



**ITALY-AMERICA**  
BUSINESS COUNCIL AND NETWORK

## June 2016 Issue

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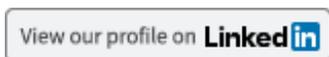
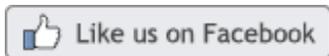
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### New initiatives

**Regional Dinner Series - featuring the Region of Toscana @ Teca Newtown Square, PA - Jun 30, 2016**

**Summer 2016 International Business Cocktail Reception @ Pennsylvania Academy of the Fine Arts, Samuel M.V. Hamilton Building - Jul 14, 2016**

[Read more...](#)



# MITALY

Tasting Italy

## Consorzio Mitaly

We welcome the Consorzio Mitaly as our newest Corporate Member.

MITALY celebrates the culinary art and tradition of various regions of Italy. By collecting the highest quality and authentic products such as wines, cheeses, meats, olive oils, truffles, breads, and sweets and curating them in its consortium, MITALY allows the American market to engage with Italian cuisine on an entirely new and unprecedented level. MITALY not only sells top-tier products but also piques curiosity about the passion and craftsmanship that goes into every product that they sell. The official importer of Mitaly is RT Imports LLC.

[Click here to learn more...](#)

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## The 134th Philadelphia National Candy, Gift, & Gourmet Show

Philadelphia National Candy Gift and Gourmet Show is a three-day event being held from 11st September to the 13th September 2016 at the Atlantic City Convention Center in Atlantic City, New Jersey.

For its 134th edition, The Philadelphia National Candy, Gift & Gourmet Show will attract candy retailers from throughout its Mid-Atlantic and Tri-State region, including: Pennsylvania, New Jersey, Maryland, New York, Delaware, and Virginia.

This is a premier show for those seeking retail, wholesale and manufacturing solutions within the Specialty Confectionery Industry. It's all here, from candy, chocolate and gourmet specialties to candy-making equipment, packaging and plus items and more.

This event is the place for retailers to get a first-hand look at breaking trends, new introductions and the latest offerings in every category.

Don't miss a seminar line-up led by the Who's Who of the confectionery industry!

[Click here to see the program](#)



**Why Exhibit with RCI?**





## Discover Siena

Siena is centrally located city in the region of Tuscany, Italy. It is one of Italy's most visited tourist attractions due to its historic medieval center, which was declared an UNESCO World Heritage Site. Siena is also famous for its art, museums and the Palio, a renowned horse race held bi-annually.

Siena, like other Tuscan towns, was first settled in the period of the Etruscans (c. 900 - 400 BC) when it was inhabited by a tribe called the Saina.

Local legends say that Siena was founded by Senio and Ascanio, sons of Remus, of the famous duo Romulus and Remus who founded Rome. When they fled Rome, they took the statue of the She-wolf feeding the twins to Siena, which became a symbol of the town. Siena did not prosper under Roman rule, it was not until the Lombards invaded Siena and the surrounding territory that it first saw prosperity. The Lombards improved trade by successfully integrated the city of Siena into Via Francigena, the main trade route linking Rome to France. During this time the Church was actively involved in governing the city, especially between the 9th and 11th centuries. Both economic and military power grew tremendously and friction grew between Siena and Florence. There were many battles between the two cities between the 13th and 15th centuries. Siena was most often victorious, but was eventually overtaken and incorporated into Florentine territory.

In current times, both agriculture and specialty food are Siena's most prosperous industries. Foods such as Panforte (a precursor to modern fruitcake), Ricciarelli biscuits, and the well-known gingerbread are just a few of the many specialties of the area.

Wine production in Siena is highly esteemed and includes five DOCGs: Chianti Colli Senesi, Chianti Classico, Vernaccia di San Gimignano, Brunello di Montalcino and Vino Nobile di Montepulciano (the first wine to be assigned the DOCG certification).

The area also serves as headquarters for producers of some of the best extra virgin olive oils in Italy, including: Chianti Classico DOP, Terre di Siena DOP and Toscano IGP.

The most important financial institution is Monte dei Paschi di Siena, the oldest surviving bank (since 1472) in the world and Italy's third largest commercial and retail bank.

The past few years have seen increased attention to biotechnology and research. As a consequence, local banking enterprises have focused on developing funding and supporting research and "startup" endeavors.

