



John Engler, Governor

Doug Rothwell, Chief Executive Officer
and Department Director

October 26, 1995

Messrs. Aurelio Cardella, Riccardo Ricotta and Enrico Gennaro
Turin Chamber of Commerce and
Centro Estero Camere Commercio Piemontesi
Via Ventimiglia, 165
10127 Turin
Italy

RE: **Strategic Trade Program**
Michigan - Piedmont

Gentlemen:

Thank you for the strong interest you have displayed in developing a strategic trade program ("STP") between the region of Piedmont, Italy and the State of Michigan. The STP would be a welcome addition to our existing trade strategies.

More specifically, the STP would allow us to promote business opportunities between Michigan and Piedmont, including, but not limited to, joint ventures, investment, joint-bids, co-production, licensing, technology transfers (herein collectively referred to as "Strategic Opportunities").

The Michigan Jobs Commission ("MJC") would be able to provide the following commitment to the STP for the period of one year beginning on October 27, 1995 and ending on October 26, 1996.

- Upon request by the Centro Estero Camere Commercio Piemontesi ("CECCP"), MJC shall conduct two searches, per month, in Michigan for strategic opportunity partners for Italian companies. Note that strategic opportunity partners means any company, organization, or individual interested in entering into a joint venture, investment, joint bid, co-production, transfer of technology, licensing, or other strategic alliance agreement.

201 N. Washington Square ♦ Victor Office Center — 4th Floor ♦ Lansing, MI 48913 ♦ Tel (517) 335-5884 ♦ Fax (517) 335-1947
Michigan Relay Center 1-800-649-3777 (Voice and TDD)

MJC Offices Worldwide: Detroit ♦ Toronto ♦ Mexico City ♦ Brussels ♦ Hong Kong ♦ Tokyo ♦ Harare

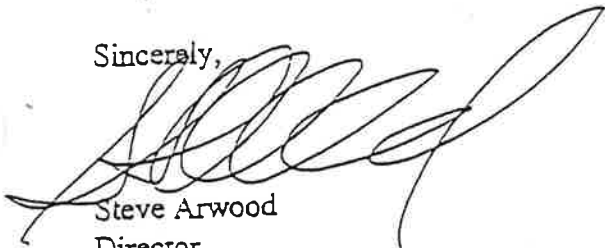
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Messrs. Cardella, Ricotta and Gennaro
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- MJC shall allow CECCP to advertise Strategic Opportunities, at no cost to CECCP, in MJC's newsletters, bulletins, catalogues, and other informational or promotional literature.
- MJC shall use its best efforts to organize a one-day seminar in Detroit, Michigan, to promote Strategic Opportunities between Michigan and Italian companies.
- MJC shall become familiar with CECCP personnel, resources, operations, and contacts, and shall use its best efforts to send one of its representatives to CECCP's headquarters in Turin, Italy for a one week orientation program.

Kindly note that the Greater Detroit Chamber of Commerce and the Detroit Economic Growth Corporation have both agreed to assist MJC in connection with the STP. I look forward to receiving your comments on what may be a mutually beneficial collaboration.

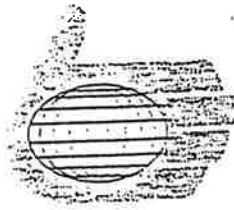
Sincerely,



Steve Arwood
Director
International and National
Business Development

CAMERA DI COMMERCIO,
INDUSTRIA, ARTIGIANATO
E AGRICOLTURA DI TORINO

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October 27, 1995

Mr. Steve Arwood
Director, International and National Business Development
Michigan Jobs Commission
201 N. Washington Square
Victor Office Center, 4th Floor
Lansing, MI 48913
U.S.A.

RE: Strategic Trade Program
Michigan-Piedmont

Dear Mr. Arwood:

Thank you for your letter dated October 26, 1995. The Chamber of Commerce of Turin and the Piemonte Region ("Piemonte"), through the Centro Estero Camera Commercio Piemontese ("CECCP"), welcome the opportunity to develop a strategic trade program ("STP") between Piemonte, Italy and the State of Michigan.

As you mentioned in the Letter, the STP would allow us to promote business between Piemonte and Michigan, including, but not limited to, joint ventures, investment, joint-bids, co-production, licensing, technology transfers (herein collectively referred to as "Strategic Opportunities").

The CECCP would be able to provide the following commitment to the STP for the period of one year beginning on October 27, 1995 and ending on October 26, 1996.

- o Upon request by the Michigan Jobs Commission ("MJC"), the CECCP shall conduct two searches, per month, in Italy for strategic opportunity partners for Michigan companies. Note that strategic opportunity partners means any company, organization, or individual interested in entering into a joint venture, investment, joint bid, co-production, transfer of technology, licensing, or other strategic alliance agreement.
- o The CECCP shall allow MJC to advertise Strategic Opportunities, at no cost to MJC, in CECCP's newsletters,

bulletins, catalogues, and other informational or promotional literature.

- o The CECCP shall use its best efforts to organize a one-day seminar in Turin, Italy, to promote Strategic Opportunities between Italian and Michigan companies.
- o The CECCP shall become familiar with MJC personnel, resources, operations, and contacts, and shall use its best efforts to send one of its representatives to MJC's headquarters in Lansing, Michigan for a one week orientation program.

We are glad to hear that the Greater Detroit Chamber of Commerce and the Detroit Economic Growth Corporation have both agreed to assist MJC in connection with the STP.

Sincerely,



Aurelio Cardella
Member of Board of Directors
Turin Chamber of Commerce



Riccardo Ricotta
Executive, Foreign Trade Department
Turin Chamber of Commerce

Enrico Gennaro
General Manager
Centro Estero Camere Commercio Piemontesi

