

CINITALIA

L'UNICA RIVISTA UFFICIALE BILINGUE
PER LE ISTITUZIONI IN CINA E IN ITALIA



Cinitalia is a joint venture between China Radio International and Gbtimes Italy. It is the only existing official bilingual Chinese/Italian magazine for Institutions in China and Italy.

It only has a paper edition since its purpose is to be materially distributed to top personalities in the field of Chinese-Italian bilateral relations. Its aim is to advocate and lobby to create and strengthen relations between the two systems; politically, economically, culturally. In doing so, in Italy Cinitalia has gained across the board attention and access to the highest levels of both Government and Corporate bodies.



We are particularly proud of the fact that in our 1/2015 issue we were authorized to publish a photo displaying Prime Minister Li Keqiang reading the special issue of Cinitalia devoted to his last official journey in Italy.

李克强总理首访意大利

2014年10月14日至17日，中国国务院总理李克强首次出访意大利。
图为李克强总理正在翻阅《中意》杂志为其此次出访所制作的特刊。

Institutional relations and PR



From an editorial point of view, in 2015 we had contributions from Government Ministers, Chief of State Advisers, Heads of National business associations. See attached list (attachment1).

From May to October 2015 Italy hosted EXPO. For this occasion Cinitalia temporarily increased its distribution from 3.500 to 10.000 copies in order to be distributed within EXPO, in official cooperation with the CCUP – Chinese Corporate United Pavilion.

Institutional relations and PR

In June we published a Special Edition in cooperation with the Municipality of Beijing and had an official ceremony in EXPO with the Secretary General of the Municipality of Beijing, Li Wei.

Mr Li Wei agreed to Cinitalia's proposal to promote a media agreement between the two Capital Cities of Beijing and Rome and set up a bilateral Committee coordinated by Cinitalia. Rome Municipality sent an official note to Beijing to start discussions aimed at signing a MoU in 2016.



Media partnership

In 2015 we dramatically strengthened our visibility and influence vis à vis the Italian public and private sectors.

We are official media partners of:

- **AIR CHINA-ITALY;**
- **ICCC** - Italy China Chamber of Commerce, an institution recognized by both the Chinese and Italian governments. The ICCC encompasses the vast majority of Italian corporate trade with China;
- **CONFCOOPERATIVE** (Italian National Confederation of Cooperatives), 20.000 associated members, 6 billion euros aggregated value;
- **CDO** (Italian International Business association), more than 30.000 member companies, 37 HQs in Italy, 37 HQs abroad;
- We're now negotiating with the Italy-China Foundation (the most renowned and strongest Italian Foundation whose board of directors is composed of several Ministries, top players, public and private companies).



Relation with the Government



2015 will be remembered for a major event that involved Cinitalia-Gbtimes completely: from September 20 to 28 we succeeded in bringing the Under-Secretary of Communications (at the Ministry of Economic Development) Antonello Giacomelli and a delegation of audio/video and cinema producers to China. *It was the first time a delegation of the Italian Government went to China to discuss cooperation with the Heads of Chinese media.*

We met Sarft Vice Minister Tian Jin, CRI Vice DG Ma Bohui, and subsequently high representatives of Cctv, Cnr, Shanghai Media Group, Wanda group, etc.

With Under-Secretary Giacomelli we are now discussing what concrete Cinitalia projects we can develop in Italy. Jin Jing is involved in this negotiation.

Relation with the Government

As to the list of projects, I sent it in my last report of 2 weeks ago.

The list in the Government's hands includes the following ideas:


1. New agreement between SARPPFT and Italian Government/Ministry of Economic development and Telecommunications
2. MoU between RAI and Cri
3. Rai Channel in China (authorization by Sarppft)
4. RAI-Cctv Coproductions (movie)
5. Cctv Coproductions (documentary)
6. Video series on UNESCO World Heritage Sites
7. Chinese communities in Italy
8. Italian soccer
9. Italy China historical videos from the archives
10. New silk road
11. Made in Italy (to China)
12. Exchange programs (delegations, stages)

We can submit projects on any of the above topics to the Government.



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Cdo International Day: al via nelle Marche

Non solo per parlare di internazionalizzazione. Per farla. La prima tappa dei nuovi eventi Cdo sul territorio per supportare l'apertura delle nostre imprese nei nuovi mercati si svolgerà ad Ancona il primo dicembre. Una giornata di approfondimento per le aziende che già operano all'estero o che sono interessate a svilupparsi fuori dall'Italia. Si alterneranno momenti di formazione, focus sui singoli paesi e sugli strumenti per lo sviluppo e conversazioni imprenditoriali.

[Clicca qui per il programma iscrizioni](#)



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Appuntamenti CDO

4-11-25 novembre 2015

Cdo Roma e Lazio: Un aperitivo in

Le Ong, le imprese e lo sviluppo

In una recente intervista al Corriere della Sera, il direttore di Anvi, Giampaolo Silvestri ha spiegato: «Non possiamo più contare solo sui finanziamenti pubblici se vogliamo aiutare l'Africa a ripartire. E scoraggiare i grandi flussi migratori verso l'Europa». [Continua](#)

VITA CDO

Far fiorire la vertigine

La storia di Simona Frigerio, di come una donna coraggiosa può prendere la vertigine del cambiamento e farla diventare la novità per la sua azienda. Il portamento è compito e misurato, da ottima imprenditrice comasca quale è, ma gli occhi da Valchiria fanno trasparire un fuoco ardente, tipico di chi nella vita non ha mai mollato e ha braci ardenti al fondo dell'anima.

[Continua a leggere](#)

INTERNAZIONALIZZARE

Uno sguardo ad Oriente

In collaborazione con la media company Gbtimes Italy, Cdo propone una serie di approfondimenti sulla cultura, la società e l'economia cinese. Per essere più pronti e consapevoli a fare impresa con l'Oriente. Nel nuovo numero del mensile Cinitalia, l'intervento del presidente Cdo. Di seguito, tutti i link per collegarsi ai portali di approfondimento

[CONTINUA](#)

OPERE E ASSOCIAZIONI

Chiamati a un «miracolo»: dare cibo agli affamati

Così il Papa agli operatori del Banco Alimentare in udienza a Roma di G. Paolucci, Avvenire

[LEGGI la notizia](#)

EDUCAZIONE

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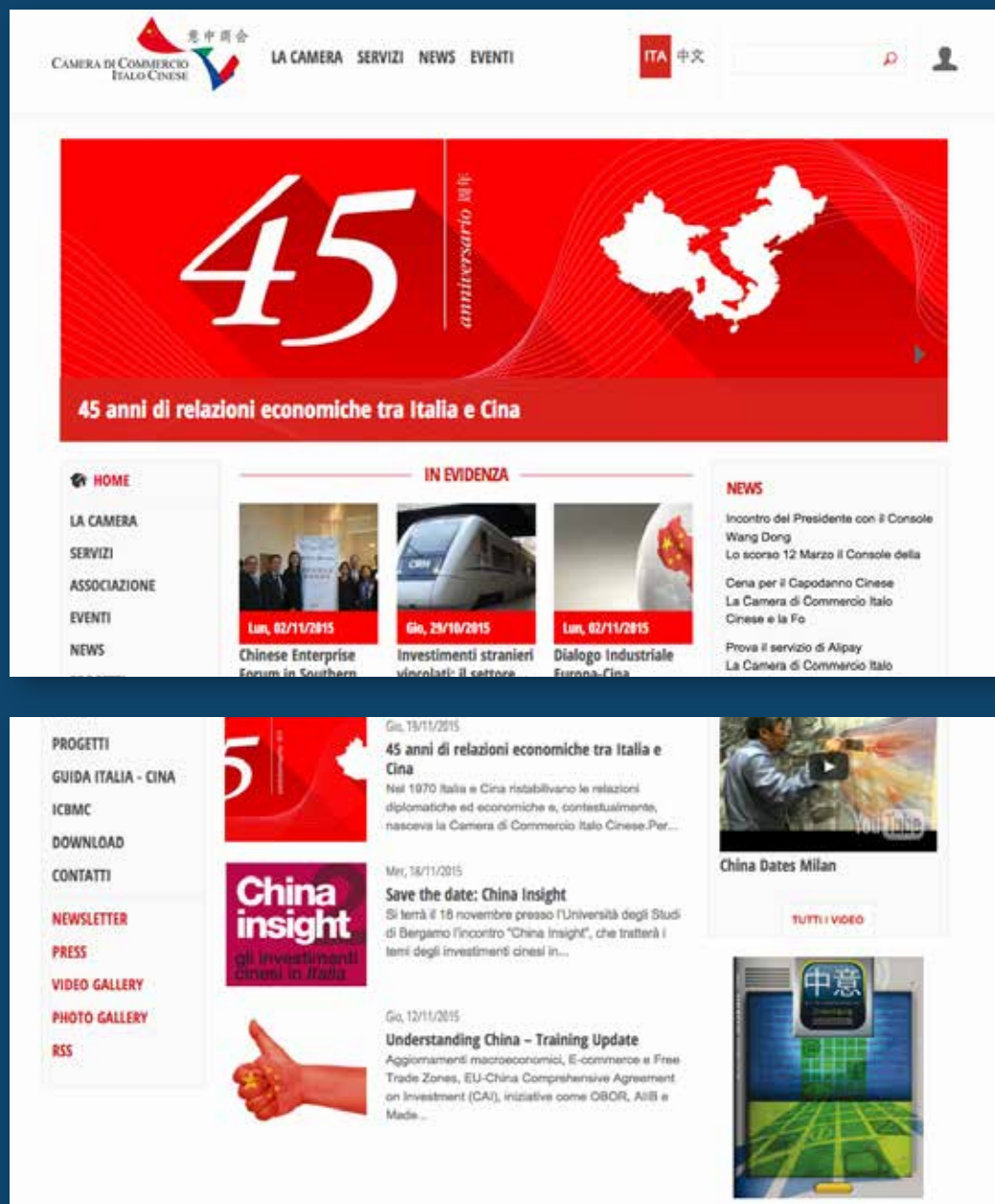
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Relations with the Chinese Embassy to Italy



Relations with the Chinese Embassy to Italy are excellent and very helpful. We are *constantly* and *closely* in touch, cooperating on various issues and events

Cinitalia and Radio Globale were the exclusive official media partners along with RAI for the 2015 Rome Spring Festival in cooperation with the Chinese Embassy to Italy.

Within December 2015 we're going to publish the special issue on the 45th Anniversary of the diplomatic relations between China and Italy. The Embassy of the Republic of China to Italy officially requested us to plan and produce this special edition.

Development



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ASK FOR MORE



An agreement with ADR (Rome Airports Authority) for promotion and media coverage of their activities in China will be signed within the end of the year.

The latest development is that Trenitalia (Italian Railways) proposed that we sell their tickets outside Italy.



Public broadcaster RAI

Cinitalia promoted an official agreement (MoU) between China Radio International and RAI (the Italian national broadcaster); it will be signed by the respective Director General of CRI and RAI. Under the provisions of this MoU, Gbtimes Italy will be an official partner of RAI and discuss joint projects.

IN COLLABORAZIONE CON
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Buon compleanno, grazie ancora

Nel 1970 Italia e la Cina ribattono le relazioni diplomatiche e nasce la Camera di Commercio Italo Cinese. Da allora la Camera assiste le aziende italiane e cinesi nei loro progetti di internazionalizzazione. E li rende vincenti.

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Some Contributors to CINITALIA in 2015

Chairman of the Italian Senate,
Pietro Grasso

Former European Union Commission President and Italian Prime Minister,
Romano Prodi

Vice Minister of Culture of China,
Ding Wei

Director General of China Radio International,
Wang Gengnian

Former Vice Prime Minister of Italy and Mayor of Rome,
Francesco Rutelli

Director General of RAI (Italian National public broadcaster),
Luigi Gubitosi

President of the Italy China Chamber of Commerce,
Luigi Stregarava

President of the Italian official Association "Congressmen Friend of China",
Vincio Peluffo

Director of Chinese Tourism Administration,
Li Jinzao

Minister of Culture of Italy,
Dario Franceschini

China's Academy for Social Sciences,
Luo Hongbo

EXPO 2015 - China Pavilion Commissioner,
Wang Jinzhen

EXPO 2015 - Chinese Corporate United Pavilion Vice President,
Wang Hui

Special Edition for EXPO in cooperation with the Municipality of Beijing
(with Official Launch in Expo, June 2015)
Ceremony with the Secretary General of Beijing Municipality
Li Wei

President of Confcooperative
(Italian Cooperative businessmen association, 20.000 members),
Maurizio Gardini

Ambassador of the Republic of China to Italy,
Li Ruiyu

Ambassador of Italy to China,
Ettore Sequi

President of CDO (Italian Businessmen association, 33.000 members),
Bernhard Scholz

European Commission, DG for internal markets, Industry and SMEs,
International Affairs Director,
Lluís Pratts

President of the Republic of Italy's Cultural Advisor,
Louis Godart

Under Secretary for Communications, Government of Italy,
Antonello Giacomelli

Gianfranco Vissani (Italian most renowned chef)

President of the Union of the Italian Chambers of Commerce,
Ivan Lo Bello