



Sergio Pininfarina receives the “Business and Culture Award” in New York

Friday, 30 May 2003

Sergio Pininfarina received the 2003 "Business and Culture Award" in New York today. The prize is awarded every year by the Italy-America Chamber of Commerce of New York to Italian personalities who, through their activity, have distinguished themselves for their role in advancing economic, cultural and political relationships between Italy and the United States.

The Chairman of the Chamber of Commerce, Berardo Paradiso, gave the following motivation for the award: "The long time contribution of your company to the globalisation of the Italian image, together with the contribution to the design and business world that range from automobile to industrial design to furniture, is representing the essence of modern Italy."

In recent years, the Italy-America Chamber of Commerce, a not-for-profit U.S. association that represents the interests of numerous American companies that maintain commercial relations with Italy, and those of Italian companies and institutions interested in establishing a presence in the North American market, has awarded this important prize to well-known Italians such as Carlo Azeglio Ciampi, Cesare Romiti and Luca Cordero di Montezemolo.