

**President Ronni Benatoff: The foreign chamber system, an extraordinary opportunity**

Good morning, I am Ronni Benatoff president of the Israel-Italy Chamber of Commerce in Tel Aviv.

Well there is one thing that I just don't understand: Italy is one of the few countries in the world that has a system of Chambers of Commerce in Italy and abroad that put together are a powerful tool. However, companies don't know enough about the potential of this system so I'm really here to recommend that you use it. We are at your disposal.

There are a few thousand successful entrepreneurs in the various markets and countries who work together to be at your service, some of them are of Italian origin but some of them simply love Italy and want to devote part of their time to the relations between the country where they live and Italy.

So each in our country and for you, we are a network, we can work very well as a network. Try it because I am convinced that you will realize how important it is to be introduced to a market by an established entrepreneur who has already been working in that market for many years.

Thank you.