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***TECNOLOGIA ITALIANA* Exhibit Showcases Italian Technology at 2010 Management Briefing Seminars**

TRAVERSE CITY, MI – Once again, the Italian American Alliance for Business and Technology will host the *TECNOLOGIA ITALIANA* exhibit at 2010 Management Briefing Seminars (MBS) from August 2-5. Last year's exhibit featured three exhibitors and four sponsors and drew attention from most of the 800+ MBS attendees. "We have experienced a high level of interest in this year's program, probably due to improvements in the US economy," stated Jim Meloche a director of the Alliance.

Meloche went on to say, "Our list of companies in Italy that are affiliating with the Italian American Alliance has been growing since last fall, and we expect at least twice the participation of last year in our exhibit." The Alliance is working closely with the Center for Automotive Research, organizer of MBS, to ensure that all of the networking and business development needs of *TECNOLOGIA ITALIANA* companies are met.

Massimo Denipoti, president of the Italian American Alliance for Business and Technology is extremely optimistic about opportunities for Italian companies in the US. He noted, "Difficulties of the past year and a half seem to have been resolved, and the Chrysler/Fiat collaboration will likely result in highly-desirable new business opportunities for domestic suppliers who partner with newly-arrived Italian suppliers. That is what we hope to facilitate with *TECNOLOGIA ITALIANA* in Traverse City"

Michigan can become an ideal place of business for new Italian companies who might follow Fiat to North America as it partners and transfers technology with Chrysler. And, for 45 years, the Management Briefing Seminars have been the place to make the best of such opportunities in the automotive industry.

The Italian American Alliance for Business and Technology (IAABT) is a non-profit organization founded by a small group of visionary Italian technology companies active in Michigan. Mission of the alliance is to promote Italian technology and serve the networking needs of Italian and American companies wishing to expand business opportunities in North America and in Italy.

For additional information, visit the *TECNOLOGIA ITALIANA* web site at www.tecnologiaitaliana.com, see www.IAABT.org or call (248) 227-6143.

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