



For immediate release

## **Milan Wants More Business with Toronto**

### ***City of Milan to Sign Agreement with Italian Chamber to Increase Trade***

TORONTO – March 11, 2008 – An agreement between the **City of Milan** and the **Italian Chamber of Commerce of Toronto (ICCT)**, aimed at increasing trade between small- and medium-sized enterprises (SMEs) in both cities will be signed on March 19, 2008. Under the agreement, ICCT will organize a series of events promoting Milan and various aspects of its innovative, vibrant economy.

**Tiziana Maiolo**, Councillor for Economic Development and Fashion, who is leading a delegation from Milan will formalize the agreement with ICCT Executive Director **Corrado Paina** at a signing ceremony on March 19<sup>th</sup> at the Centennial Room of the Liberty Grand.

“This agreement clearly shows the benefits that twinning with economic capitals like Milan bring to Toronto,” says Paina, “Both cities have many SMEs that can profit by working more closely together. Today it’s the fashion industry, but tomorrow it might be financial services or biotechnology – there are many areas where our strengths compliment each other.”

Deputy Mayor **Joe Pantalone**, who will be attending the ceremony to express the City of Toronto’s support, agrees: “The Italian Chamber has done a fantastic job making the twinning work. The agreement will lead to more trade and business between our two cities.”

The delegation is also in Toronto to participate in the first project organized under the agreement; **Talenti Moda Milano** will showcase work of eight graduate students from four of Milan’s leading fashion schools. Their work, which is already in production, will hit the runway as part of the **L’Oréal Fashion Week**, March 17-22, 2008.

**What: Signing Ceremony for Milan Trade Agreement**

**When: Wednesday, March 19, 2008 at 9 a.m.**

**Where: Centennial Room, Liberty Grand Entertainment Complex**

-30-

**Media Contact:**

**Please Contact Martin Holley for more information:**

**[holley@italchambers.ca](mailto:holley@italchambers.ca) or 416-789-7169 x 21**

**ABOUT ICCT**

The Italian Chamber of Commerce of Toronto’s mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.