Following the trend of business, we have strengthened our American organization opening new and larger warehouses in:

- New Jersey (pag. 2 - 5)
- Puerto Rico (pag. 6 - 7)

After Dubai, expanding our operators in the Middle East, we are opening a commercial delegation in Qatar.

Enjoy the reading.

Piero Albini
ALPI USA NEWS

100,000 SQUARE FOOT WAREHOUSING AND DISTRIBUTION FACILITY, WHICH IS CONVENIENTLY LOCATED OFF THE NEW JERSEY TURNPIKE WITH CLOSE PROXIMITY TO ALL NY AND NJ PORTS.
FACILITY - Offers temperature controlled space as well as space for all storage needs. The warehouse is fully racked and is a certified food grade facility.

ADVANCED WAREHOUSE TECHNOLOGY - Alpi Logistics utilizes the CargoWise WMS for receipts, orders, inventory control and billing. The warehouse is fully automated with RF bar code scanning capability and an auto put-away system.

ONLINE VISIBILITY - CargoWise has a web interface that allows our customers to view their inventory on a real time basis 24 hours a day. You will have the ability to provide pre-alerts, place orders against your inventory and view billing details through this system.

NATIONWIDE LTL AND TL TRANSPORTATION - Our facility has partnered with local and national carriers to provide temperature controlled and dry distribution nationwide at a cost savings to our customers.

VALUE ADDED SERVICES - The warehouse has a specific area dedicated to our co-packing operation. Building displays, repacking materials, and special labeling are a few of our value added service options.

CROSS DOCKING - We can arrange for drayage of your containers and distribute your product through our network for a fast turnaround of shipments.
ALPI NEWS
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HANDLE AIR AND OCEAN ( EXPORTS & IMPORTS). WE
ARE 5 MINUTES AWAY FROM AIRPORT AND 30 MIN
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DELIVERIES ALL AROUND THE ISLAND OPEN FROM
8:00AM TO 6:30PM (MONDAY TO FRIDAY).

OUR WAREHOUSE AND
OFFICE FACILITIES ARE
7,500 SQUARE FEET.

ALPI NEWS
MADE IN ITALY
ALPI
BRAZIL

MARKET OVERVIEW
MARKET CHALLENGES
MARKET OPPORTUNITIES
MARKET ENTRY STRATEGY
BRAZIL HAS A LARGE AND DIVERSIFIED ECONOMY THAT OFFERS U.S. COMPANIES MANY OPPORTUNITIES TO EXPORT THEIR GOODS AND SERVICES, AND U.S. EXPORTS ARE INCREASING RAPIDLY.

Doing business in Brazil requires intimate knowledge of the local environment, including both the explicit as well as implicit costs of doing business (referred to as the “Custo Brasil”). Such costs are often related to distribution, government procedures, employee benefits, environmental laws, and a complex tax structure. Logistics pose a particular challenge, given infrastructure limitations posed by nearly a decade of economic expansion. In addition to tariffs, U.S. companies will find a complex customs and legal system.

A large and diversified economy, Brazil offers many opportunities for U.S. companies. Brazil’s economy, the sixth largest in the world, grew 2.7% in 2011. Growth slowed due to reduced demand for Brazilian exports in Europe and Asia, despite solid domestic demand and a growing middle class. During the past decade, the country has maintained macroeconomic policies that controlled inflation and promoted economic growth. Inflation was at 6.5% in 2011, and urban unemployment reached a historic low of 6.0%. Interest rates, though high compared to the rest of the world, remained historically low at the Central Bank benchmark rate of 8.0% as of July 2012.

In 2011, the U.S. was Brazil’s largest source of imports followed by China, Argentina, Germany, and South Korea. U.S. merchandise exports to Brazil in 2011 were US $ 42.9 billion, and U.S. imports from Brazil were US $ 31.3 billion.

MARKET OVERVIEW

THE FEDERATIVE REPUBLIC OF BRAZIL IS LATIN AMERICA’S BIGGEST ECONOMY AND IS THE FIFTH LARGEST COUNTRY IN THE WORLD IN TERMS OF LAND MASS AND POPULATION WITH ABOUT 192 MILLION PEOPLE.

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MARKET CHALLENGE

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MARKET OPPORTUNITIES

THERE ARE FEW, IF ANY, SECTORS IN BRAZIL THAT DO NOT HAVE EXCELLENT SHORT TERM OPPORTUNITIES.

Certain sectors of the Brazilian market have experienced higher than average growth, such as air transportation, telecommunications, oil and gas, and mining. Under the second phase of the Growth Acceleration Program (PAC II), the Government of Brazil will spend R$855 billion (the equivalent of around US $470 billion) in development of the country’s energy generation and distribution system, roads, railroads, ports, and airports as well as universities as it prepares for the World Cup in 2014 and the Olympics in 2016. Other promising areas for U.S. exports and investment include agriculture, agricultural equipment, building and construction, aerospace and aviation, electrical power, safety and security devices, environmental technologies, retail, and transportation. The Brazilian national oil company Petrobras’ expansion may represent the largest global business opportunity in the oil & gas sector until 2020. The offshore pre-salt oil deposits discovered in 2006 and 2007 are estimated to exceed 60 billion barrels in probable or recoverable reserves, and could place Brazil among the world’s top ten oil-producing countries. Petrobras anticipates that it will invest $224 billion in exploration and development through 2015. Brazil is one of the largest IT markets within the emerging economies. IT end-user spending in Brazil is expected to grow to $134 billion in 2014. The largest share of spending will be on telecom equipment, representing 72% of the market, followed by IT services at 13.3% and computing hardware at 11.9%. In the years leading up to the 2016 Olympic Games in Rio de Janeiro, Brazil will host several international mega-events. In 2011, Brazil hosted the World Military Games and the Pan-American Maccabi Games and in 2012, Rio de Janeiro hosted the Rio+20 global environmental sustainability conference. In 2013, Brazil will host a papal visit and the World Youth Day event as well as the soccer Confederations Cup. In 2014, twelve Brazilian cities will host the soccer World Cup. The Government of Brazil expects to invest $106 billion in the preparations for these events. These investments, which will include outlays for infrastructure, construction, transportation systems, port improvements, public security, and airport infrastructure upgrades, will present significant commercial opportunities for U.S. companies. Most of the major infrastructure upgrades will be carried out through Public-Private Partnerships under Brazil’s Growth Acceleration Program.

MARKET ENTRY STRATEGY

COMPANIES NEED A LOCAL PRESENCE AND MUST INVEST TIME IN DEVELOPING RELATIONSHIPS IN BRAZIL.

The U.S. Commercial Service encourages U.S. companies visiting Brazil to meet one-on-one with potential partners. One of the best ways for U.S. companies to enter the Brazilian market is by participating in local trade shows or using the U.S. Commercial Service’s Gold Key Service (GKS), through which they can meet with pre-screened potential clients or partners.

It is essential to work through a qualified representative or distributor when developing the Brazilian market. Some firms establish an office or joint venture in Brazil. Further discussion of these alternatives can be found in the “Marketing Products & Services” chapter. It is very difficult for U.S. companies to get involved in public sector procurement without a local Brazilian partner.
Consumption and private investment are the main driving forces of this growth. Projections for 2013 are that investment will grow 8.3% to a value of US$33.5 billion. The Ministry of Economy and Finance (MEF) set a target of 30% growth in public investment. As the economy has grown, poverty in Peru has steadily decreased. In its November 2012 Peru Handbook, HSBC states that Peru is “the third-fastest growing consumer market globally, and set to be a bigger economy than Chile, Colombia, or even South Africa in the long term”. The steady economic growth began with the pro-market policies enacted by President Fujimori in the 1990s. All subsequent governments have continued these policies, including the current administration inaugurated in July 2011 for a five-year term. President Ollanta Humala has pledged to encourage private and public investment in infrastructure projects in transportation, telecommunications, energy, sanitation, airports, and ports. Congruent with his other campaign goals to reduce poverty and narrow the nation’s socioeconomic gap, President Humala has increased social spending and raised taxes on mining companies. Peru’s currency, the “Nuevo Sol” (Soles), has been the least volatile of all Latin American currencies in the past few years and was the least impacted by the downturn of the U.S. dollar. Since the mid-1990s, the Sol’s exchange rate with the U.S. dollar has fluctuated between 1.25 and 3.55 to US$1. The exchange rate, as of December 2012, was 2.55 Soles per US$. The Peruvian Government has encouraged integration with the global economy by signing a number of free trade agreements, including the United States-Peru Trade Promotion Agreement (PTPA), which entered into force in 2009. In 2012, the U.S. was the second largest destination for Peruvian exports, receiving 13.4%, and the main supplier of goods to Peru with an 18.9% market share. Peru has preferential trade agreements with 49 countries and unions including the U.S., Argentina, Brazil, Uruguay, Paraguay, Bolivia, Colombia, Ecuador, Canada, Chile, China, Mexico, Japan, Singapore, South Korea, Norway, Iceland, Liechtenstein, Switzerland, Thailand, and Panama. In its Doing Business 2013 publication, the World Bank ranked Peru 39th among 183 countries surveyed in terms of ease of doing business. The report rates the ease of processes like starting a business, dealing with construction permits, registering 3 properties, and obtaining credit.
# ALPI MERCHANDISE

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*WITH CARE*
The first London Fashion Week took place in 1984, and everyone was totally bummed that Big Brother never showed up, although no one really wanted him there; still, they were expecting him in a “popular-kid-you-love/hate” kind of way. And so, yeah, everyone was sort of embarrassed ’cuz they wore bow ties for nothing. Anyway, some very important data says that around 5,000 people go to London Fashion Week every year, creating orders of 50-100 million pounds sterling, which is like 2-10 times more millions when converted to most other currencies, which isn’t bad for an island. Most of the official events take place at Somerset House located on the Strand in central London, overlooking the Thames. There are catwalk events and fighting and such. About 150 designers turn up, which is 50% more than 100, which is also impressive, statistically, even though technically it’s 50% less than 200, which can be said to be bad. There are other, unofficial, far less serious events, held in other “venues,” which is the modern word for “places,” just like “solutions” is the modern word for “service” or “product.” In 2010, London became the world’s most high-tech fashion week, shaming Tokyo, we bet, by offering all of the designers the ability to webcast their shows, which, let’s face it, they could have thought up back in 2002.
NEW YORK

First of all, what are the dates for New York Fashion Week Fall-Winter 2014? Well, they are February 6 - 13, 2014. Events will be held at Lincoln Center, located in midtown Manhattan, and where we snapped quite a lot of amazing photos last season, of designers such as Desigual, models like Karlie Kloss, and celebrities such as Jessica Alba, who appeared front row at the Diane von Furstenberg show.

PARIS

GET YOUR BAGUETTE!

PARIS FASHION WEEK IS SET TO LAUNCH IN FEBRUARY

Yes, they’re delicious. And possibly even nutritious (especially those nutty, whole-grain type ones we had last time we were in Saint-Gratien, which is a charming town just north of the city). We probably should steer clear of cliches, even though the French really do love delicious bread-type things, not to mention delicious cheese of all kinds. Suddenly we miss France a little bit, even though while we’re there we’re always complaining about the weather and graffiti. Dear Europe: Please ban spray paint. Seriously. You’d look so much better, and all those people tagging things for some reason could save up for computers and get terrific jobs writing articles on websites. Oh wait, that’s not so great, either.
Here’s an article about Chanel and Karl Lagerfeld, proving we know something about the topic. And the article appears in Women’s Wear Daily, so you know it’s gotta be good. Seriously, we saw a bunch of shows at last NY Fashion Week, taking a bunch of cruddy pics with our iPhone, went to bed and the next morning there were printed copies of Women’s Wear Daily all over Lincoln Center with much better pictures and articles that actually knew what they were talking about. Now that’s service! For all the talk of its fêted spring, Paris is truly a perennial city.

In fall and winter, when tourist crowds are sparse, the city’s cafés still hum and the streets throng with natives - well-dressed, portfolio-armed and back to work, refreshed from their own summer escapes. Running on equal parts pride and panache, this everyday Paris - found in sidewalk cafés or in the bookstalls lining the Seine - is equally exciting as any of the city’s grand monuments. The soaring Eiffel Tower, the mammoth Louvre Museum, the cathedral of Notre-Dame - these are all worth seeing, to be sure, but even at street-level, Paris rises above its own hype.
ALPI EASY COOKING

FIERY PENNE
PREPARATION TIME: 5 MINS
COOKING: 25 MINS
DIFFICULTY: EASY

Firstly, this fiery dish gains its name arrabbiata (angry) because of the use of chilli. When preparing this angry dish, feel free to use as much chilli as you want, it is up to you and to your mouth, to make it angry or very angry! This is a recipe that has its origin in the central part of Italy, more precisely, it belongs to the Roman cooking tradition. As you can imagine, in Italy there are many versions of it because of the different regional cooking traditions that influence this famous dish; some are so adventurous that they have nothing to do with a proper arrabbiata (like the use of cream or anchovies). I believe the best arrabbiata is in its minimalist form and I believe that an arrabbiata should not contain pork meat (usually bacon) because otherwise we would trespass on another famous Roman dish, the “Bucatini all’amatriciana”, which rightly requires pork meat. The arrabbiata, in its simple way, is an aglio, olio e peperoncino with the adding of chopped tomatoes, where fresh top quality ingredients should be used. Also, the adding of Parmesan or Pecorino Romano cheese is not recommended because it would overwhelm the typical flavour of this dish.

INGREDIENTS

- 400 G (14 OZ) PENNE RIGATE (RIDGED QUILL PASTA);
- 90 ML (3 1/2 OZ) EXTRA VIRGIN OLIVE OIL;
- 2 CLOVES OF GARLIC (FINELY CHOPPED);
- 2 OR 3 WHOLE DRIED RED CHILLI (ROUGHLY CHOPPED);
- 500 G (1.1 LB) CHOPPED TOMATOES;
- A SMALL HANDFUL OF FLAT LEAF PARSLEY (ROUGHLY CHOPPED);
- SALT FOR SEASONING.

ALPI EASY COOKING

SPAGHETTI WITH PECORINO AND BLACK PEPPER
(SPAGHETTI CACIO E PEPE)
PREPARATION: 5 MINS
COOKING: 10 MINS
DIFFICULTY: EASY

Spaghetti cacio e pepe is simply spaghetti with sheep’s cheese and black pepper, and it is a cornerstone of Roman cuisine. The recipe is very simple, but timing is very important because the spaghetti must be served very warm. Another important point is that the cheese in contact with the spaghetti will tend to dry the whole spaghetti mixture so “how you drain your spaghetti” is the key element to make this dish perfect. A few words about the cheese: in this context “cacio” is basically the Pecorino romano cheese, a hard sheep’s cheese that is used in the central part of Italy as much as the Parmesan is used in the north of the country.

INGREDIENTS

- 400 G (14 OZ) SPAGHETTI;
- 150 G (5 OZ) PECORINO ROMANO CHEESE (FRESHLY GRATED);
- 10 G (1/3 OZ) BLACK PEPPER (ROUGHLY CRUSHED).
A.I.C.E.
Associazione italiana contro l’epilessia
Regione Toscana Onlus section

The provincial office of Prato is located at the CROCE D’ORO

Contact the Chairman, Lydia B. Albini on 335 6187589 for all information and subscriptions.

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