



## PRESS RELEASE

# UK–ITALY Business Awards Ceremony 24 January 2013

UKTI acknowledges the role  
of Italian investors at Borsa Italiana in Milan.

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Italian investors who have chosen the United Kingdom as a destination for their business development and internationalisation were once again given recognition during the sixth edition of the **UK-ITALY Business Awards** ([www.uk-italybusinessawards.it](http://www.uk-italybusinessawards.it)) on 24 January.

The event, organised by the **British Consulate General Milan** and **UK Trade & Investment (UKTI)**, was again held at Palazzo Mezzanotte, home of **Borsa Italiana**, part of the **London Stock Exchange Group**, underlining the ongoing cooperation between Borsa Italiana and UKTI. The gala dinner was attended by high level representatives of the winning companies and prominent figures from Italian business, press, and culture.

Representatives of the following companies were present to receive their awards:

**Prysmian Group** – Investor of the Year  
**Adler Group** – Internationalisation Business Award  
**Besana Group** – Long Term Investor Award  
**Bifrangi** – Industrial Investment Award  
**Ferrari** – Innovation in Engineering Award  
**Gruppo SOL** – Business Growth Award  
**Luigi Lavazza S.p.a.** – Brand Recognition Award  
**Morning Boost** – Tech City Award  
**Rosetti Marino S.p.a.** – Market Entrant Award  
**tempesta** – Creative Industries Award, Best Innovative Budget

Well-known Italian personalities were also awarded. **Francesco da Mosto**, the Venetian architect, author and presenter, received the UK-Italy Intercultural Award for having so successfully brought many fascinating aspects of Italian culture to British television screens through series such as *Francesco's Italy from Top to Toe*. Former Chelsea manager **Roberto Di Matteo** received a Career Recognition Award for his contribution to English football, following the club's double title success in the 2012 FA Cup and the UEFA Champions League.

The **UK-ITALY Innovation Awards**, a category dedicated to young, fast moving companies who are setting new standards of excellence and innovation in their respective fields, were once again a key part of the annual Ceremony. The winners in this category were:

**byFlow** – UK-ITALY Entrepreneurship Award  
**I.A.F. Embedded Systems for Consulting** – Bright Future Ideas Award  
**Immune Biotech** – Bright Future Ideas Award  
**Mosaicon Viral Media Company** – Bright Future Ideas Award, Vision for Growth  
**MRS Material Recovery Systems** – UK-ITALY Springboard Award  
**NuZoo Robotics** – Innovation in Daylife Robotics Award  
**SBSkin Smart Building Skin** – Bright Future Ideas Award  
**Terradue** – Space Innovation Award.

During his speech **Michael Fallon**, UK Minister of State for Business & Enterprise, remarked that "*UK Trade & Investment is playing a vital role in strengthening our partnership and can help Italian firms as they look to expand their international footprint*", then adding that "*In 2011/12 Italy was the second-biggest source of investment projects, accounting for 7% of all overseas investment in the UK.*" He went on to underline that the UK is committed to maintaining its status as the main investment gateway to Europe, reiterating what was said by Prime Minister **David Cameron** in his speech about the future of Europe delivered on 23 January.

**Elsa Fornero**, Italian Minister of Labour, Social Policies and Equal Opportunities, **Raffaele Jerusalemi**, CEO Borsa Italiana S.p.A., **Christopher Prentice CMG**, HM Ambassador to Italy, and **Vic Annells**, HM Consul General and Director General of UKTI Italy, also attended and spoke at the event. **Danielle Allen**, Head of Inward Investment, UKTI Italy, presented the Awards Ceremony.

The Awards Ceremony was the perfect opportunity to announce a new joint effort by Borsa Italiana and UKTI to promote **Elite**, the groundbreaking project supporting the growth and internationalisation of SMEs. This initiative aims to create new opportunities for collaboration between Italy and the UK, giving new impetus to the already solid partnership which exists between Borsa Italiana and UKTI.

Raffaele Jerusalemi said: "*My colleagues and I look forward to future collaboration with the UK Government and UKTI to ensure that SMEs in the UK and Italy have access to the information and capital they need for growth*".

During the evening singers from **Accademia Teatro alla Scala's** Academy of Lyric Opera paid tribute to Giuseppe Verdi in the year of the 200<sup>th</sup> anniversary of his birth. Mezzo-soprano **Shin Je Bang** and tenor **Matteo Falcier**, accompanied by **Luca Marcossi** on piano, performed three arias from some of Verdi's most renowned operas. Guests were also given the opportunity to relive Luchino Visconti's 1955 production of *La traviata* thanks to a display of costumes and photographs kindly provided by the Accademia.

A special thank you goes to **Campari** and **Missoni**, respectively winners of the Brand Internationalisation Award in 2012 and the International Business Award in 2010, for supporting the event.

Milan, 25 January 2013

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## **Notes to editor**

**UK Trade & Investment (UKTI)** is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business. UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

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