

## How to create an ICCA: instructions for use

EDITORIAL by Nick Di Girolamo, President of the Italian Chamber of Commerce in Sydney - Being a benchmark for the Italian companies, while still remaining connected to the local business community: this is how a Chamber becomes a power player for our national system



Is it possible to "think bigger" about an Italian Chamber of Commerce Abroad (ICCA)? From our own experience, the answer is yes. The credit we've received in recent years made us contemplate the reasons behind our success, creating an innovative way to facilitate business between Italy and foreign countries.

Firstly, we believe, it's about the company approach we have as we actually charge for the services we provide: this is because we ensure a high level of professionalism and particular care given to every single customer and the ability to differentiate services in accordance to each companies' needs. Another strength is resources invested in the public perception of the Chamber, which is now highly visible in the media and is held in high regards both by the local business community and by political authorities.

Last, but not the least, we believe that our effort to redefine relations with Sistema Italia's members has been rewarding: in particular, we are

developing a relevant, cooperative relationship with ICE, in order to find more incisive, shared strategies to foster business in Australia. In conclusion, there are no magic formulas: only a passion for business, intelligence, and above all a love for a country to whom we all, though living far, feel deeply tied. And of course the determination to convert all this into something useful for the entire community, to make the difference.