

WHO'S BEHIND THOSE "INDEPENDENT" FINANCIAL STUDIES? P. 62

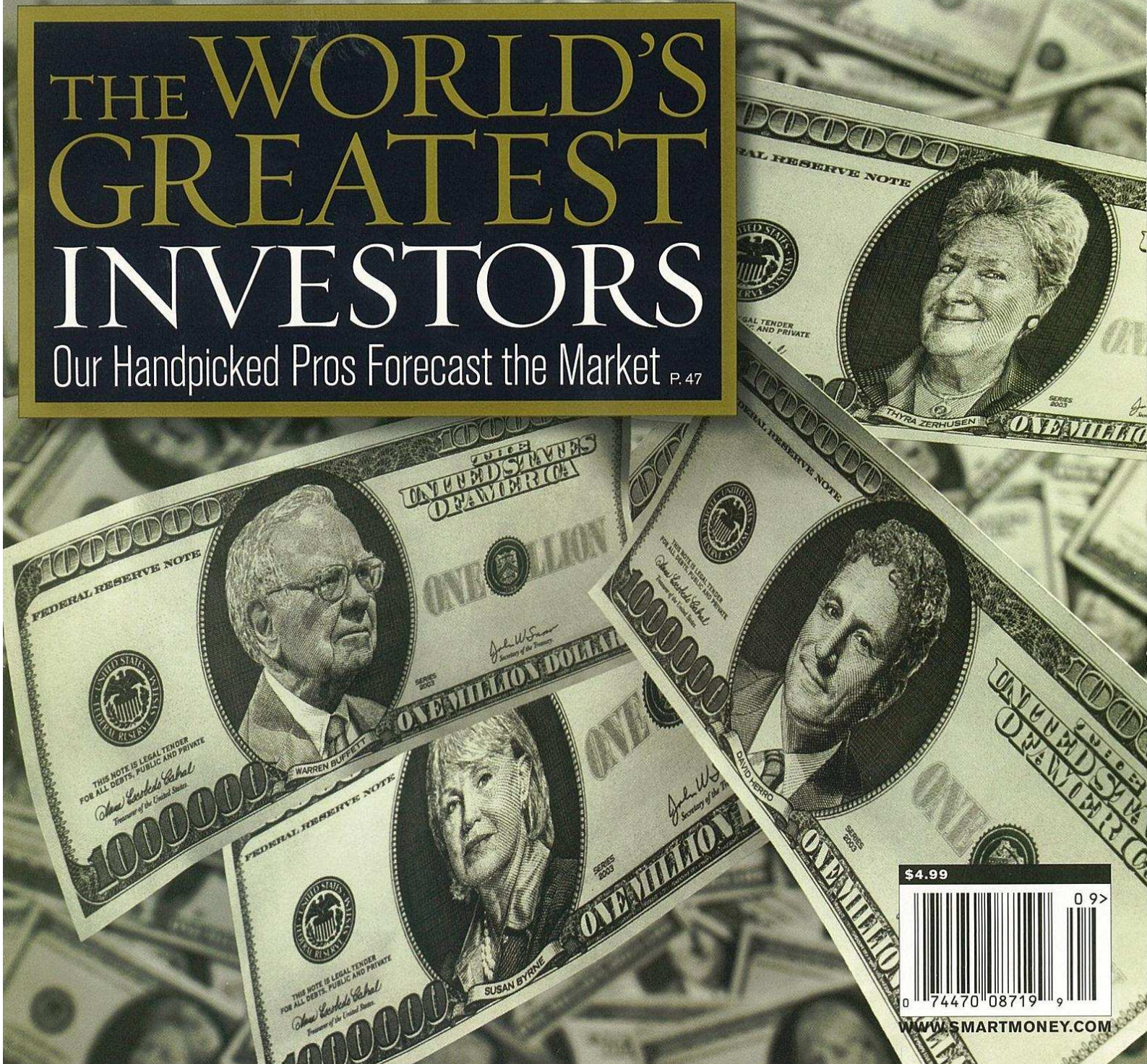
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PART ONE


ITALY


SYMBOLS OF ITALIAN EXCELLENCE IN THE WORLD

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When Barack met Silvio last June, the two leaders discussed the upcoming G8 summit in earthquake-hit L'Aquila, conflict in Pakistan and Afghanistan, the global economy, and food security, among other issues, and found plenty of common ground. "We have some of the strongest bilateral relations in the world," President Obama said after their meeting.

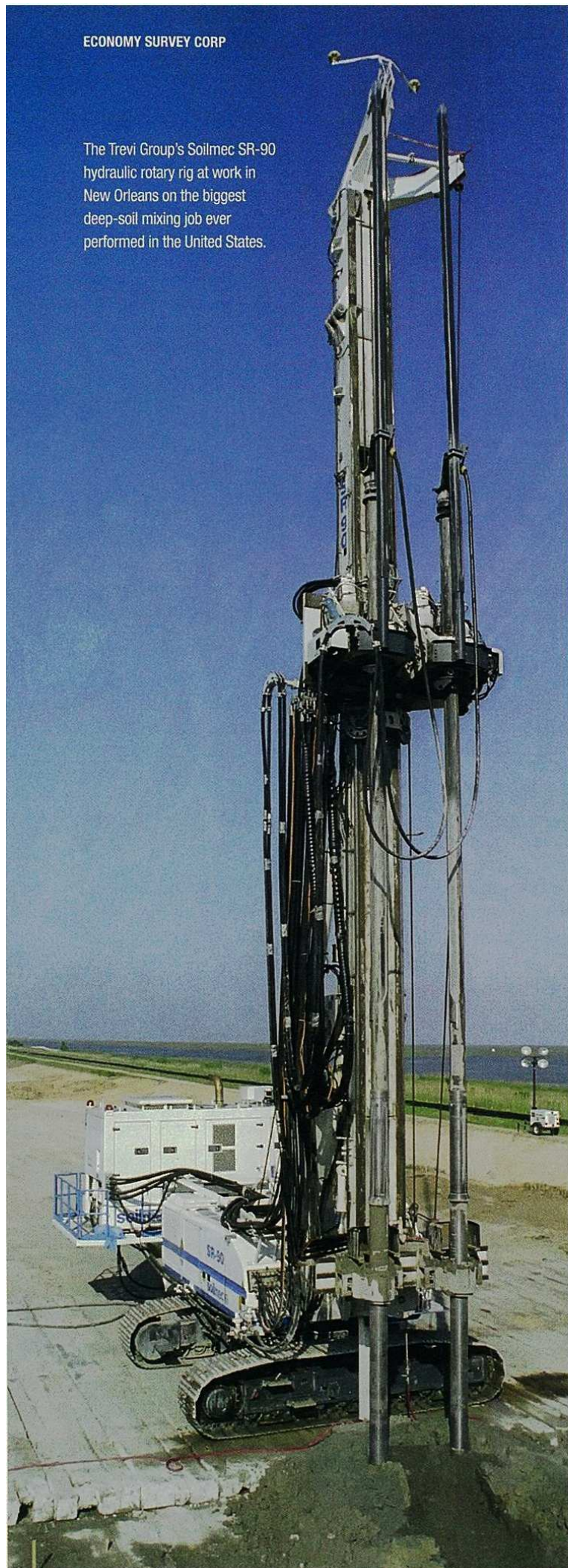
Famous for its gastronomy, culture, and Mediterranean lifestyle, Italy today is in the vanguard of cutting-edge fashion, design, and high-tech industrial innovation. This nation of 60 million ranks among the top ten economies worldwide in GDP terms and has proven remarkably resilient to the global recession, despite lingering concerns about public spending which have been addressed with a recent austerity budget.

Italy has also long been one of the world's favorite destinations, and tourism remains among its fastest growing economic sectors, with some 43 million people arriving in 2009, contributing around \$42.7 billion to state coffers, according to the World Tourism Organization. With cities like Rome, Florence, and Venice, and more UNESCO World Heritage Sites than any other country, it is no surprise travelers continue to flock here in search of *la dolce vita*. 



President Barack Obama talks with Prime Minister Silvio Berlusconi at the White House on June 15, 2009.

The Trevi Group's Soilmec SR-90 hydraulic rotary rig at work in New Orleans on the biggest deep-soil mixing job ever performed in the United States.



Invitalia aims to bring new investors to Italy

As the government agency for inward investment promotion and enterprise development, Invitalia assists interested parties every step of the way, supporting the creation of new businesses and contributing to national development.

"Historically, Italy has attracted many financial investments and few direct investments," says Domenico Arcuri, Invitalia's CEO. "Invitalia's objective is to increase FDI inflows. In this crisis, FDI worldwide is significantly decreasing, [so] the message we send to investors is that Italy is working to come out of the crisis stronger than when it entered it."

Italy remains a land of opportunity, Arcuri believes, with more on offer besides its traditional attractions. "We have a unique pool of talent and immense resources to be developed," he says. "We invite our American friends to come and see the country for themselves, not just as a one-of-a-kind tourist destination, but as a place for business and investment."

Trevi keeps Leaning Tower of Pisa from toppling over

Founded in 1957, the Trevi Group is one of the most respected civil engineering companies worldwide, renowned for its experience, use of technology, and innovative solutions. The company is expert in the execution of complex underground projects and has worked as far afield as the US and Canada, the United Arab Emirates, and New Zealand.

"We have four divisions, employ around 6,500 people, and operate in 50 countries on five continents," says Stefano Trevisani, the company's Managing Director. "We have also developed a manufacturing operation that is a worldwide leader in the supply of specialized equipment for underground works to our competitors, which is quite unique in this industry."

Trevi has been active in the US since 1997 and has undertaken infrastructure projects nationwide, even working on the World Trade Center site in New York. It has also been involved in restoration of international treasures, such as: Egypt's Alexandria Library, the Buddhas of Bamyán in Afghanistan, and Italy's own iconic Duomo bell tower, better known as the Leaning Tower of Pisa.

Banzai spreads as far and wide as the web

A holding of 20 other companies in online media, e-commerce, and web design, Banzai was created in 2007 to build up "a critical mass to develop various initiatives, using a variety of platforms," says Paolo Ainio, its Chairman and CEO. "Today we are the only independent operator in a market dominated by large groups."

Banzai registered 60% growth in 2009, and is aiming to hit a similar figure in 2010, despite the crisis. The company reacted by investing \$1.9 million in technology, Ainio explains, which has allowed it to "lower prices and accelerate growth to twice that of our competitors."



www.banzai.it