

India-Italy Relations

India and Italy are ancient civilizations but young states (Italy having been reunified only in 1861). These two ancient civilizations have known, interacted and traded with each other for over 2000 years. Modern day contacts between the two nations were formed through exchanges between the intellectuals from both sides. Noble Laureate Rabindranath Tagore visited Italy in 1926, on invitation of Carlo Formichi, a Professor of Sanskrit at the University of Rome.

Mahatma Gandhi visited Rome in 1931 on his way back to India from the Round Table Conference in London. Leaders of the Indian freedom struggle read the works of the Italian revolutionary Mazzini of early 19th century, who worked for a Democratic Republic of Italy. Indian troops, serving with the British Indian Army, were active in Italy during the World War II.

Political Relations

Political relations between India and Italy were established in 1947. The two countries enjoy a cordial relationship. There has been a regular exchange of visits at political and official levels between both countries. From the Indian side, at the level of Head of State/Government, the visit(s) date back to 1953 & 1955 when Prime Minister Pandit Jawaharlal Nehru visited Italy.

Prime Minister Smt. Indira Gandhi in November 1981; President Dr. Shanker Dayal Sharma in October 1996; Prime Minister Shri H.D. Deve Gowda in November 1996; Prime Minister Shri I.K. Gujral in September 1997; Prime Minister Shri A.B. Vajpayee in June 2000; and Prime Minister Dr. Manmohan Singh in July 2009.

From the Italian side, the first visit at the level of Head of State/Government took place in 1988 when Prime Minister Mr. Giovanni Gorla visited India. This was followed by President Dr. Oscar Luigi Scalfaro in Feb 1995; Prime Minister Prof. Romano Prodi in Jan 1998; President Mr.

Carlo Azeglio Ciampi in Feb 2005; and Prime Minister Mr. Romano Prodi in Feb 2007; Both countries regularly hold an institutionalized Senior Officials Dialogue (Foreign Office Consultations). An Italy-India Parliamentary Friendship Association was established in the IPU Italy Chapter in 2004.

Economic Relations

Italy is among India's top 5 trading partners in the EU and the 12th largest investor in India.

The balance of trade has been in India's favour since the early eighties. The bilateral trade witnessed a strong growth till 2007, before the world-wide recession of 2008 led to a marked "2 slowdown in Italian economy, as a result of which the total quantum of trade registered a negative annual growth rate of 13% in 2009 amounting to • 5.65 billion. This contrasts strikingly with the cumulative growth figure of over 75% during the period 2005-07 (i.e. before the 2008 global economic downturn). In 2010-11, the total turnover in bilateral trade was • 7.21 billion registering an increase of 28% from the previous year. Similarly, in 2011-12, the annual rate of growth of bilateral trade was more than 18% to reach • 8.52 billion.

Main items of Indian exports to Italy are ready-made garments, leather, iron ore, motor vehicles, textiles, chemicals, gems & jewelry. Main items of import from Italy are general and special purpose machinery, machine tools, metallurgical products, engineering items. Around 140 large Italian companies are active in India. Some of the major Italian companies that have invested

in India are FIAT Auto, Heinz Italia, FIOIA, Italcementi, Necchi Compressori, Perfetti, Lavazza, Fata Hunter Engineering, ENI, SAI India, Isagro (Asia) Agrochemicals, Piaggio, and Impreglio,

SEA Deutzfahr Group, Finmeccanica SpA, Ferrero. Indian companies are present in Italy in sectors such as IT,

electronics, pharmaceuticals, automobile, textile and engineering. The prominent companies operating in Italy include Tata, TCS, Wipro, Engineers India Limited, L&T, Mahindra & Mahindra, Ranbaxy, Raymonds, Jet Airways etc. SBI has a representative office in Milan. Six Italian banks have representation in India.

The Joint Economic Commission is an institutional dialogue chaired by the respective Commerce Ministers of both countries. Under the JEC, there are Joint Working Groups in the following areas: Infrastructure, Tourism, Railways, Food Processing, Renewable Energy, Information Technology and Agriculture. The 18th session of the JEC was held in New Delhi in December 2009. Cultural Exchange, Scientific Co-operation etc.

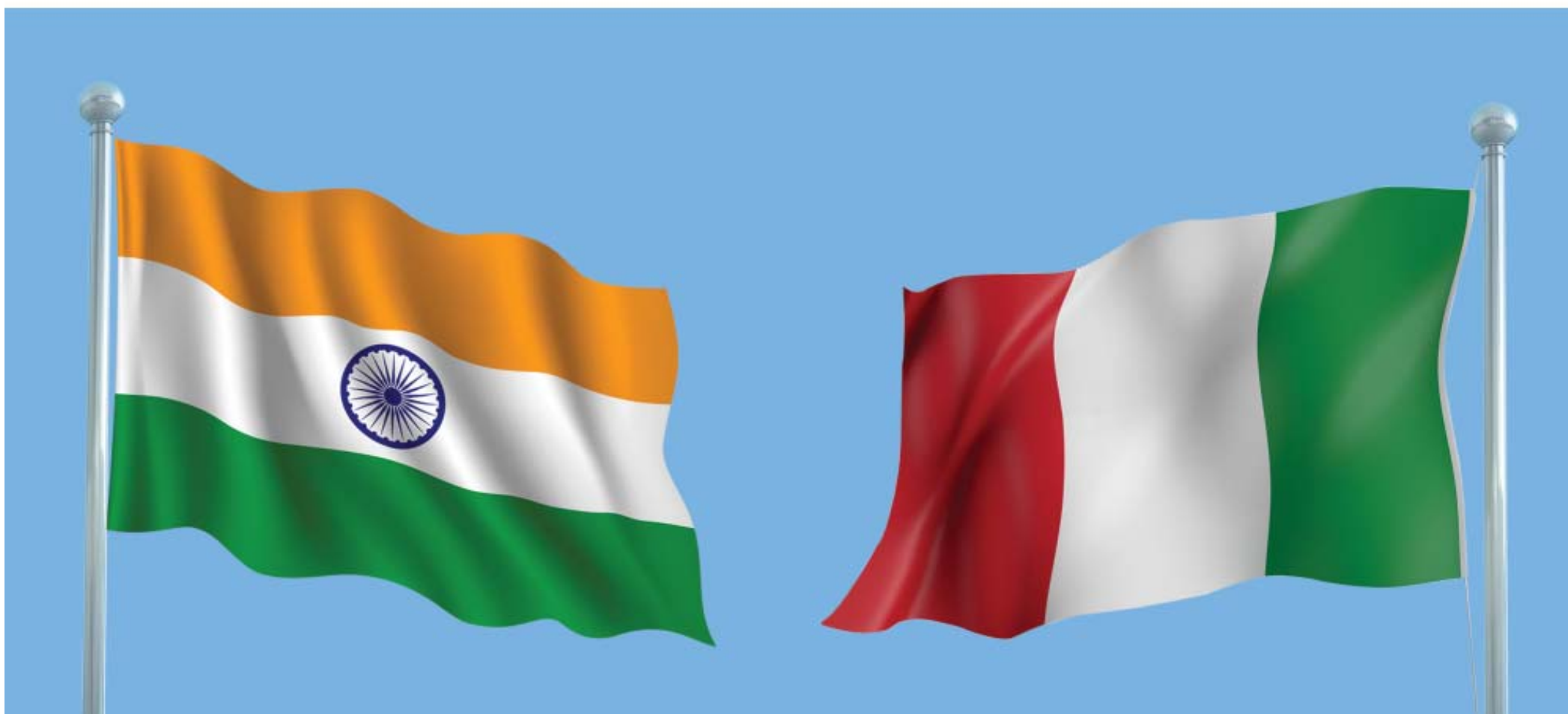
An Agreement for Cultural Cooperation has been in existence since 1976. Under the Cultural Exchange Programme (CEP), exchange of students to learn languages and to undergo various academic courses continues. There are 10 universities/institutions in Italy with courses on Indian history and languages, including Hindi and Sanskrit.

An Agreement on S&T Co-operation exists since 1978. The Agreement envisages three yearly action plans under which a maximum of thirty joint research projects can be undertaken. Some of the prime areas of joint research are Electronics, Biotechnology, Design Engineering Automotive Technologies, Energy, etc. An Agreement for Audio-visual cooperation was signed "3 between the two countries in 2005. An ICCR Chair on Modern Indian History has been established in September 2011 in 'La Sapienza' University in Rome.

Indian Community

The Indian community in Italy is the second largest community of Indians in Europe after the

UK. As per official Italian estimates around 1.2 lakh Indian nationals are legal residents in Italy.



Clay bricks and tiles made in Italy

Enduring style and quality are the key ingredients of Made in Italy, the internationally renowned mark of excellence covering a range of different product sectors.

Alongside the key sectors of fashion, food and design, construction is another area in which Italian expertise excels at a world level thanks to innovative techniques and solutions that are deeply rooted in the Italian building tradition. Bricks and other ceramic products such as tiles and sanitaryware deliver all the key characteristics required for high-quality building, including safety, environmental sustainability, energy efficiency, as well as living comfort and healthiness of indoor environments. Italian homes are designed, built and managed in a sustainable and efficient manner to meet the needs of demanding and environmentally aware users while standing the test of time. The passing of time in fact does nothing to detract from their effectiveness and if anything enhances their prestige. The aesthetic qualities of brick homes are reflected in the outstanding beauty of ancient and modern Italian cities, renowned the world over for their exceptional architectural value. Ceramic floor and wall tiles also make a major contribution to the spaces in which they are used. Building design the world over requires materials of high technical and environmental quality in order to guarantee the highest levels of performance during both construction and management, for which purpose ceramic materials deliver high levels of aesthetic and technical quality. In this respect they are perfect representatives of Made in Italy.

The ceramic industry

Confindustria Ceramica e Laterizi is the federation of Italian ceramic tile and clay brick manufacturers and is responsible for promoting and raising awareness of the quality and performance of these typically Italian products. The industry generates sales of 5.6 billion euros and employs 27,000 people directly in Italy. It also has a high export propensity in line with the outstanding international reputation of Italian manufacturing. The Italian brick, ceramic tile and ceramic sanitaryware industries produce a wide range of products which are listed and briefly described below.

Masonry and partition bricks

The clay elements used for masonry structures consist of bricks and solid and hollow blocks; products for partitions and curtain walls comprise clay blocks with either vertical or horizontal holes (assembled in single or double layers with the possible inclusion of heat-insulating material). These products also include hollow tiles and flat blocks which can take on multiple uses, including surface coverings. They are used both for load-bearing masonry and for infill in the case of reinforced concrete structures. Bricks and blocks are produced in both normal and lightened clay and can be rectified, interlocking, insulated, etc.



Facing bricks

Bricks and special facing elements, including “extruded”, “soft mud”, “pressed” and “handmade” varieties, are used to enhance the appearance of common masonry bricks. They come in a wide variety of types and vary considerably in terms of appearance (dimensions, surface finishes, colours) and surface treatments (glazed, engobed, etc.).

The producer companies are able to create custom solutions for the most varied design needs. Facing brick plays an important role in contemporary architecture projects. Alongside the traditional solutions installed with conventional wet methods (bricks, strips and extruded special pieces, soft mud and pressed pieces), more advanced solutions are now emerging in which hollow clay tiles are mounted on metallic framework structures to create so-called ventilated facades.

Floor blocks

Clay elements for horizontal structures (floor blocks) can be used along with reinforced concrete to create highly rigid horizontal structures with outstanding structural performance and extremely low weight. These in-situ cast floors require the use of prefabricated beams.

Terracotta pavers

Popular since ancient times, terracotta pavers are the perfect solution for use in simple yet elegant homes.

They are made from highly selected clays to be able to withstand mechanical and environmental stresses and are used in both interiors and exteriors with a range of finishes.

Roofs

Clay roof tiles are particularly suitable for protecting pitched roofs from the elements. In Italy two types of roof tiles are produced: “bent tiles” (or ridge tiles) and “plain tiles”. Thanks to their small size, these products can be adapted to complex roof shapes and achieve results of outstanding architectural merit. They can be produced in various colours and shades.



Ceramic tiles and panels

From the age-old (but still very popular) 2 cm mosaics through to the latest extra-large panels with dimensions of up to 2.5 by 5 metres, Italian

ceramic tiles stand out for technological innovation, design research and meticulous production processes, and are suitable for applications ranging from residential to commercial and public spaces, hotels and restaurants, stores and shopping centres, and even urban design.

Sanitaryware

The washbasins, WCs, bidets and shower trays made from Italian ceramic stand out for their unique style and design. Created by renowned designers and architects, they offer exceptional colours and solutions and are able to enhance the aesthetics and comfort of homes.

Available in various sizes to meet the needs of even the most confined spaces, they are complemented by collections specially designed for disabled users.



Tableware

Italian ceramic tableware has been gracing dining tables ever since Renaissance times. Available as complete services, they epitomise the world-famous Italian style and quality of living.

Ceramics and bricks, quality showcased on the web

The website Laterizio.it showcases the finest buildings constructed with brick all over the world. It is a tool designed to enable engineers and architects to improve their knowledge of these products.

The site features designs and concepts of noteworthy architectural works, and includes design specifications, descriptions and photographs.

It also presents research projects, the most important innovations and their technological applications.

Two dedicated areas provide more detailed information on the range of products manufactured in Italy and allow visitors to contact brick and roof tile companies based in Italy.

The site laceramicaitaliana.it provides news and information on promotional events, interviews, technical product information and installation of Italian ceramics. From here it is also possible to consult the browsable version of Cer Magazine International, which can also be downloaded onto iPad (Cer Mag).

The site also features the Project Gallery (500 reports on projects carried out in Italy and worldwide) and the Product Gallery (1800 products, updated every six months).



Ceramics and relations between Italy and India

India is one of the most interesting countries for the Italian ceramic industry. It is a country of strong traditions which in recent years has seen major growth in ceramic tile consumption.

The Italian ceramic industry has grasped these opportunities in terms of both exports and internationalisation of production through two separate joint ventures. In 2012, Panariagroup began operating in India through a joint venture agreement with Asian Granito India Ltd., one of the largest Indian ceramic tile manufacturers. Owned in equal shares by Panariagroup and Asian Granito India Ltd., the joint venture was set up in Ahmedabad in the Indian state of Gujarat.

The product range consists of a selected offering of Panariagroup’s bestselling Italian-made products as well as the collections produced in Asian Granito’s Indian factories under an exclusive contract. Support is provided by the Panariagroup technical staff to lend a touch of Italian style. The sales organisation benefits from Asian Granito’s unique knowledge of the Indian market and operates under the brand name “Bellissimo – STILE ITALIANO”.

A joint venture called Simpolo Emilceramica Pvt. Ltd. and involving the construction of a factory in Mobi, Gujarat was formalised in September last year between the Italian company Emilceramica and the Indian firm Simpolo. When production begins in April, the factory will produce porcelain with a high level of design and quality using highly efficient plants supervised by Simpolo personnel with the support of the Emilceramica Quality Management department.

The aim of the joint venture is initially to bring Italian style to Indian consumers and subsequently to export products to neighbouring countries.



For further information:

www.laterizio.it

www.laceramicaitaliana.it

Industrial Cooperation

Sustainability certifications in the construction sector as market guarantee

The construction sector is of strategic importance worldwide. In Europe it represents more than 10% of GDP (gross domestic product) and more than 50% of fixed capital formation, it is the largest single economic activity and it is the biggest industrial employer. 40-45% of Europe energy consumption stems from buildings with a further 5-10% being used in processing and transporting construction products and components.

The goal of the European Commission is to help the sector become more competitive, resource efficient and sustainable. The Europe 2020 Strategy outlines the EU's priority to become a sustainable economy and set ambitious objectives for climate action and energy efficiency. The Paris Agreement to the climate conference among the 195 participating countries is the latest fact that makes us understand how the environmental topic is "the issue" of the century.

The role of the Green Public Procurement

The EU has already adopted important strategies to promote the green economy and the Green Public Procurement (Gpp) is undoubtedly one of the most important instruments. Green Public Procurement is defined in the Communication (COM (2008) 400) "Public procurement for a better environment" as a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle. In Europe Public authorities spend approximately 2 trillion euros annually, equivalent to some 19% of the EU's gross domestic product and their purchasing power can contribute substantially to sustainable consumption and production.

GPP is a voluntary instrument, which means that European Member States and public authorities can determine the extent to which they implement it. Last February in Italy the Law no. 221 "Environmental provisions to promote the green economy measures and the excessive use containment of natural resources" came into force. The law is intended to have an impact on different sectors of the green economy and to promote a new development model based on environmental sustainability. The Cam for the building sector, issued by the Ministry of Environment, reward operators possessing environmental certifications and labels, such as EMAS, ISO 14001, Ecolabel, EPD, Carbon Footprint. These certifications also reduce the amount of guarantees needed to participate in tenders.

The importance of certifications

It is today unthinkable to build significant developments without applying a recognized protocol certifying the sustainability of buildings (for example Leed, Breeam, Itaca), as it is unthinkable to design a new infrastructure meant to last many decades without reference to objective elements of sustainability (for example adopting the Envision Protocol). In the same way, construction products must communicate their life cycle environmental impact (through environmental product declaration - EPD) and manufacturers must



guarantee local communities, stakeholders and shareholders about the use of environmentally friendly production processes (for example by EMAS or ISO 14001 certifications).



ICMQ, the leading third party certification body for the construction sector

ICMQ Institute was founded in 1988 and since 2001 it operates through the wholly owned ICMQ Spa. The certification body issues certifications related to all major corporate management systems (quality, environment, health and safety, energy) as well as to construction products and professional skills of people working in the building industry.

For several years now ICMQ has also been offering a range of services in the field of sustainability, which represents the most promising direction for new developments in the building sector. It offers certification services both to Italian companies and organizations that operate abroad. Since April 2008 ICMQ India (based in Mumbai) has been constituted.

The services of ICMQ India for the Indian market

ICMQ India provides a wide range of certification, inspection and training services to meet specific needs and requirements of the Indian market. It has been actively involved in laying down the requirements and the rules for the "Capability Certification" - the national voluntary certification scheme for RMC Plants - and it has recently accredited according to ISO 17065 to provide this service. At present ICMQ India has a portfolio of approximately 100 RMC plants spread all over the country, 70 of which belong to Lafarge, the largest cement and concrete group in the world. Since 2014 ICMQ India has been developing "Total Safety Management", an innovative inspection service focused on Health and safety in construction based on the most advanced approaches in the

field of Risk Management. Important developers like Oberoi Group and Sparks Developer appointed the body to conduct safety audits at site in order to better monitor contractors. ICMQ India has also tailored a specific service for the Italian Institutions abroad (Embassy, Consulate, Italian Cultural Institute, ICE - Italian trade Agency) aiming to support them in preparing the "DVR (Document of the Risk Assessment)" according to the Decree n. 81/2007 and the D.M.51/2012. In the last few years ICMQ India has provided this services to all the Diplomatic Institution in India, Myanmar and Uzbekistan. Competence, confidentiality and effectiveness are the key features recognized by customers.

In the last few years ICMQ India has been developing a strategy in the field of sustainability and environment, where there is a growing awareness. Sustainability is offering new challenges to construction, infrastructure and building materials where superior environmental performances may have relevant impact on end users and local communities. The launch of Make It Sustainable community and certification scheme is the first step of this strategy. In the last decade there has been an increasing demand for green products. Green procurement is becoming a strategic approach both in Public and private bodies. In this scenario transparency and credibility of environmental claim, labels and declarations are crucial.



Get It Green: sustainability as a competitive key

ISO 14020 standards are the term of reference for credible and transparent environmental claims to ensure clear, transparent, scientifically sound and documented labels and declarations. The leverage of sustainability is even more important for building materials since it is one of the key criteria in building certification schemes like Leed, Griha, Igbc. These schemes award credits to products ensuring environmental features verified by third parties. That's why IICCI (Indo Italian Chamber of Commerce), CEIP (Piemonte Agency for Investments, Export and Tourism) and Coventry

University (UK) launched the "Make It Sustainable Building Materials" project funded by EBTC (European Business Technology Centre) and with the Technical Secretariat assigned to ICMQ India. The scope of the project is to lay down "Products Environmental Protocols" for three main families of products: "cement, concrete, mortar", "brick and tiles" and "waterproofing and insulation".

The PEP (Product Environmental Protocols) are based on the ISO 14020 series and the preparation process is based on EN 15804 standard. Each protocol is a reference frame work for a modular eco certification scheme which links the "Validation of the self-declared environmental claim" (ISO 14021), the environmental labeling (ISO 14024) and the "EPD - Environmental Product Declaration" (ISO 14025). Get It Green is the innovative certification scheme launched by ICMQ India referring to the Products Environmental Protocols prepared within the project funded by the European Union.

In the first phase Get It Green is limited to building materials covered by the PEP but, in future, ICMQ India is already planning the preparation of other protocols to be used for certifying other products. The financial support received by EBTC provides this certification with the required credibility and reputation. Get It Green is a powerful marketing tool for Italian and Indian building material manufacturers interested to approach the Indian market (but in future the entire Asian market) with an eco-product certification which will allow a more effective market acceptance cause of the recognition assured by the Building Certifications schemes.

The flexibility of the Get It Green certification approach is another important feature. The certification level depends upon the "number of environmental criteria" are managed and declared by the organization and then validated by a third party. Get It Green is the environmental recognition required by superior building materials realized by Italian (and European) companies to improve their competitiveness in the Indian market.

Silvia Rusconi - General Secretary ICMQ Institute - www.icmq.org

Cesare Saccani - Managing Director ICMQ India - www.icmq.in

Sale for different Exercises from Italy and India

VERDE INDUSTRY



system for energy recovery from waste. Afterwards, there was a need to increase the industrial potentiality directed to find out the proper solution to the different treatment systems of urban and industrial waste.

Verde Industry meets this need with Verde Futuro, a complex industrial system that organizes waste collection and its disposal through processes of selection, recycling, regeneration and energy recovery from the material processed.

Verde Industry develops and builds integrated industrial cycles, aimed at recovering waste, implementing the following industrial systems:

VERDE SELETIO – Industrial system for the separation of waste into different components.
VERDE VITA – Industrial system for energy recovery from organic waste.

VERDE RENOVA – Industrial system for the regeneration of the recycled material in new raw material.

VERDE EPURA – Industrial system for the treatment and purification of water, sludge and leachate from wet waste.

VERDE ISOLA – Logistics system for waste management.

Verde Industry conducts its activities in Italy and abroad, for public and private clients, including companies of international relevance, and it is able to offer specific services of "Customer Service" studied by specialized technicians. The professionalism,

low environmental impact. The company's strategy is to design integrated platforms for the optimization of resources use, and for obtaining the maximum recovery of recyclable materials and energy, with minimal handling of waste.

Verde Industry's main advantage is the modularity and flexibility of its systems. Through these two features it can meet any market demand quickly, elaborating economically and competitive solutions. The company enhances the constant commitment for the prevention of pollution, with the purpose to manage waste, wastewater and emissions into the atmosphere. Our society considers waste a problem since its disposal represents a danger for the future of the ecosystem and human health.

Verde Industry works with the idea of transforming WASTE - currently a social PROBLEM to manage - in a PRECIOUS RESOURCE to be enhanced.

Verde Industry applies integrated waste management systems, ensuring efficient solutions in full respect of the environment

Verde Industry's activities are those related to the processing of waste, the recovery of materials and energy, and the final disposal.

Along the years, Verde Industry has developed and patented its know-how, and has achieved the ambitious result of taking on waste management in any part of the world, and of recovering and regenerating the raw materials therein contained.

This result has been obtained thanks to the collaboration of our subsidiaries and associates, which provide not only the engineering process, but also the production of each component of the industrial system.

Verde Industry offers different types of systems, that are distinguished nationally and internationally for reliability, innovative technology and high performance in the reduction of environmental impacts.

Verde Industry is able to meet all the requirements of selection, treatment and disposal of waste.

Its activity complies with the priorities set by the European directives:

- Gradually reduce waste, also in terms of dangerousness;
- Encourage reuse, recycling and recovery of waste;



- Promoting energy recovery;
- Minimize the amount of waste to landfill.



The objective is to minimize the environmental impact and to increase the reuse capacity of the material and the production of energy.

Verde Industry has created a complex industrial system called Verde Futuro, which allows the treatment of all types of waste and the recovery of secondary raw material or energy.

Verde Industry provides a specific solution for the disposal of infectious medical waste.

In order to solve and treat properly this kind of waste Verde industry applies high technology, also for reducing the volume of waste, which makes the system suitable also for the disposal of medical waste in the facilities. This innovative technology perfectly complies with European, national and local laws related to the reduction of CO2 emissions.

Verde Industry is able to provide complete systems for the treatment and disposal of medical waste with energy recovery.

This is an energy self-sufficient system that meets the disposal requirements of the European Community, thus cutting the risk factors linked to the transport of dangerous infectious waste.

This advanced technology has been met with enthusiasm and approval in hospitals, thanks to the following advantages:

- local disposal of infectious medical waste;
- thermal recovery by using part of the syngas produced;
- material sterilization in maximum security;
- possibility to treat all types of medical waste.

The story of Verde Industry S.r.l. begins with a project called "Verde" - funded by Calfin International SA - the result of many years of study, research and experimentation carried out with the firm conviction to achieve a unique solution, applied to the waste industry. Since the first investigations, the company has always looked towards the future, developing its industrial know-how, that has been improved over the years.

Calfin International SA, conscious of the evolution of the world market and of the economic trends of interest, created a division of Research & Development to monitor and participate in the evolution of a project in which the basic idea is the "pyrolysis" of the organic matter.



The studies began thanks to an intuition of the University of Cagliari that developed the pyrolytic process, in collaboration with the University of Pisa for the technological development of clean syngas.

The path, after three years of research, led to identify the chemical-physical process of sublimation of organic solid matter in gas.

The result was a slow pyrolysis process, without combustion and at low temperature, which defines Verde Vita, the current industrial

experience and ongoing research in the environmental field by Verde Industry's R & D centre and technical staff enable to provide the optimal solution to the different market demands. The company's main office is in Rome, in which the majority of the engineers operate.

Verde Industry achieves its objectives while respecting the ethical principles related to the protection of environment, natural resources and human health, using advanced technologies for the design of systems with

Tourist attractions from Italy and India

TOURISM IN ITALY

According to the United Nations World Tourism Organization (UNWTO), Italy came in 5th in the world in 2005 in terms of the number of people traveling to the country. The 2005 numbers are the most recent ones available on the UNWTO website, and although there's likely been some fluctuation in the overall numbers there's no reason to believe Italy is any less popular today than it was then. The UNWTO statistics indicate that in 2004 Italy welcomed more than 37 million visitors – and to put that in more stark terms, that's 64 visitors for every 100 residents. You'd better believe Italy tourism is big business.

Just how big is it? Well, according to that same set of UNWTO numbers from 2005, travelers to Italy spent more than \$35 billion on their visits. That's not nothing. And while the economic slump has no doubt reduced that number slightly, anyone who's been to Italy recently probably thinks all 37 million of those visitors from 2005 are back and sharing the piazza with them.

I'm bombarding you with these numbers partly to give you some background for what "popular" means when I talk about the most popular tourist attractions in Italy – and also to let you know that if you're planning to visit all the big tourist sights, you should be prepared for some company.

Italy Tourist Attractions

When it comes to world-class tourist attractions, Italy is absolutely brimming with riches. And since we're on the UN train already, here's another branch of the UN most travelers are familiar with – the list of UNESCO World



Heritage Sites. Italy has more sites on the list than any other country with a whopping 44 (and it's not exactly an enormous place, remember), some of which are entire cities or regions. You can see the list of all the places in Italy on UNESCO's list on the UNESCO site here.

While most of us won't be using the UN's list as our sole pre-trip planning resource, it's definitely an excellent place to start when you're considering which of Italy's tourist attractions you want to make sure to visit. Because, as mentioned, many of the sites on the UNESCO list are actually cities (or portions of cities) and

regions, however, it's not necessarily the list that's going to help you pinpoint exactly which churches, museums, ruins, or galleries are the big must-see sights. With that in mind, here are some of the most popular tourist attractions in Italy (in no particular order):

Colosseum in Rome
Leaning Tower of Pisa
Pompeii
Venice
Vatican Museum

"The Last Supper"

Roman Forum

St. Peter's Basilica

Amalfi Coast

Tuscan Hills

Palio in Siena

Trevi Fountain

Pantheon in Rome

Florence Duomo

Cinque Terre National Park

Uffizi Gallery in Florence

Greek temple ruins in Agrigento

Milan Duomo

Spanish Steps

For more help with planning your Italy trip, including which Italy tourist attractions you'll take in during your visit, here are some articles that might be useful:

What to Do in Italy

Italy Travel Tips

Perfect 2-Week Italy Itinerary

20 Things Everyone Should Do in Italy

Italy First Time Visitor Guide

Free Things to Do in Italy

"Top 10 Things to Do" lists for Italy

TOURISM IN INDIA



Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated \$6.4 trillion (US\$94 billion) or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% till 2023 making India the third fastest growing tourism destination over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about \$95 billion (US\$1.4 billion) by 2015.

About 22.57 million tourists arrived in India in 2014, compared to 19.95 million in 2013. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during

the year 2011. Worldwide, Chennai is ranked 38 by the number of foreign tourists, while Mumbai is ranked at 50, Delhi at 52 and Agra at 66 and Kolkata at 99. The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries.

It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by



international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates

with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

E-Tourist Visa

In order to boost tourism numbers, the Indian Government decided to implement a new visa policy, allowing visitors to obtain a visa on arrival at 16 designated international airports by obtaining an Electronic Travel Authorisation online before arrival without the need to visit an Indian consulate or visa centre.

As a result of this, 56,477 tourist arrived on e-Tourist Visa during the month of October, 2015, as compared to 2,705 during the month of October, 2014 marking to a growth of 1987.9%. During January–October, 2015 a total of 2,58,182 tourist arrived on e-Tourist Visa as compared to 21,995 during January–October, 2014 registering a growth of 1073.8%. The facility will be made available to citizens of about 180 countries in several phases.

On 27 November 2014, India introduced its visa on arrival enabled by ETA facility for tourists and business visitors, to citizens of following countries – Australia, Brazil, Cambodia, Cook Islands, Djibouti, Fiji, Finland, Germany,

Indonesia, Israel, Japan, Jordan, Kenya, Kiribati, Laos, Luxembourg, Marshall Islands, Mauritius, Mexico, Micronesia, Myanmar, Nauru, New Zealand, Niue Island, Norway, Oman, Palau, Palestine, Papua New Guinea, Philippines, Russia, Samoa, Singapore, Solomon Islands, South Korea, Thailand, Tonga, Tuvalu, UAE, Ukraine, USA, Vanuatu and Vietnam. The facility was extended to China, Macau and Hong Kong on 30 July 2015.

The facility was further extended to citizens of Andorra, Argentina, Armenia, Aruba, Belgium, Bolivia, Colombia, Cuba, East Timor, Guatemala, Hungary, Ireland, Jamaica, Malta, Malaysia, Mongolia, Monaco, Mozambique, the Netherlands, Panama, Peru, Poland, Portugal, Seychelles, Slovenia, Spain, Saint Lucia, Saint Vincent and the Grenadines, Surinam, Sweden, Taiwan, Tanzania, Turks and Caicos Islands, the United Kingdom, Uruguay and Venezuela on 15 August 2015.

The visa on arrival requires a tourist to apply online on a secure Government of India website, at least 4 to 30 days before the date of travel. If approved, the passenger must print and carry the approved visa with the travel documents. The visa allows holders of Electronic Travel Authorisation (ETA) to enter and stay anywhere in India for 30 days. The ETA can be obtained twice in a single calendar year. The visa on arrival facility is expected to be expanded to about 180 countries over time. In April 2015 the scheme was renamed to e-Tourist Visa in order to avoid confusion.

“Travel of Italian delegation in New Delhi”



Year 2016 “Site-inspections in India”

PROGRAM DESCRIPTION :

Official visit at Indian Government for appraise different cooperations and meeting with Indians importers at hotel.

Comprehensive meetings-assistance of interpreting, co-ordination etc....

Report on “New Delhi Times” after presence in New Delhy (distribution in India as traditional publishing...)

Hotel with convention Grand Hotel New Delhi

Special tariffs will be fixed to adherents, but registration must happened directly to reception of Hotel



For informations (INFO) : PR & Marketing Office – Bolzano-Bozen (ITALY)
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Confindustria Vicenza

Confindustria Vicenza is one of the main associations within the Confindustria System (the Italian Manufacturers' Association) representing manufacturing and service companies.

With around 2.000 member companies, employing a total of 82.000 people, Confindustria Vicenza plays a leading role in representing its members within their own various business areas and this is highly appreciated by the community, both at a local and national level. The most significant features of Vicenza's enterprises are as follows:

1. most of them are small and medium-sized companies;
2. they are highly internationally-oriented;
3. they manufacture a lot of different lines of products. Within this great variety of manufactured products, the leading production

areas are as follows: mechanical and electronic, textile and clothing, wood working and furniture; food processing, tanning and jewellery. The Association offers complete and professional services, which are increasingly improving in terms of technical and scientific know-how, and cover various areas, such as:

- Labour and social security;
- Fiscal advice;
- Corporate and territorial policies;
- Financing and Insurance;
- Environment, Innovation, Quality, Safety and Energy;
- Foreign trade and International relations;
- Education and Training.

www.confindustria.vicenza.it

Vicenza province: an overall view

The number of industries and their exports as well as the high rate of employment, ranks Vicenza as one of the wealthiest cities in Italy: indeed it is the 3rd largest industrial hub of Italy.

Vicenza's economy, part of the so-called "Veneto model", is characterized by a large variety of small and medium-sized companies, distributed widely over the territory and operating more or less in all fields. Nonetheless, there are also large companies, of national and international importance, with a tradition worthy of the greatest respect. Flexibility, open attitude to technological innovation and great disposition towards foreign markets are the main characteristics of Vicenza's industries. The vocation for export of Vicenza's manufacturers is one of the decisive factors in the regional

destined to countries of the European Union (67%), Asia (9%) and North America (17%).

Vicenza is leader, both within the domestic and the international market, in the mechanical, textile-clothing, and tanning industry, goldsmiths and furnishing. Chemical and plastic industry, agriculture and foodstuffs, together with ceramics, are also important. Among these the most important sector for Vicenza's economy is that of **iron and steel** and **mechanical engineering**, which employs about one third of the total industrial workforce of the province (around 65 thousand workers), and that by 2010 generated a turnover of 15 billions euro. Mechanical industry began to grow massively at the beginning of 1970s and since then it developed a great variety of sectors: from

FarExport: a desk for the internationalization of enterprises

The three industrial associations of Vicenza, Padua and Treviso have created a new desk for internationalization, under the name of FarExport.

The main goal of the Desk is that of helping the three Associations' member companies in finding new markets where export and promote their own products in. And this is made by offering an all round support aimed, on the one hand, to encourage and drive the companies' export orientation, but avoiding, on the other hand, the risk of wasting resources in random and useless "self-made" searches.

The basic idea that stands behind the Desk is that the Italian market one should be "one of" the possible markets and not the "only one".

On the first nine months of 2015 Italian products have registered an export turnover of 307 billions euros, something that has never occurred before. And if we only consider the three provinces of Vicenza, Padua and Treviso all together, the companies that merchandise their goods abroad generate over the 66% of export activities of the whole Veneto Region (that is to say 42,7 billion euros).

Thanks to its solid and efficient network of qualified contacts, FarExport is able to support the companies willing to expand their commercial activities abroad, basically through

a double channel: on the one hand by building up a wide network of partners and consultants, and on the other hand by offering technical assistance about various matters, such as, for instance, "foreign bank transfers", "bill of lading" or "cash against documents".

WHERE

FarExport can support enterprises in any market around the world.

We cannot forget that nowadays the success of Italian companies is more and more linked to the international commerce. Indeed, against the internal market trend, the Italian export is continuously growing in terms both of annual turnover and of number of explored markets.

HOW

Thanks to its widespread network of relations with important institutions, as well as prestigious professional firms, FarExport is able to find the most suitable partners on the basis of the peculiarities, the needs and the main goals of any single company matched to all possible markets. Furthermore, the Desk enjoys lots of conventions so that it may represents for the member companies a precious link in order to ask for a wide number of high quality services at discounted fares.

www.farexport.it

qualified in this field, thus obtaining an international acknowledgement as regards high-technology processes. Moreover, in the latest years mechatronics has been considerably growing, so much so that Vicenza since the beginning has played a leading role within the Veneto Region district of mechatronic industries. Beside that of mechanical engineering, the most important sector is that of **textile and clothing**. Indeed, it's just around

but the clothing chain and the high fashion sector hold still at important levels in the Vicenza province, most of all as regards casual, fashion and sportswear, with prestigious and internationally known labels. But Vicenza is also well-known throughout the world for its **goldsmiths**, which make the province one of the three most important centres in Italy and one of the world's major producers of gold articles and jewellery worldwide, with a high proportion of exports to the five continents. In this regard a decisive role is played by the Vicenza Fair, which organises three gold exhibitions each year. Tradition and innovation are distinguishing of the **furniture and carpentry** sectors, with a wide range of products that show a happy blend of artistic design and quality, worldwide renowned.

Least, but not last, the **foodstuffs industry**, including the local wines (with three areas of "controlled origin", such as Berici Hills, Gambellara and Breganze), spirits, cheeses (among which the Asiago d.o.c) and hams. The surrounding country is predominantly agricultural. Major products are wine, wheat, corn, olive oil (in the Barbarano area) and cherries and asparagus are a particularity of Bassano.

There are also quarries of marble, sulphur, copper, and silver mines, and beds of lignite and kaolin; mineral springs also abound, the most famous being those of Recoaro.

As mentioned before, massive industrial areas surround the city and extend greatly in the western and eastern hinterland, with numerous steel and textile factories.

Important vicentino clothing firms include, among others, Diesel, Pal Zileri, Marzotto, Bottega Veneta, Marlboro Classics. Other industries worthy of mention are the woollen and silk, pottery, and musical instruments. The headquarters of the bicycle component manufacturer Campagnolo and the protective wear for sports manufacturer Dainese are located here.



economy development: around 36% of the gross domestic product from Vicenza's manufacturing companies concerns foreign markets, and Vicenza ranks first in per capita exports among Italy's provinces. Vicenza products are mainly

electromechanics to machine tools production, especially in the field of timber processing, precious metal processing or tannery processing. It is to be underlined that many companies have demonstrated to be reliable and

the textile and the wool industry that the industrialization history of Vicenza began in the 18th century. Unfortunately, just as in all other Western countries, the textile chain value has decreased a great deal along the latest 20 years,

Indian Government Projects from Italian Companies

Promising growth prospects for the Indian economy: expected rate higher than previous year



The Indian economy will likely grow at 7.6% in 2015-16, faster than the previous year's 7.2%. India will remain the world's fastest growing major economy outpacing China's 6.9% expansion in 2015, its slowest since 1990 hit by a crippling industrial slowdown. "The direction of the numbers is very positive. The policy and reform measures the government has undertaken in last one-and-a-half years are beginning to show results," Economic Affairs Secretary Shaktikanta Das said.

Surprisingly, growth for the April-June quarter was marked up to 7.6% from a provisional 7% estimated earlier. According to advance national income estimates, the manufacturing sector is

estimated to grow at 9.5% from 5.5% in the previous year, although some experts say data from other sources such as household spendings, corporate earnings and tax collections and sales of goods and services are weak and do not point towards an industrial turnaround.

According to the government's own mid-year economic analysis tabled in Parliament in December, power, fertilizers, and car production have been surging. In contrast, commodities such as steel, iron, aluminum, and cement are doing less well. Growth in capital goods imports, a proxy for investment activity, has decelerated sharply from about 12% in April 2015 to barely positive territory

Italy participates in Invest in Karnataka 2016

From February 3rd to 5th the Indian city of Bangalore hosted "Invest in Karnataka-Global Investors Meet", an annual exhibition aimed at promoting business and investment

Furthermore, a big contribution was brought by success stories of six Italian companies already operating in Karnataka, directly illustrated by the senior managers of these companies.



The Ambassador declared that, being Italy the third largest economy in Europe, bilateral trade between India and Italy currently equals to 7.3 billion euro.

Moreover, there are 400 Italian enterprises active in India, mainly in the manufacturing sector.

opportunities in the Indian state of Karnataka, addressing in particular the attraction of foreign investments.

Within this frame, an Italian delegation has actively participated in the event, represented by H.E. Lorenzo Angeloni, Ambassador of Italy to India, and representatives of ICE-Italian Trade Commission, the Indo-Italian Chamber of Commerce and Industry (IICCI), SACE- Italian Export Credit Agency. On this occasion, an Italy Country Presentation was held, including speeches from H.E. the Ambassador, Francesco Pensabene, Italian Trade Commissioner, Claudio Maffioletti, IICCI Secretary General, Mr Amit Roy, SACE Head.

Also, Francesco Pensabene, Italian Trade Commissioner for India, said that there was a 12.6 per cent increase in export to India from Italy, making the sub-continent the most important importing partner country amongst the BRICS.

Also, 50-60 per cent of this export included machinery, besides Italy's expertise across the segments of food processing, automotive, and manufacturing, design and textiles. From an Italian point of view, the four major macro areas of improvement are technology, ICT, food processing, and infrastructure, which are the core strengths of Karnataka's ecosystem.

Italian company Ferrero Rocher to invest Rs 367 crore in India

Italian chocolate maker Ferrero Rocher has said Rs 367 crore in India, it will invest its biggest investment so far in the country, to ramp up its production facility and distribution network.

The maker of Kinder Joy chocolates and Nutella chocolate-hazelnut spread entered the country seven years ago and its brand Ferrero Rocher is ahead of the country's largest chocolate maker Mondelez in the premium gifting category. In terms of revenues, it is within striking distance of Nestle's chocolate division with annual sales of over Rs 1,000 crore.

"Ferrero is expanding its production facility at Baramati Maharashtra and strengthening its warehousing and distribution in India. We will continue to invest in the Indian market and have a long-term commitment to India," said a spokeswoman at Ferrero India.

Indian operations are already the third-largest for the company after Italy and Germany in number of workforce. Its Baramati plant makes Kinder Joy chocolates and Tic

attractive for chocolate makers and Ferrero proved an instant success in the country, experts said. Ferrero India posted its first profit -though just Rs 12 lakh -for the year ended August 2014.

Experts said Ferrero's aggressive move will put pressure on its rivals in the gifting market that becomes active in the Diwali season when people traditionally exchange sweets.

"Other companies may start to feel the pressure, but it will be limited to their gifting products. Ferrero for example does not operate in the massively popular bar format, which is the mainstay for Mondelez and Nestle BSE -1.37%," said Nitin Chordia, the founder of chocolate tasting club Cocotrait.

"From a profitability perspective, Ferrero has always been able to command more price per gram because of its design and packaging concepts. This creates huge entry barriers for the competition to enter the highly profitable and fast growing segment that Ferrero operates in."

Tac for India as well as for exports to China, the Middle East and SE Asia.

On a per capita basis, Indians consume roughly 117 gm of chocolate a year, the least among emerging markets, and ten times lower than developed markets, but the sheer size of the market makes the country



India opens up the market to European apples, Italy first exporter

Bruxelles – starting from this week, importing apples from Europe to India will be easier, and this will give advantage to big apples exporters – such as Italy. The access of the goods in India was limited to one harbor only, while now it is extended to ports and airports in Kolkata, Chennai, Mumbai and Cochin, including the stopover in Delhi.

The European Commissioner for Agriculture, Phil Hogan, announced the news. In his opinion, "a better access to Indian market constitutes another positive step in the search for alternative markets for European producers, considering the difficult situation European markets are into at the moment" "our efforts for the removal of agricultural trade barriers and to open new markets are in action – stated Hogan – and it is part of our diplomatic offensive for 2016". Apples import is allowed via land as well. In 2014, India imported 7 thousand tons of apples from EU, in particular from Italy, France and Belgium.

Even though forecasts for 2015 show an increase to 11 thousand tons, India has the potential to absorb bigger volumes, taken in account its production, which is similar to the Italian one (1.5 millions of tons in 2013). Apples are a key product for Italy, as according to Ismea (the Italian Institute of Services for Agrifood Market) they account for about half of the Italian fruit exports in the first seven months of 2015.

Sporting events in Italy and India

Italy aiming to host three major international sporting events from 2022 to 2024

Italy has set its sights on hosting three major international events, golf's Ryder Cup in 2022, the rugby World Cup in 2023 and the Olympic Games in 2024.

The Italians on Thursday announced they were lining up a bid for the rugby World Cup backed by Italian prime minister Matteo Renzi and National Olympic Committee (CONI) president Giovanni Malago, ahead of the Catholic Jubilee in 2025.

The success of brothers Francesco and Edoardo Molinari has boosted interest in golf in Italy and the president of the sport's Italian federation, Franco Chimenti, is preparing to present an official bid to host the Ryder Cup.



event should the bid succeed. Italy would face competition from Germany, Turkey, Spain, Denmark, Portugal and Austria to host the biennial event.

MARKETING OPPORTUNITY

The rugby World Cup would provide a great marketing opportunity to promote the game in Italy on the back of excellent crowds attending Six Nations matches. Italian rugby federation president Alfredo Gavazzi said this week: "I'd like to bring the World Cup to eight cities. Not just Rome and Milan but also in the south, either Palermo or Bari and also, to Genoa, Turin and Florence. "We could build a few new stadiums or use the ones where soccer matches are played."

The Molinaris were selected for the 2010 Ryder Cup team that beat the United States in Wales and Francesco won the 1/2 point that allowed Europe to win outright two years later at Medinah.

"It's not as foolish an idea as one might think," Chimenti said referring to Italy's intention to bid.

"If we play our cards right we could win this

(bidding contest)."

The Marco Simone Golf & Country Club, just outside Rome, has been selected to host the

Italy would face a difficult task to win the right to host the 2023 rugby World Cup with Ireland having on Friday declared its intention to bid for the tournament.

Sports Events in India

ICC World Cup T20 2016

Cricket is the most popular game in India. Twenty20 format is the shortest and most loved by fans. Good news is that India will be hosting the sixth ICC World Twenty20 tournament. Event will feature 16 teams. World Cup will be held from 11 March, 2016 to 3 April, 2016. Matches will take place in the following cities that are New Delhi, Bengaluru, Chennai, Mohali, Dharamshala, Nagpur and Mumbai. The Final will take place in Kolkata.

AFC U-16 Championship

Organist and managed by Asian Football Confederation, the AFC U-16 Championship will be hosted by India next year. Organist and managed by Asian Football Confederation, the AFC U-16 Championship will be hosted by India next year. A total of 16 teams including Australia, North Korea, Saudi Arabia and others participate in this under 16 men's football event which are held after every two year. This is India's 7th appearance in the competition. A total of 16 teams including Australia, North Korea, Saudi Arabia and others participate in this under 16 men's football event which are held after every two year. This is India's 7th appearance in the competition. The AFC U-16 2014 championship was won by North Korea (their 2nd title) against South Korea by a score of 2-1. The AFC U-16 2014 championship was won by North Korea (their 2nd title) against South Korea by a score of 2-1.



Martial Art Camp

A martial art event that will be held at Bangalore in January, 2016. It is a 2 weeks martial Art learning camp. A martial art event that will be



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Indian Premier League (IPL)

The Indian Premier League is a professional Twenty20 cricket league and the most popular. It is a clash between franchise teams. The tournament is planned between 8 April and 29 May 2016.

Mumbai may host the final as Mumbai Indians are the defending champions. This time two new teams will be included as two sides (Rajasthan Royals and Chennai Super Kings) have been suspended.

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Advertising for Building Contractor from Italy and India

Indian Brands Reveal How They Are Using Instagram Ads Effectively

Childhood memories are never complete without a paper boat story. Most of us have grown up sailing a little paper boat across puddles every monsoon, so it's kind of childhood nostalgia when you see those memories being stitched by a young brand like Paper Boat.

The traditional Indian drinks brand from Gurgaon based Hector Beverages has been the talk of the industry as well as on social media about its thoughtful and appealing visuals shared on social media.

What is more interesting is that the young brand has been quite aggressive on Instagram apart from other social networks.

"Instagram is a brilliant platform for people who love beauty, goodness and stunning creativity. It is not restrictive and allows for one to explore and be free spirited. We thought we should let the world know more about us and discover our consumers.

The platform has helped us reach out to so many consumers who love our product and gives us a chance to interact with them, which is wonderful," Neeraj Kakkar, Founder & CEO had shared earlier with Lighthouse Insights while talking on how the brand has built its vibrant presence on Instagram.

Not just Paper Boat, we have already seen companies like Vista Rooms, Femina, Kingfisher, and others building an engaging community organically.

To know more on how Indian brands are using Instagram see this – How Indian Brands Are Telling Stories On Instagram One Picture At A Time.

Recently, Indian brands got a big boost for their faith in Instagram, the company owned by Facebook opened up its ad offerings for India.

More than 30 new countries — including Italy, Spain, Mexico, India and South Korea got the opportunity to advertise on Instagram.

The biggest concern critics have with opening up ads to the masses, is the fear of killing the user experience.

We have seen it happening on Facebook but Instagram has always been cautious and slow in opening up to brands. It never wanted to mess up with its niche community.

In fact there was a time when co-founder and CEO Kevin Systrom was said to be personally reviewing all ads before they ran on the platform so that they told more of a creative story than just a plain age old advertisement.

Paper Boat was one of the few brands who got the privilege to play with Instagram ads in India. The brand has kept Kevin's faith by extending



a similar storytelling into their Instagram ads. "We dig stories and can never have enough of it. Our office is agog with someone's narrative almost at all times.

Every once in a while, we need a monitor in our office to remind us to concentrate on other things as well. So we figured everyone must also dig stories. And Instagram makes it so easy to share them," Parvesh Debuka, Marketing Head, Paper Boat shared.

The Instagram ad strategy for Paper Boat has focused on spreading awareness for the brand. With this objective the brand has put a commendable effort in creating the ad creative for the network.

"Wear a shiny new tee shirt, with a pair of freshly cleaned shoes, new socks to add extra colour and that favorite jacket that was saved for the trip to the amusement park.

Just about the same amount of excitement went into creating the creatives for our Instagram campaign," he informed.

Apart from storytelling, these days I have come across a number of brands that are using the platform to drive app installs.

OLX India, the online classifieds market place is one such brand that is using Instagram for customer acquisition and engagement.

"Instagram, being an environment with lesser advertising clutter, offers a chance for industry leaders like OLX to take the lead in using this channel and testing its potential.

OLX believes that there is merit in understanding the role Instagram can play in engaging with our current and prospective customers," Gaurav Mehta, CMO at OLX India shared. OLX – which is still in its early days in building its community on Instagram – understands the uniqueness of the medium and

how critical creatives are when compared to other networks such as Facebook or Google.

"We have designed an exclusive creative communication for Instagram as a channel which is more focused on engagement and appears less of direct advertising."

Like OLX, curated news aggregator app, Inshorts has been using Instagram for driving app installs too. "Our focus of digital marketing is on capturing the user on its mobile device as we are an App based platform.

Other than Google, Facebook, Twitter – Instagram is important considering the amount of online time the user spends on Instagram.

Currently, Instagram is growing in popularity amongst the Indian youth. Because our brand – Inshorts App has majority of the users in the age group of 18-24, Instagram turned out to be an important platform for our business.

Moreover, Instagram being a mobile based platform – its very apt for us to run App Install Ads on Instagram," informed Tarun Arora, Marketing Head at Inshorts.

While Inshorts has made a conscious choice not to have a presence on Instagram, the startup is engaging with its content. "We're trying to play with graphics as Instagram is all about images and we believe that creatives are the only thing that you need to crack to be successful on Instagram."

The initial results have been encouraging for Inshorts as the platform has a higher retention rate than Facebook and giving great returns in a very short time.

"However, we are still working on scaling up the number of installs from platform (Which is quite low as compared to Facebook or Google)." Instagram is still a growing medium but right now it's the favourite of the millennials in the country.

"18 – 24 age group is the most active on Instagram with more than 80% using their phone to take pictures to post on social media," reported a latest study carried out by Nielsen.

Named as the "Indians on Instagram", the study informed that over 90% of local Instagrammers are less than 30 years old, mobile-first users with high spending power.

This shouldn't be surprising in a country which is the second largest smartphone market globally.

Listing down some of the reasons why Indians use Instagram, the report finds that most of them express themselves artistically among like-minded people and then follow celebrity trends.

Some of them discover information and also share food and travel options. "Indian Instagrammers are avid travellers, 50% of whom have taken four vacations the past year."

There's no doubt why companies like Paper Boat, OLX and Inshorts are doing well and seeing early results. "It is too early to conclude the success of the platform and we are still testing the scalability.

Instagram definitely requires a higher emphasis on the creative communication and we do so by making it more contextual and event based," added Gaurav.

However, there are some who are using Instagram like any other online ad network. These are some brands that caught my attention or let's say I was tempted to click on the Sponsored button and select "Hide This" feature.

According to Emarketer prediction, by 2017 Instagram will be on track to surpass Google and Twitter in terms of US mobile display ad revenues.

To do so the network will have to expand its wings to International boundaries with ad offerings and the network will always run the risk of getting polluted. Nonetheless, the user has the power to remove ads that she doesn't want to see on her feed.

Besides if you as a brand manager is looking for inspiration on how to get millennials to click on your ads then you definitely need to follow @instagramforbusiness account.

Each week Instagram will run exclusive, behind-the-scenes stories that inspire, inform and showcase the work done by three important groups in the business community from all around the world—brands, small businesses and creative agencies.

People search specialized for different activities in Italy and India

Italian Forestry Corps

The Italian Forestry Corps is a civil police force, specialized in natural heritage and landscape protection.

utilities recovery in emergency conditions, food and drinking water transport.



The Corps assist and provide first aid to population of rural and mountain areas, intervening against forest fires.

Thanks to its organizational structure, widespread diffused in the whole country, to the vast knowledge of landscape, to its ability to move through arduous areas, the Corps cooperate to search activities for missing people,

Natural disasters

In case of natural disasters, the Italian Forestry Corps cooperate with the National Service of Civil Protection, ensuring the implementation of evacuation orders, the mobility priority to the rescue system, bordering areas with ongoing search and rescue activities, patrolling evacuated areas. The Corps also give information about

the event's aftermaths, in order to determine an initial estimate of victims, injured and people in need, activates technical and scientific skills for remains identification. Corps' staff also cooperate to secure rescuers' base camps, recovery areas for the population, operational and coordinating centres activated in the country.

Forest fires

The Italian Forestry Corps is specialized in forest conservation, raising awareness, information, prevention and first response against fire, according to Italian laws.

The Corps provide in particular:

- patrolling, intervening and coordinating ground operations for extinguishing forest fires
- radio linking coordination with aircrafts
- investigating into the causes of fire, thanks to the specific expertise and instruments of the Investigative Unit forest fire - NIAB
- awareness and information campaigns
- research and statistics about the economic assessment of the damage from forest fire and the detection of forest areas affected by fire
- identification of areas and periods at risk of

forest fires

- activities to fight crimes related to forest fires.

On 16 April 2008, the Italian Forestry Corps and the Fire Department signed an agreement to define respective intervention areas in the country, ensuring an effective fight against forest fires. According to the agreement, the Italian Forest Corps manage operations in case of fire mainly threatening the environment. In case of higher risk for the population, operations are managed by the Fire Department. In the presence of combined risk, the forces coordinate to optimize extinguishing operations.

Over the past few years, forest preservation and environment defence have taken on a growing emergency because of hectares of burned forest, number of victims, requests for air intervention by civil protection fleet. The use of aircrafts to extinguish forest fires is coordinated by the Joint Air Operations Centre of the Civil Protection, which operates domestic air service and is made up of Air Force officers, the Army and the National Forest Corps and headed by an Air Force general. Forest and Alpine Corps guarantee the functioning of Meteomont, a national service to predict avalanches through daily and weekly monitoring, by using meteorological and snow parameters supplied by 66 forest stations, to evaluate safety conditions of mountains covered by snow.

Culture of India

The culture of India is the way of living of the people of India. India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. The Indian culture, often labelled as an amalgamation of several cultures, spans across the Indian subcontinent and has been influenced by a history that is several millennia old. Many elements of India's diverse cultures, such as Indian religions, Indian philosophy and Indian cuisine, have had a profound impact across the world.

Culture

India is one of the world's oldest civilizations. The Indian culture, often labeled as an amalgamation of several various cultures, spans across the Indian subcontinent and has been influenced and shaped by a history that is several thousand years old. Throughout the history of India, Indian culture has been heavily influenced by Dharmic religions. They have been credited with shaping much of Indian philosophy, literature, architecture, art and music. Greater India was the historical extent of Indian culture beyond the Indian subcontinent. This particularly concerns the spread of Hinduism, Buddhism, architecture, administration and writing system from India to other parts of Asia through the Silk Road by the travellers and maritime traders during the early centuries of the Common Era. To the west, Greater India overlaps with Greater Persia in the Hindu Kush and Pamir Mountains. During the medieval period, Islam played a significant role in shaping Indian cultural heritage. Over the centuries, there has been significant integration of Hindus, Jains, and Sikhs with Muslims across India.

Religions

India is the birthplace of Hinduism, Buddhism, Jainism and Sikhism, collectively known as Indian religions. Indian religions are a major form of world religions along with Abrahamic ones. Today, Hinduism and Buddhism are the world's third and fourth-largest religions respectively, with over 2 billion followers altogether, and possibly as many as 2.5 or 2.6 billion followers.

India is one of the most religiously diverse nations in the world, with some of the most deeply religious societies and cultures. Religion plays a central and definitive role in the life of many of its people. According to the 2011 census, 80% of the population of India practice Hinduism. Islam (14.2%), Christianity (2.3%), Sikhism (1.7%), Buddhism (0.7%) and Jainism (0.4%) are the other major religions followed by the people of India. Many tribal religions, such as Sarnaism, are found in India, though these have been affected by major religions such as Hinduism, Buddhism, Islam and Christianity. Jainism, Zoroastrianism, Judaism, and the Bahá'í Faith are also influential but their numbers are smaller. Atheism and agnostics also have visible influence in India, along with a self-ascribed tolerance to other faiths. Atheism and agnosticism have a long history in India and flourished within Srama?a movement. The Carvaka school originated in India around the 6th century BCE. It is one of the earliest form of materialistic and atheistic movement in ancient India. Sramana, Buddhism, Jainism, Ajivika and some schools of Hinduism consider atheism to be valid and reject the concept of creator deity, ritualism and superstitions. India has produced some notable atheist politicians and social

reformers. According to the 2012 WIN-Gallup Global Index of Religion and Atheism report, 81% of Indians were religious, 13% were not religious, 3% were convinced atheists, and 3% were unsure or did not respond.

Philosophy

Indian philosophy comprises the philosophical traditions of the Indian subcontinent. There are six schools of orthodox Hindu philosophy—Nyaya, Vaisheshika, Samkhya, Yoga, Mima?sa and Vedanta—and four heterodox schools—Jain, Buddhist, Ajivika and Carvaka – last two are also schools of Hinduism.

However, there are other methods of classification; Vidyaranya for instance identifies sixteen schools of Indian philosophy by including those that belong to the Saiva and Rasesvara traditions. Since medieval India (ca.1000–1500), schools of Indian philosophical thought have been classified by the Brahmanical tradition[33][34] as either orthodox or non-orthodox – astika or nastika – depending on whether they regard the Vedas as an infallible source of knowledge.

The main schools of Indian philosophy were formalised chiefly between 1000 BCE to the early centuries of the Common Era. According to philosopher Sarvepalli Radhakrishnan, the earliest of these, which date back to the composition of the Upanishads in the later Vedic period (1000–500 BCE), constitute "the earliest philosophical compositions of the world." Competition and integration between the various schools was intense during their formative years, especially between 800 BCE and 200 CE. Some

schools like Jainism, Buddhism, Saiva and Advaita Vedanta survived, but others, like Samkhya and Ajivika, did not; they were either assimilated or went extinct. Subsequent centuries produced commentaries and reformulations continuing up to as late as the 20th century. Authors who gave contemporary meaning to traditional philosophies include Swami Vivekananda, Ram Mohan Roy, and Swami Dayananda Saraswati.

Family structure and marriage

For generations, India has a prevailing tradition of the joint family system. It is a system under which extended members of a family – parents, children, the children's spouses and their offspring, etc. – live together. Usually, the oldest male member is the head in the joint Indian family system. He mostly makes all important decisions and rules, and other family members are likely abide by them. In a 1966 study, Orenstein and Micklin analysed India's population data and family structure. Their studies suggest that Indian household sizes had remained similar over the 1911 to 1951 period.

Thereafter, with urbanisation and economic development, India has witnessed a break up of traditional joint family into more nuclear-like families. Sinha, in his book, after summarising the numerous sociological studies done on Indian family, notes that over the last 60 years, the cultural trend in most parts of India has been an accelerated change from joint family to nuclear families, much like population trends in other parts of the world. The traditional large joint family in India, in the 1990s, accounted for a small percent of Indian households, and on average had lower per capita household income.

Conferences and event in Italy and India

Cancer Diagnostics 2016

OMICS International Conferences invites all the participants from all over the globe to attend "Cancer Diagnostics Conference and Expo" during June 13-15, 2016 in Rome, Italy which includes prompt Keynote presentations, Oral talks, Poster presentations and Exhibitions.

Cancer Diagnostics 2016 is a global Cancer conference which discuss about the latest and recent advancements in the diagnosis and the treatment of cancer and deals about various researches going on in cancer diagnostics.

Track 1: Cancer Diagnostics Market:

Advanced diagnostics technologies have achieved a reduction of 30% in reduction due to breast cancer. Hence, the imaging sector in the global Oncological diagnostics market will continue its everlasting in the foreseeable future. The world-wide Cancer Diagnostics market can be segmented into blood cancer, kidney cancer, breast cancer, prostate cancer, pancreatic cancer, ovarian cancer, lung cancer, and liver cancer. The global cancer diagnostics market is mostly driven by enhancing the demand for lung cancer and breast cancer diagnosis. The Pulmonary cancer segment is leading the market, as it is the very popular type of cancer. Cancer Diagnostics 2016 is a very prestigious gathering across global Cancer Conferences.

Related Conferences: 7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA; 4th International Conference on Blood Malignancies and Treatment April 18-20, 2016 Dubai, UAE; 2nd International Conference on Prostate Cancer and Treatment May 05-07, 2016 Chicago, USA; 2nd International Conference on Antimicrobial Agents and Chemotherapy June 06-07, 2016 Dallas, USA;

International Conference on Pancreatic and Colorectal Cancer March 29-30, 2016 Atlanta USA; 11th Annual Biomarkers Congress February 25-26, 2016 Manchester, UK; 2016 ARRS Lung cancer Annual Meeting April 12-16, 2016 Los Angeles, USA; NEO 16- "New and Emerging Trends In Oncology Conferences 2016, February 10-12, 2016 Hyderabad, India; EMBO | EMBL Symposium: Tumor Microenvironment and Signaling April 3-6, 2016 Heidelberg, Germany; Cancer-2016 — International Cancer Study & Therapy Conference April 4-6, 2016 Baltimore, USA

Track 2: Cancer Diagnostics Types:

Mammogram is used to image and X-ray of the Breast. While screening mammograms are routinely administered to detect breast cancer in women who has no apparent signs, diagnostic systems are used after suspicious results on a screening mammogram has some symptoms of breast cancer alert the Oncologist to check that tissue.

An ultrasound wand is inserted in vagina and to see at the ovaries. An ultrasound produces sound waves that induces imaging of the ovaries, including cysts, and Oocytes. Researchers are currently studying whether this test can help with early detection of ovarian cancer. A breast biopsy is a test that cut tissue fluid from the breast. The removed

cells are tested under a microscope and later checked for whether there is breast cancer. OMICS International Conferences organizes large number of Cancer Conferences globally with respect to regions.

Related Conferences: 2nd International Conference on Prostate Cancer and Treatment May 05-07, 2016 Chicago, USA; 4th International Conference on Blood Malignancies and Treatment April 18-20, 2016 Dubai, UAE; 2nd International Conference on Antimicrobial Agents and Chemotherapy June 06-07, 2016 Dallas, USA; 7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA; International Conference on Pancreatic and Colorectal Cancer March 29-30, 2016 Atlanta, USA;

Personalized Diagnostics February 16-18, 2016 San Francisco, USA; International Agency for Cancer Research 50th Cancer conference, June 8-10, 2016 Lyon, France; American Society of Clinical Oncology Conferences 2017 Annual Meeting October 24-26, 2016 San Francisco, USA; Post Congress Symposium in Cancer Diagnostics May 28, 2016 Gothenberg, Sweden; Cancer-2016: A critical review on innovations in the cancer diagnosis and treatment Feb 22-24, 2016 Baltimore, USA

Track 3: Cancer Screening Tests:

Prostate screening tests consists of Digital rectal exam (DRE) and Prostate-specific antigen (PSA) test.

Screening increases the capacity of detecting certain cancers early when they are most likely to be curable. Learn what screening tests the American Cancer associations suggests, when you should have them, and how they are covered under some types of cancer therapies.

Mammograms are used to analyses breast cancer in women who have no signs or symptoms of the disease. Cancer screening Oncolytic is an exciting, increasingly recognized discipline in cancer research which will be discussed in upcoming cancer conferences.

Related Conferences: 2nd International Conference on Antimicrobial Agents and Chemotherapy June 06-07, 2016 Dallas, USA; 7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA; 2nd International Conference on Prostate Cancer and Treatment May 05-07, 2016 Chicago, USA;

International Conference on Pancreatic and Colorectal Cancer March 29-30, 2016 Atlanta, USA; 4th International Conference on Blood Malignancies and Treatment April 18-20, 2016 Dubai, UAE; Personalized Diagnostics February 16-18, 2016 San Francisco, USA;

17th International Conference on Lung Cancer December 4-7, 2016 Venice, Italy; NEO 16 — "New and Emerging Trends In Oncology 2016 February 10-12, 2016 Hyderabad, India;

EMBO | EMBL Symposium: Tumor Microenvironment and Signaling April 3-6, 2016 Heidelberg, Germany; Cancer-2016 — International Cancer Therapy Conference April 4-6, 2016 Baltimore, USA

Track 4: Cancer Radiology:

Radiological tests can help physicians to find and treat some of cancers early. Early detection is important because when abnormal tissue or cell is found early, it may easier to treat. By the time symptoms appear, cancer may have begun to spread and is very difficult to treat.

Several screening tests have been shown to detect cancer early and to decrease the chance of death from that cancer. Lung cancer was the most common cancer worldwide in men contributing nearly 17% of the total number cases diagnosed in 2012 and become an important topic for World Cancer Conferences.

Related Conferences: 11th Asia-Pacific Oncologists Annual Meeting July 11-13, 2016 Kuala Lumpur, Malaysia; Experts Meeting on Gynecologic Oncology May 19-21, 2016 San Antonio, USA; International Conference on Pancreatic and Colorectal Cancer March 29-30, 2016 Atlanta, USA;.

7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA. International Conference on Leukemia and Bone marrow Transplantation November 10-12, 2016, Istanbul, Turkey; NEO 16 - New and Emerging Trends In Oncology May 19-21, 2016 San Francisco, USA; Cancer-2016 International Cancer Study & Therapy April 4-6, 2016 Baltimore, USA;.

American Society of Clinical Oncology 2017 Annual Meeting October 24-26, 2016 San Francisco, USA; Post Congress Symposium in Cancer Diagnostics May 28, 2016 Gothenberg, Sweden; EMBO | EMBL Symposium: Tumor Microenvironment and Signaling April 3-6, 2016 Heidelberg, Germany

Track 5: Cancer Nanotechnology:

Cancer nanotechnology is the burgeoning field of treatment of cancer with nanotechnology. It is applicable for cancer diagnosis, imaging, prognosis and therapy.

The nanoparticles selectively accumulate in the tumor cell by the mechanism of the enhanced permeability and retention effect. Thus, nanoparticles are suitable for delivering diagnostic and the imaging agents, chemo and gene drugs to the tumor.

Nanoparticles also offer an amplification mechanism for bioanalytical detection and sensor devices for cancer markers. The tumor microenvironment is the cellular environment in which the tumor exists.

Related Conferences: 2nd International Conference on Prostate Cancer and Treatment May 05-07, 2016 Chicago, USA, 4th International Conference on Blood Malignancies and Treatment April 18-20, 2016 Dubai,

UAE; 7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA, International Conference and

Expo on Molecular & Cancer Biomarkers September 15-17, 2016 Berlin Germany, International Conference on Leukemia and Bone marrow Transplantation November 10-12, 2016 Istanbul, Turkey; NEO 16 - New and Emerging Trends In Oncology May 19-21, 2016 San Francisco, USA;

Cancer-2016 International Cancer Therapy April 4-6, 2016 Baltimore, USA; American Society of Clinical Oncology 2017 Annual Meeting October 24-26, 2016 San Francisco, USA; Post Congress Symposium in Cancer Diagnostics May 28, 2016 Gothenberg, Sweden; EMBO | EMBL Symposium: Tumor Microenvironment and Signaling April 3-6, 2016, Heidelberg, Germany

Track 6: Approaches in Cancer Therapy:

Cancer rates are daily increasing particularly in the developed world. Many cancers are associated with longevity, and as life expectancy increase the risk on patients and payers will increase. Major advances in cellular biology, genetics, pharmacology and immunology in the past ten years are beginning to be translated into progress in cancer treatment.

This progress is manifested by new cell killing drugs which have recently entered clinical practice. Tumor angiogenesis as a target is being studied in several clinical trials. The emerging field of genomics and gene expression micro-arrays will provide extensive information about the biology of cancers.

Related Conferences: International Conference on Leukemia and Bone marrow Transplantation November 10-12, 2016 Istanbul, Turkey; 5th World conference on Cancer Therapy September 28-30, 2016 Atlanta, USA; 7th International Conference on Biomarkers & Clinical Research November 28-30, 2016 Baltimore, USA; 4th International Conference on Blood Malignancies and Treatment April 18-20, 2016 Dubai, UAE; 11th Asia-Pacific Oncologists Annual Meeting July 11-13, 2016 Kuala Lumpur, Malaysia; 4th Cancer Epigenetics Conference November 16-17, 2016, San Francisco, USA; NEO 16 - New and Emerging Trends In Oncology May 19-21, 2016 San Francisco, USA;

Cancer-2016 International Conference of Cancer Study & Therapy April 4-6, 2016 Baltimore, USA; International Agency for Cancer Research 50th conference June 8-10, 2016 Lyon, France; American Society of Clinical Oncology Conferences 2017 Annual Meeting October 24-26, 2016 San Francisco, USA; Post Congress Symposium in Cancer Diagnostics May 28, 2016 Gothenberg, Sweden.

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