



PRESS RELEASE

Debora Patta wins Italian Women in the World Award 20 September 2010

e.tv congratulates Debora Patta for winning Italian Women in the World award on Saturday, 18 September in Bologna, Italy.

Organised by the Italian Women in the World association (IWW), an events network operating worldwide, the award recognises people of Italian origin who have achieved and built outstanding careers within the creative and innovative global industries.

IWW recognises Debora Patta for her outstanding success, excellence and her contribution to society in the communications industry in Africa.

Says Debora: "It's a great honour to be recognised by my country of origin. I am extremely proud of my Italian roots - so this is very exciting. It is also a great tribute to 3rd Degree and e.tv as they are regarded as making a significant contribution in Africa."

Debora has won several awards, including SA's Most Influential Women in Business and Government award in July this year, as well as the 2009 Vodacom Women in the Media Award.

Monde Twala, e.tv's channel head says: "We are extremely proud of Debora's latest win. Debora is a committed journalist and executive producer who continually aims to better and uplift society by exposing the truth and keeping the public informed. 3rd Degree has been successful for the past 10 years, and e.tv congratulates Debora for her ongoing investigative success."

The IWW has selected six entrepreneurs for this year's edition of the IWW worldwide. There are nine main fields: communication and events; nutrition, health and beauty; art and design; performing arts; alternative energies and recyclable products; information and communication technologies (ICT); science, research, technology, and engineering (SET); textiles and fashion; and tourism.

"The main goal of the award," says Patrizia Angelini, President of IWW, "is to promote the important role of the compatriots and other Italians who work abroad, through the spreading of personal success stories and highlighting the cultural and entrepreneurial effort."

This year's honoured jury who selected the awarded candidates are:

- Coordinated by the Unioncamere Emilia - Romagna Events Manager Lorenza Maccaferri
- Presided by the IWW Founder Patrizia Angelini
- Composed by Benedetta Rasponi (regional President of CNA Imprese Donna Emilia-Romagna)
- Pina Costa (Promotion, Communication, and Development Manager of Assocamerestero);
- Silvia Bartolini (President of the Consulta Emiliano Romagnoli in the World)
- Mary Mancinelli (Equal Opportunities Umbria Region)
- Anna Ventinelli (Linguistics Ca Foscari University of Venice)
- Ombretta Guerri (Territory Promotion Councilor of Maranello city)
- Renata Ortolani (journalist of "Il Resto Carlino")
- Giuseppe Sangiorgi (Press Office Manager of Unioncamere Emilia - Romagna)
- Paola Morselli (Vice President Confesercebti of Bologna)
- Massimo Salmucci (PLANNERS International Group)
- Liviana Zanetti and Daniela Camboni (President and Press Officer APT Servizi).

End Notes:

About IWW

IWW, Italian Women in the World was founded by journalist and anchorwoman Patrizia Angelini from Rai (Radiotelevisione Italiana). It is the first international network dedicated to fellow countrywomen and countrymen, and the promotion of the "Made in Italy" brand.

IWW is meant to spread Italian culture and language all around the world. The network extends from Italy to every other country to unite Italians in the world through a specific project of global communication. IWW is composed of women, partners, associates from Italy or of Italian origin.

About the award

Italian Women of the World award is reserved for Italian compatriots, living abroad or descendants, that operate from outside Italy, Italians living in Italy who work for other countries, or for sons and descendents of compatriots living abroad.