

## Japan

For **Japan's Ministry of Agriculture, Forestry and Fisheries**, we managed Japan's entire presence at the Boston Seafood show, including directing the design and construction of its pavilion and organizing and promoting an

*Authentic Japanese Seafood Breakfast*

. This resulted in coverage by

*The Boston Globe*

,

*Seafood Business*

and

*The Griffin Report*

– New England's leading food-industry newspaper – as well as other industry media outlets.

## Vietnam

On behalf of the **government of Vietnam**, we were retained to build public and industry support for normalizing relations with the US and to foster trade between the US and Vietnam.

This included managing a tour for Vietnam's ambassador to the US, Le Van Bang, and promoting the

*VietnAmerica Trade Fair*, Hanoi's

official welcome of US business to this former enemy nation. The kickoff event in Hanoi

included exhibits by Pepsi, KFC, IBM, United Technologies and Gillette. We generated positive media coverage by all US TV network news outlets, Agence France Presse, BBC, NHK,

*TIME*

,

*US News & World Report*

, and Associated Press, as well as

*The Boston Herald*

,

*Washington Times*

,

*The Advertiser*

and

*Vietnam Business*

.

Additional Vietnam engagements included promoting a second trade fair in Ho Chi Minh City and a new Export Processing Zone, as well as acting as press liaison for a State of Hawaii commercial tour of the nation. Our firm also arranged a sale of Smith & Wesson police equipment to the Ho Chi Minh City police department, and we set up a manufacturing operation for International Silver in Vietnam.

We are introducing the commodities-trading software company Trayport Ltd. (GFIG/Nasdaq). Its product has become the European Union's dominant carbon- and commodities-trading platform.

### The United Kingdom

To penetrate the nascent US carbon-trading market, which includes voluntary trading, Pirozzolo Company has arranged coverage of Trayport's *GlobalVision* trading platform in the general business and trade media that reach financial IT decision makers in commodities exchanges, brokerage firms, hedge funds and banks, as well as OTC traders, all of whom are eager to understand and capitalize on existing and future carbon-trading opportunities in North America.

Toward this aim, we managed media relations for a news conference/symposium, "Is Carbon Trading the Next Big Thing for US Business?" held in New York; it featured experts from Barclays Bank, the US Senate and Point Carbon, the world's leading information source on carbon trading. Our firm attracted 66 reporters from major business media and the investment press. Results included coverage by *Securities Investment News*, *Oil Daily*, *Platts Oilgram*, *Forbes.com*, Reuters, and Japan's NHK TV.

### Canada

We represented Atlantic Canada Opportunities Agency, a government trade agency, during the International Boston Seafood Shows in 2009 and 2010, generating several positive articles. We also wrote and placed a pro-trade editorial by **New England Canada Business Council president Leonard Gold** that appeared in several national and Boston media outlets.

On behalf of the **Wild Blueberry Association of North America**, a US-Canada agricultural trade association, Pirozzolo Company established a relationship with researchers at Tufts University's School of Nutrition to gain information that enabled us to claim that the blueberry is the number one antioxidant fruit or vegetable available in America

. We in turn placed articles or arranged coverage in national media such as

*TIME*, *Vogue*,

and both the

*Martha Stewart Living*

magazine and TV show. Our campaign recently resulted in a plug for the nutritional value of blueberries on the hit CBS dramatic series

*Numb3rs*

*Pirozzolo Company Public Relations ~ 30 Newbury Street ~ Boston, MA 02116  
617-959-4613 toll free (US) 866-399-4000*