



## Aperi Kucha TLV – Made in Italy

### MISSION STATEMENT

#### Who we are

Since July 2015, a small group of volunteers, representing the young Italians living in Israel, created Aperi Kucha: a platform to develop and promote projects particularly interesting for their cultural, social and business impact between Italy and Israel.

The official committee of the Aperi Kucha is today composed of six members: Daniele Di Nepi, Fiammetta Martegani, Judith Sisa, Rebecca Treves, Ruben Vivanti, Giordana Mosseri, (responsible for the young people section of the COMITES).

#### Our Mission

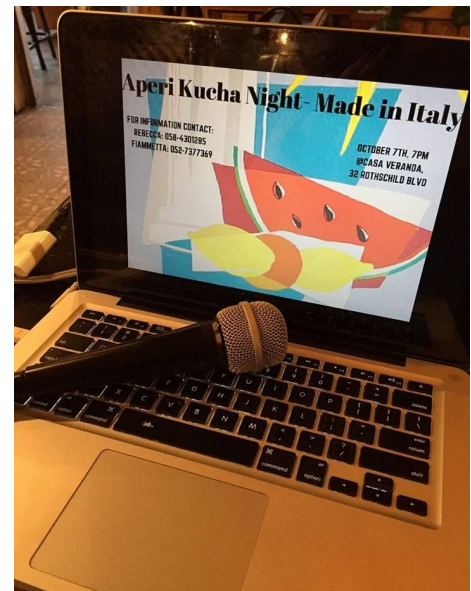
Aperi Kucha is a project born back in 2015 in order to bring in Israel the Made in Italy, both as a brand as well as lifestyle and cultural inspiration.

The goal is to create and develop a networking between Israelis, Italians living in Israel, and Italians just about to arrive, in order to promote business opportunities, integration of cultural exchanges as well as new technologies interaction, between the two countries, always dedicated to the development of high quality new products and projects.

#### Format

Aperi Kucha has been inspired by the Pecha Kucha, a unique format with Japanese origins today developed internationally, dedicated to present new and interesting projects in a limited time: 6 minutes and 40 seconds.

Aperi Kucha uses this mentioned format, involving a wider network of Italians, Israelis or international players looking to know more about the Italian culture and Italian excellences in Israel. During the event, a maximum number of 7 speakers present their project related to



Italy and Israel, each one according to a chosen style (help and wide support is offered by the Aperi Kucha team).

The number of the speakers can vary as well as the time given for the presentations. However the maximum time of the presentation overall, optimally, should not exceed one hour.

## **Locations**

Since the very beginning, the Aperi Kucha events have been hosted in exclusive bars in Tel Aviv city center. The location is always organized in order to support the presentation of the speakers using power point, short clips, pictures or videos.



Each event is usually concluded with an Italian style musical show.

## **Communication**

A Facebook page has been created for this project: since inception has recorded more than 1000 visits. The website was created in 2016.

## **Partnerships**

Aperi Kucha looks forward to potential collaborations with other partners, institutions or organizations, both Italian, Israeli or international, in order to enrich and diversified each event.

Aperi Kucha, since the creation, collaborates with the Comites - Tel Aviv, since has been the first public organ to recognize and promote their activities.

Aperi Kucha also collaborates with the Italian Embassy of Tel Aviv, with potential sponsorship or active collaboration for the creation of an event.

Since December 2015, Aperi Kucha also collaborates with the Italian - Israeli Chamber of Commerce, to promote collaboration between Aperi Kucha and Italian companies looking to develop future projects together.

Independently by the different partnership that can be created each time, Aperi Kucha remains an independent body, seeking each time new and useful collaborations. The decision is taken upon a formal agreement of the majority of the scientific committee, represented at least by two members of the Aperi Kucha team.

## The Sponsor

The Aperi Kucha events are non profit, and are realized thanks to the work and the collaboration of the committee's members as volunteers.

In order support the expenses related to the realization of each event, Aperi Kucha is seeking for sponsorship, both public or/and private funds.



*Rebecca Treves*



*Daniele di Nepi*



*Fiammetta Marteqani*



*Judith Sisa*



*Ruben Vivanti*



*Giordana Mosseri*

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