



Valter Giammaria

Secretary of Provincial Confesercenti of Rome



The future of Italian Business can be tackled by making our country competitive. Nobody can't shut himself up into a shell and ignore the permeability of the world economy which is passing through a crisis in our main productive sectors. Our region, with its SMEs, has the means to react and to step up the inevitable and necessary integration process.

Oro di Roma in its sixth edition becomes an integral part of such a background, developing itself from the perspective of both internationalization and the typology of the categories represented, thanks to the confidence that local bodies such as the Region of Lazio with its Council Office for Commerce, Agriculture and Tourism, the Province of Rome, the Municipality of Rome, the CCIAA of Rome, ARSIAL and SVILUPPO LAZIO, placed in our project.

This year Oro di Roma introduces an important novelty that makes people understand the way in which this project, apart from promoting businesses, also gives substance to what it has built over the last years, organizing a workshop in Rome: the event will last three days and will host about forty buyers coming from the Midwest of the United States, China, Spain and Russia. There will also be journalists of the sector and opinion leaders with the task of even more internationalizing our mission.

Leonardo Da Vinci International School for Foreigners is a new entry in the 2008 edition of Oro di Roma as a partner for Confesercenti and the author of the project Gustolab – Il Laboratorio del Gusto.

In Chicago, the project by Gustolab–Confesercenti will be officially presented on the occasion of the convention on the Mediterranean Diet.

Always in Chicago a preview of “Quality Card Lazio” will be presented as an instrument of guarantee, quality and transparency for US tourists present on our territory.

As a confirmation for the right intuition we had during the past edition, together with the well-established goldsmith and silversmith's sector, the project also can boast the presence of excellencies from enogastronomy, fashion and last but not the least, from tourism and our territory.

Oro di Roma turns into a building network project, inglobing several art and tradition of our territory and becoming the main sponsor of all its actors.

