre mezzo secolo di partnership con l'industria elicotteristica statunitense, culminato con il recente accordo con la Boeing Company per il nuovo programma elicotteristico presidenziale, e per il trentennale della presenza industriale AgustaWestland a Filadelfia con uno stabilimento che oggi conta 600 dipendenti e produce oltre 60 elicotteri l'anno.	<b>AGUSTA WESTLAND</b> - <i>Giuseppe Orsi, Chief Executive Officer.</i>
per aver contribuito a lanciare l'immagine dell'Italia nel mondo, in particolare nel settore automobilistico dove tecnologia, capacità manageriale e design italiani hanno conquistato il mercato statunitense. Un riconoscimento che testimonia la volontà e la capacità dell'Italia produttiva a competere ai più alti livelli nei mercati internazionali.	<b>FIAT GROUP</b> – <i>Sergio Marchionne, Amministratore Delegato</i>
per aver siglato accordi con le principali reti televisive statunitensi dedicate ai più giovani, per la distribuzione di film e prodotti Winx. Una idea tutta italiana che ha portato, ai livelli più alti negli States, la fantasia e il sogno di milioni di giovani.	<b>RAINBOW SPA</b> - <i>Iginio Straffi, Presidente</i>
<b>Milano, 3 dicembre 2009 – Teatro Versace</b>	
for her dedication and competence shown in the management of complex and delicate situations during the recent earthquake emergencies in Abruzzo	<b>TITTI POSTIGLIONE</b> , <i>Protezione Civile</i>
for the International successes achieved and for the strong attention to new technologies and the environmental protection	<b>ARVEDI</b> , <i>Cav. Lav. Giovanni Arvedi</i>
for having contributed to give strength, credibility to Italy in the world throughout the Host trade mark, entering agreements with the most important US airports and highways	<b>AUTOGRILL</b> , <i>Gianmario Tondato da Ruos</i>
for the successes obtained by its company in the US market, and the recent acquisition of the majority stock of the company from a US corporation	<b>BAI-Brescia Antincendi International</b> , <i>Flavio Gandolfi</i>
for the important projects of expansion of green energy and the development of geothermal plants in the US also achieved thru recent acquisitions in the energy field	<b>ENEL</b> , <i>Cav. Lav. Fulvio Conti</i>
for its recent investments in the US shipyards, totaling over 100 mln €, and for the latest contracts with the US Navy	<b>FINCANTIERI</b> , <i>Giuseppe Bono</i>
for its recent acquisition of Italgrani, one of the US largest durum wheat millers	<b>PROGETTO GRANO</b> , <i>Cav. Lav. Benito Benedini</i>
for its recent articles and books that, more than others, have told the life and economy in the United States	<b>MASSIMO GAGGI</b> , <i>Corriere della Sera</i>



# Past Gala Award 2008 - 2006

<b>Milano, 25 novembre 2008 – Salone dei Tessuti</b>	
Arte e Cultura	AURELIO DE LAURENTIIS, Presidente
Grande Industria	ROBERTO POLI, Presidente di ENI Spa
Creatività	NICOLA BULGARI, Vice Presidente di Bulgari Spa
Media Industria	ROMANO VOLTA, Presidente di Datalogic Spa
Ricerca	DIANA BRACCO, Presidente di Bracco Spa
<b>Milano, 5 dicembre 2007 – Salone dei Tessuti</b>	
☞Arte e Cultura	KEITH CHRISTIANSEN, Chief Curator European Paintings del Metropolitan Museum of Art
☞Industria	NERIO ALESSANDRI, Fondatore e Presidente di Technogym
☞Emerging Company	PAOLO PASCALE, Presidente di Tecnam
☞Ricerca	SERGIO DOMPÉ, Presidente ed Amministratore Delegato di Dompé Farmaceutica
☞Creatività	FERRUCCIO FERRAGAMO, Presidente ed Amministratore Delegato della Salvatore Ferragamo
<b>Milano, 13 dicembre 2006 - Museo Nazionale della Scienza e della Tecnologia “Leonardo da Vinci”</b>	
☞Arte e Cultura	PICCOLO TEATRO DI MILANO
☞Industria	MAURO DEL RIO, Presidente di Buongiorno Spa
☞Media e Entertainment	BEPPE SEVERGNINI, Giornalista e Scrittore
☞Ricerca	GIUSEPPE MASERA, Direttore della Clinica Pediatrica dell’Università di Milano presso l’Ospedale San Gerardo di Monza
☞Creatività	ROSSELLA BISAZZA, Direttore Comunicazione di Bisazza



# 2011 proposal

## Italian corporations

- Amplifon** Amplifon is an Italian company present in 14 countries, with headquarters in Milan, and it is the world leader in the distribution of hearing systems and their customization to the needs of hearing impaired patients. World leader in the marketing of hearing solutions, Amplifon owes the continuity and sustainability of its success mostly to the ability to satisfy over time an increasing number of people improving their quality of life and providing them with products and services with high added value.
- Campari** Gruppo Campari is an Italian multinational manufacturer of alcoholic and soft drinks, that operates 40 brands in 190 countries. The group has recently made the largest acquisition in its history, including the Wild Turkey and increasing penetration in the U.S. market.
- Kedrion** Kedrion is a biopharmaceutical company specializing in developing, manufacturing and marketing of plasma-derived drugs. Has concluded cooperation agreements with commercial and production Grifols and Talecris.
- Landi Renzo** Landi Renzo S.p.A., a global leader in components and systems for natural gas and LPG. He made the acquisition of 100% stake in Baytec Corporation, a strategic supplier of natural gas vehicles by General Motors.
- Lavazza** Lavazza is a manufacturer of roasted coffee with over 4,000 employees. Recently the company took over a portion of Green Mountain Coffee, a manufacturer of coffee pods, for 250 million dollars.

## USA corporations

- Constellation Brands** Constellation is the world leader in the management of portfolios of brands from the world of wine. Recently it has completed the acquisition of Ruffino wine, prestigious wine producer with 600 acres of land in Tuscany and 130 employees.
- Eli Lilly** Eli Lilly & Co. is a multinational pharmaceutical company, constantly developing with an increasing portfolio of products, developed in collaboration with the most important scientific organizations in the world. They provide innovative scientific solutions for urgent medical needs through the research and the manufacturing of medicines.



# Sponsorship details

## **GALA SPONSORS**

Euro 8.000,00 + VAT 21%

*Includes:*

- 2 people seating at the AmCham Italy President e U.S.A Ambassador table
- 2 people seating at the AmCham Italy Managing Director & Consul General U.S.A. table
- 1 table for 10 people
- Menù personalised with company logo
- Company logo (top positioning) on the sponsor board
- Company logo on the AmCham website
- Official greetings
- Brief speech on the stage

## **TAVOLO PLATINUM**

Euro 5.600,00 + VAT 21%

*Includes:*

- 1 table position Premium for 10 people
- Menù personalised with company logo
- Company logo (top positioning) on the sponsor board
- Company logo on the AmCham website
- Official greetings

## **TAVOLO SILVER**

Euro 3.500,00 + VAT 21%

*Includes:*

- 1 table for 10 people
- Menù personalised with company logo
- Company logo (top positioning) on the sponsor board

## **TAVOLO DIAMOND**

Euro 6.500,00 + VAT 21%

*Includes:*

- 1 table position Premium for 12 people
- 2 people seating at the AmCham Italy Managing Director & Consul General U.S.A. table
- Menù personalised with company logo
- Company logo (top positioning) on the sponsor board
- Company logo on the AmCham website
- Official greetings

## **TAVOLO GOLD**

Euro 4.000,00 + VAT 21%

*Includes:*

- 1 table for 10 people
- Menù personalised with company logo
- Company logo (top positioning) on the sponsor board
- Company logo on the AmCham website

## **Individuale participation**

Euro 180 + VAT 21%



# Gala Award 2010

