



AMBASSADOR

AUSTRALIAN EMBASSY
ROME

29 April 2010

To Everyone at Ferrero,

On 29 April an event was held at the Australian Embassy in Rome to celebrate the Italian contribution to Australia, in short, to say "Grazie Italia". I am writing to express my gratitude for Ferrero's active involvement in the event and also for its invaluable contribution to the Australian economy over recent years.

The Italian contribution to Australia is clear in all walks of life and of course has been driven by the phenomenon of Italian migration which occurred a number of generations ago and means that in the modern day nearly one million Australians claim Italian origin.

In recent years the Italian contribution has been seen in particular through the activities of the numerous Italian companies which have set up operations in Australia. Ferrero is one of the most important of these and the "Grazie Italia" event provided an ideal opportunity to highlight the company's contribution to Australia.

Given the large Italo-Australian community, Italian food finds a receptive public in Australia and of course all Australians are aware of Italian excellence in this sector. Ferrero's flagship product Nutella was launched in Australia in 1978 and is now a common sight in many households, alongside other well-known brands such as Tic-Tacs. Where Ferrero has been particularly innovative and far-sighted is in basing some of its production in Australia. The factory in Lithgow, New South Wales is a major production centre, providing employment for many Australians.

The fact that the company produces from an Australian base for the Asia Pacific market is also proof of another facet of Australia, that for European companies in particular it can be a perfect bridge into the expanding markets of Asia and Pacific.

May I express personally and on behalf of the Australian government our appreciation for Ferrero's contribution to the success of the Australian economy in recent years. In particular we wish to thank the company staff who work in Australia and their Italian-based colleagues who together ensure the success of the company's operations.

I hope and trust that Ferrero will have a long and prosperous future in Australia.

Best regards,

A handwritten signature in blue ink, appearing to read 'Amanda Vanstone'.

Amanda Vanstone
Australian Ambassador to Italy