



# World tradewinds

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One Dollar

## MBITA Partners with a Rome-based Consulting Company

# INNOVA



### MBITA UPDATE

Silicon Valley is spreading its tentacles into the once sleepy Monterey Bay. Internet related start-up companies are now establishing home operations in Scotts Valley, downtown Santa Cruz, Watsonville's research park, Monterey's Ryan Ranch and in other new business clusters scattered throughout the Tri-County area of the Monterey Bay.

Monterey Bay's high-tech buusiness community, now being called the 'CyberCoast', is poised for tremendous growth by marketing its services and products to the rest of the world. MBITA is leading a trade mission to Italy in October, and hosting a business delegation from one of Germany's main economic engines, the Baden Wuttenburg region, on September 14th in santa Cruz.

As the first year of the new millenium comes to a close, MBITA will be further expanding its global business development services to the European, Asian and South America markets.

Robert "Tony" Livoti  
MBITA Executive Director

Recently the **Monterey Bay International Trade Association (MBITA)** (<http://www.mbita.org>) has established a strategic alliance with **Innova** (<http://www.innova-us.net>), a consulting company specializing in the development and technology transfer aspects of international business. Supported by 26 professional consultants, Innova can be considered one of the largest technology transfer companies in Europe and certainly the largest in Italy. Since 1993, Innova has accomplished over 100 technology transfer actions, created over 120 international partnerships and assisted over 250 Italian SMEs in their innovation strategies.

Since 1997 Innova has been the Italian contact point of the European Commission (EC), providing support to European SMEs. From project planning and financing to business development and detailed technology market studies in Europe, Innova's technical and marketing expertise address the needs of American high-tech companies to ease their penetration into the EC marketplace.

Established in 1993 and headquartered in Rome, Italy, Innova has branch offices in Padova, Udine and Paris and recently opened a US office in San Jose, CA, and appointed Paolo Salvatore as CEO.

Mr. Salvatore started with Innova as a system engineer in Rome in 1997 and was promoted to CEO of the San Jose office after working extensively with Italian SMEs in their business development and international expansion.

"California is an environment where business can grow very quickly," Salvatore

says. "Here the whole 'business infrastructure' allows business to grow very fast: Venture Capital flow, the best engineers and entrepreneurs, large companies actively interested in start-ups, high quality consulting companies and informal networking create a very dynamic business environment," Salvatore continues.

Innova offers its clients a complete market and technological analysis of their niche market in Europe, identifying potential competitors, strategic partners and defining the best strategies for the launch of new products/process/service.

Innova also assists their clients in creating a comprehensive business plan to access the EC market, providing the right business strategies while increasing the possibilities to obtain Venture Capital funds.

"The high-tech market in California is different from the high-tech market in Italy," Salvatore claims. "In California entrepreneurs believe that networking and getting more businesspeople involved is very helpful to succeed in business whereas Italian and European entrepreneurs in general tend to work independently," continues Salvatore. "The entrepreneurial attitude overseas needs to change to keep up with the global business community. In Italy people have great ideas and a great flexibility in following market trends. Moreover, the increasing availability of capital funds in Italy has changed the entrepreneurial mentality in the last few years," Salvatore states.

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## THE 'CYBERCOAST' BUSINESS COMMUNITY OF THE MONTEREY BAY ADDRESSES THE DIGITAL RENAISSANCE OF ITALY

Italy is the sixth largest industrial economy of the world and not unlike the rest of the planet is experiencing a 'digital renaissance'. U.S., Japanese and European companies are now laying the information technology pipelines for global commerce throughout Italy. In particular, Venice and the Veneto Region of Italy is the entrepreneurial center of Italy with over 150k small to mid-sized manufacturing companies, and they are all clamoring for the latest and greatest in B2B applications.

As the ancient canals and streets of Venice are being wired for the 21<sup>st</sup> Century, Cristina Polesel, the European Marketing Specialist for the **Monterey Bay International Trade Association (MBITA)** (<http://www.mbita.org>) has decided to do something about connecting the 'Cybercoast' business community of the Monterey Bay region to these tremendous business opportunities in Italy.

Cristina came to Santa Cruz, Ca. from Venice, Italy in 1996 when she was awarded a one-year post-graduate scholarship in literature at the University of California, Santa Cruz (UCSC). A graduate with a 'Dottore' degree in Foreign Modern Languages from the University "Ca' Foscari" at Venice, Cristina speaks fluent English, French and Spanish and studied Latin extensively at Liceo Linguistico in Venice. Her experience as a graduate international student at UCSC gave her a unique multicultural perspective in education and drew her attention to international business and public relations, especially in the development of information technology

After completing her post-graduate program at UCSC, and with prior experience as a logistic assistant/interpreter for a Freight Forwarding company in Venice, Italy, Cristina took a volunteer position for the Monterey Bay International Trade Association (MBITA) at their downtown office Santa Cruz. MBITA is a non-profit export promotion trade center with a mission to create new jobs by supporting small to medium-sized enterprises (SMEs) to export their products and services to overseas markets (<http://www.mbita.org>).

MBITA eventually hired her under a work visa in 1999



as their event/membership manager as well as the editor of their monthly newsletter, **World Tradewinds**. Tony Livoti, Executive Director for MBITA, recognized her special talents and appointed her to act as MBITA's European Marketing specialist to focus on supporting high-tech companies in the Monterey Bay region to export their products and services to Italy and other European destinations.

Her knowledge of the Veneto economy and region proved invaluable when MBITA established a region-to-region economic development program between the Monterey Bay and the Veneto regions through a partnership agreement with a counterpart organization in Venice called **Veneto Innovazione**. (<http://www.venetinnova.it>)

The project has been tabbed 'Silicon Lagoon' and started on May 30<sup>th</sup> with a videoconference from Hartnell College in Salinas, California to Venice, Italy. Twelve American and Italian companies exchanged information and profiles and is now being followed up with a trade mission to Veneto and Milan, Italy on October 13<sup>th</sup>.

"It's really exciting to work for the economic development for both my native region and the Monterey Bay region...it's like working in both places at the same time and it makes me think I'm not Italian nor American... just a citizen of the world", says Cristina.



Besides pursuing her career in international business Cristina has found the Monterey Bay region to be much like her home environment in Venice. "As a Venetian citizen, water and boats have enthralled me, so I started kayaking which I never tried before when I lived in Venice. It's as if my personality consciously developed its inborn tendency to be in touch with nature", states Ms. Polesel.

The trade mission will travel to the Veneto Region for one-on-one meetings with Italian companies and then travel to Milan, Italy to participate in a 'Cybercoast' tradeshow booth at the SMAU (<http://www.smau.com>) tradeshow. SMAU is Europe's second largest high-tech tradeshow. For extensive information on the trade mission visit MBITA web site <http://www.mbita.org> and click on "Trade Mission to Venice/Milan, Italy". For more details call the MBITA office at 831-469-0148 or email [cristina@mbita.org](mailto:cristina@mbita.org)

## MBITA partners with Rome-based consulting company

(cont. from page 1)

Innova has working relations with the major telecommunication and Internet players in Italy, such as Telecom Italia, TIN, Tiscalinet, Wind, Alenia as well as a consolidated relationship with other companies, R&D organizations and educational institutions in **Portugal, Spain, Belgium and Netherlands.**

"Most of the companies here in Silicon Valley are going global at their earliest stage of their development," Salvatore remarks. "There are several forces pushing companies to expand, one of these is challenging the competition in the Valley and then increasing the development of good technologies that need to find new markets," Salvatore continues.

Salvatore's expectations for the future of Silicon Valley are very optimistic. "Innova's clients are not only established companies, but also start-ups that could be successful internationally before they are domestically," he points out. "This happened in the past with companies that succeeded in Latin America before they actually did in the domestic market," Salvatore continues.

MBITA and Innova's mission is to assist the Monterey Bay Region's 'Cybercoast' and Silicon Valley high-tech companies in breaking into the growing Italian/European market. MBITA and Innova's staff will cooperate in using available resources to establish good commercial relationships between Italian and California high-tech SMEs, as well as to open new doors in the entire EC marketplace for all of American high-tech SMEs.

Italy is the country with the highest percentage of SMEs in Europe and currently offers great business opportunities for all the IT sectors as well as web applications and software tools. "As the commercialization of the WAP technology in Italy solves the low PC penetration issue, e-Commerce and the Internet in Italy will literally explode in the next few years," Salvatore comments.

"First of all, American technology is more advanced compared to the Italian state-of-the-art standards, with the exception of a few specialized sectors," Salvatore continues. "Italian companies have rapidly moved into the new economy, when the telcos business deregulated and created new opportunities for international business. In Italy American SMEs have great possibilities of being successful, much more than here where competition, expensive life and high employee costs make success more of a challenge," Salvatore remarks. "The point is finding the right partner, planning the access and defining the best strategy to develop the business in Europe," Salvatore concludes.

## MBITA's NEW MEMBER Ergovera.com

Do you suffer from the following:

- .. Tightness in your neck and shoulders?
- .. Pain in your wrists or elbows?
- .. Numbness or tingling in your arms?



Most people ignore these symptoms far too long. This can lead to long-term disabling Repetitive Strain Injuries (RSI), which are difficult to treat and life disrupting.



Mary\* was working long hours at her computer with an older Microsoft natural keyboard that required her to reach for her mouse. She developed early symptoms of tendonitis. With just a few

changes in her setup, instructions on behavioral factors, and a better fitting keyboard, she was pain-free in less than a year.

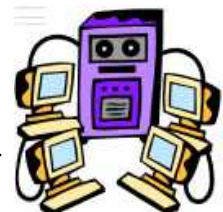


Jim\*, a programmer, was having neck pain at his computer primarily because of a low monitor and a poor-fitting chair. By raising and centering his monitor, adjusting his chair, and teaching him some tips on better sitting posture, his pain was greatly eased and he was able to

comfortably extend his hours at the computer.

In both these cases Deidre Rogers, Nurse-Ergonomist, was able to make immediate changes that improved their work setups. In addition, she followed up with a report that included recommendations for specific products that made a difference.

Deidre Rogers, R.N. has a local ergonomic consulting business called **ERGOVERA** and is a member of the Santa Cruz community. She helps organizations and businesses decrease their Workers' Compensation costs and helps individuals to be able to work more comfortably.



She is currently enrolled in a Master of Science degree program in Ergonomics. Her clients include U.S. Probation, the City of Palo Alto, the City of Sunnyvale, and Slam Dunk Networks. Her web site is **ERGOVERA.com** and she can be reached at **831-335-8448.**

\*These names have been changed to protect the individual's privacy.

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- 1. How to use the Internet, CD ROMS, Fee-based online databases and logistical software applications to effectively market and logistically transact your product or service to the global marketplace
- 2. How to use the new info-technologies for negotiating and contractual procedures

- 3. How and where to get online shipping and logistics resources
- 4. How to use online international banking resources

For more information visit our web site at:

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**UPCOMING EVENTS**

**October 20**

**Business opportunities**  
**in El Salvador**

**Guest speaker:**  
**San Salvador Mayor**  
**Dr. Hector Silva**  
Luncheon/reception  
Watsonville, CA  
11:30pm registration  
noon lunch to 1:30pm  
Reservation required.

For more details go to "events" at  
<http://www.mbita.org>

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