



MINUTES
Annual General Meeting
Italian Chamber of Commerce in Japan

The Secretary-General (SG) opens the General Meeting (GM) greeting the participants, expressing the gratitude of the Chamber to the Italian Embassy in Tokyo for hosting the meeting and proceeds on introducing H.E. The Ambassador of Italy to Japan Mr. Giorgio Starace.

Ambassador Starace greets all the participants and thanks in particular the Board of Directors (BoD) for the hard work during the previous year. He then proceeds on explaining the present business situation of Italian companies in Japan emphasizing the great potentials that the Economical Partnership Agreement (EPA) between EU and Japan will bring within a few weeks.

The Ambassador also emphasizes the growing spirit of collaboration between ICCJ and the Embassy along with all other Italian institutions in Japan, underlining the importance of a strong Italian community. He also expresses his appreciation for the good results achieved by the Chamber during the past year with a special note on the event *Italia, amore mio!* He then address the participating Members wishing them to be able and benefit at the fullest degree from the EPA between EU and Japan and invites everyone to collaborate for a strongest *made in Italy* in Japan.

In closing Ambassador Starace sends his best wishes to the new Board Members and the new President, who will be elected along the evening, with the hope of new opportunities of joint activities.

The SG thanks Ambassador Starace for his speech and introduces Board Member Marco Zoli. On behalf of the Board of Directors Mr Zoli, expresses his appreciation to the Embassy for the hospitality and the ongoing support and the staff of the Chamber for the wonderful job done in 2018. As a resigning Board Member he expresses his satisfaction and fulfillment for the 2-year experience spent within the Board of Directors and proceeds on presenting the 4 items on the agenda:

1. Update on the network of the Italian Chambers of Commerce abroad (CCIE);
2. ICCJ activities in 2018 and challenges for 2019;
3. 2018 Profit and Loss and Budget 2019
4. Elections of the new Board of Directors

The SG introduces the data regarding the network of the CCIE. There has been a steady growth to today 79 Chambers recognized by Assocamerestero (11 within Asia-South Africa Group with new Countries applying for membership like Philippines, Pakistan, Mozambique and Malaysia), 140 points of assistance in 54 countries, creating a network of over 300.000 business contacts, 18000 Members, 1300 administrators and 500 external collaborators. The annual turnover has also been increasing from 2010.



The number of CCIE closing their Fiscal Year with a loss has decreased from 60% in 2010 to 37% in 2017 (63% of them closed with a surplus), and a shift of focus within their activity to creation of business contacts (75%).

Similarly, the membership base also kept increasing, even though the economical incidence is - 50% than in 1997. There is a general excitement within the network for new patterns of collaboration and optimization of tasks and the keyword for 2018 as for 2017 is "renewal".

The SG introduces the ICCJ activities of 2018. Throughout the year, ICCJ has supported and assisted nearly 200 Italian and Japanese SME through consultations and market researches, missions and delegations, taking nearly 40 companies to Italy and organizing over 460 BtoB meetings, participation to trade shows (HOMI January, Buy Wine, Olio Capitale, Sposa Italia, Vinitaly & Sol Agrifood, Italian Food & Beverage in Singapore, ^{SEP} Lifestyle Made in Italy (Vietnam), HOMI September, ACCI Gusto) and the support for the winner of the competition "Concorso A. Valignano".

ICCJ also informed and coached over 500 professionals with business Italian language courses (6), a new Weekly Newsletter and a list of seminars:

- A talk with "2channel" developer Hiroyuki (February)^{SEP}
- Valdichiana marvels on show in Japan (February)^{SEP}
- Conceria 800 and the traditional Tuscan tanning technique (March)^{SEP}
- Introductory course on professional olive oil tasting (April)^{SEP}
- A Conversation with Maserati Japan President Guido Giovannelli (April)^{SEP}
- Web identity and online reputation: a business card for individuals and companies (May)
- Team Coaching in multi cultural work environments
- Workshop (June)^{SEP} Turbo-Charging Revenue Growth in the Digital Age (June)^{SEP}
- Cooking seminar - The vegetarian and vegan world: everything we need to know (July)^{SEP}
- Italian tradition x Japanese ingredients - Carmine's experience (August)^{SEP}
- Conversation With Ryo Tsutsumi, General Manager, PepsiCo Japan: Integrating Global Best Practices (September)^{SEP}
- Cooking class with real Italian mama - "Gnocchi" (November)^{SEP}



- Italian through Italian Recipes - "The Week of Italian Cuisine in the World" (November)^[L]_[SEP]
- A talk with Antonio Moscatello (November)^[L]_[SEP]
- Seminar on work-style reform in Japan (December)^[L]_[SEP]
- EU-Japan EPA: new opportunities for food & wine export as from 2019 (December)^[L]_[SEP]

Additionally, ICCJ created a network for professionals with over 20 events (Aperitivo della Camera, Chambering, Gala Dinner & Concert), strengthened the bonds with the CCIE network participating to all the scheduled events: Area Meeting (Doha, March), Meeting of Secretary Generals (Rome, June) and the 27th World Convention of the Italian Chambers of Commerce Abroad (Verona, November) and promoted the brand *made in Italy* with new clients such as Arte e Cibo as well as repeaters like Slow Wine organizing for them the 4th edition of "Italy Land of Wine" bringing 40 wineries to Tokyo for BtoB sessions.

Finally, during 2018 the Chamber implemented the ICCJ signature events:

- *Italia, amore mio!* (Tokyo, April 20-21; Nagoya July 21-22; Osaka, Nov 3-4, with a total of 150.000 visitors in 6 days)
- 9th Gran Concorso di Cucina (Nov 22) registering 56 applications from all over Japan
- 6th Japan Olive Oil Prize (June 9th)
- Gala Dinner & Concert 3 editions
- Adesivo Qualità Italiana – 100 restaurants, new interactive website
- III edition of Concorso Valignano
- Aperitivo della Camera
- Chambering in collaboration with the European and American Chambers of Commerce in Japan.

In 2018 the Chamber kept on implementing its marketing tools: from video presentations (*Italia, amore mio!*, Winter Gala and mini-interviews) to SNS promotions (reaching the target of over 18,000 followers).

The Secretary General then proceeds on showing the new Organization Chart of ICCJ pointing out two new additions to the staff and illustrates the new schedule and challenges for 2019, which features a more and more tailor-made assistance to SME (on individual level and on group level during Trade Shows and missions), the 4th edition of Valignano Contest for PMIs and organizing over 20 seminars and workshops, 6 Business courses (Business Italian), 20 networking events, 3 Gala Dinners and 12 large promotional events of made in Italy. *Italia, amore mio* in 2019 will be held on July 6-7 at Akasaka Sacas and will be themed *A Crafted Love (Italian Tanabata)*. The Osaka edition will be centered around the rugby championship and called *Piazza Italia*, following the national team from the Ueda camp to the cities where the matches will take place. Among the new projects the SG stresses the True Italian Taste which will see the Chamber actively putting together a series of activities and events to fight the Italian sounding problem and promote the authentic Italian food products and culture throughout 2019-2020.



Regarding Membership, the SG informs participants that starting from 2019 all Members will receive an individual card that will allow them to access a number of benefits at affiliated facilities both in Italy and Japan and invites everyone if interested to offer their service as a tool of promotion.

In closing the SG thanks everyone for the ongoing support and gives the stage to the Treasurer Jean Pierre Biard.

Mr Biard illustrates the financial situation, starting from an analysis of the balance 2018 and revealing a net income of 6,102,339JPY with a turnover of 160,689,264JPY. He then proceeds on illustrating the Budget plan for 2019, forecasting a balance income-cost, for a total turnover of 144,510,000JPY.

The treasurer highlights the public contribution of 2018 which counted for 27,4% based both on the increase of the turnover which followed the rich calendar of activities of 2017 and on the high ranking of the Chamber by the relevant institution (MiSE).

The Treasurer asks the participating Members to approve the closing balance of 2018 and the budget plan for the 2019. Both are approved unanimously.

The Secretary General opens the elections, accounting for 50% of the Board of Directors.

The four resigning Board Members from 2018 are:

- 1) Oliviero Morelli, President, MSC Cruises
- 2) Flavio Gori, President, Savino Del Bene Japan
- 3) Francesco Tiberio, President, Magneti Marelli Japan
- 4) Marco Zolii, President, Marposs Japan

The new candidates are:

- 1) **Massimo Allegri**
Company: ALITALIA S.p.A.
Position: Regional General Manager Asia Pacific
- 2) **Gaël Austin**
Company: Flos Japan Co Ltd
Position: Representative Director
- 3) **Francesco Formiconi**
Company: Sintesi, Italy-Japan Consultant Partners
Position: CEO
- 4) **Oliviero Morelli**
Company: MSC Cruises Japan
Position: President



5) **Paul Yang**

Company: Space Design Inc.

Position: General Manager

The SG informs all present Members that Mr Yang withdrew his candidacy due to a work commitment that would not enable him to dedicate sufficient time and energy within the activity of the BoD. Given such situation the four new Board Members for 2019 are Mr Allegri, Mr Austin, Mr Formiconi, Mr Morelli. The result of the online voting is as follows:

The SG congratulates the newly appointed BoD and asks if there are any questions among the participants.

Mrs. Tara Tan Kitaoka (K.K. Vinarius) wonders why there are no women and/or more international people within the board. SG points out that two of the Board Members are not Italian, resulting into a Board of three nationalities for Members. He also reminds the audience that until January 2018 the Chamber had a Japanese woman as president. The SG invites Mrs Kitaoka and all other Members to consider submitting their candidacy at the next elections. Mr Formiconi (Sintesi) states that he will do his best to facilitate the entrance of women and international candidates.

Mr. Rimbotti from Infrastrutture compliments the SG for the outstanding work the Chamber has been doing so far.

The number of attendance: 60.

Voting Members Online: 34. Voting Members by post-mail: 2; Total: 36

Results:

Position Votes Candidates

1	25	Francesco Formiconi
2	23	Massimo Allegri
3	23	Oliviero Morelli
4	12	Gael Austin
5	10	Paul Yang

At 19:00 pm, the general meeting is officially closed and all participants are invited to join a reception cocktail at the Ambassador's residence while the newly elected Directors meet in order to set the titles of the Board which result as follows:

President: Oliviero Morelli, Vice-President: Massimo Allegri, Treasurer: Jean Pierre Biard.