



GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

STATE OF CALIFORNIA ♦ OFFICE OF GOVERNOR EDMUND G. BROWN JR.

8/20/14

To the Attn. of: Luigi De Magistris, Sindaco di Napoli

- cc.: - Assessore allo S.viluppo Enrico Panini,  
- Assessore alla Cultura Nino Daniele,  
- Assessore alle politiche giovanili Alessandra Clemente  
- Presidente CCIAA, Maurizio Maddaloni  
- Vicepresidente CCIAA, Luigi Iavarone  
- Presidente CESVITEC, Vito Grassi

*Dear Sindaco De Magistris,*

It is this office pleasure to commend individuals and/or organizations and institutions for promoting initiatives to establish and strengthen the economic and cultural dialog between California and other international realities. We have recently become aware of Unite the Two Bays, a project miring to create ongoing avenues for economic and cultural exchanges between the city of Naples and the Region of Campania, and the Greater Bay Area of San Francisco, including Silicon Valley. We've learned with great interest that under the auspices of your patronage, and with the help of numerous private donors, public institutions and private corporations, on both shores of the ocean, the promoters of Unite the Two Bays --Campania Felix, LLC in collaboration with Associazione Skillpoint—have been able to bring to fruition in 2013 and early 2014 operations that are deepening not only the ties between these two very attractive and innovative regions of the world but are also furthering projects of economic, scientific and cultural collaboration. We have also learned that thanks also to the efforts of Unite the Two Bays Naples' Teatro di San Carlo and San Francisco Opera's in 2013 held a conjoined concert in San Francisco—about 400 instrumentalists and choristers on the same stage under Maestro Nicola Luisotti's baton—to celebrate the bicentennial of the birth of composer Giuseppe Verdi; that during the same year San Francisco's Mind the Bridge Foundation brought at the promoters' request its Job Tour Initiative to Naples which lead to the arrival to San Francisco of a number of Neapolitan startups to study at the Mind the Bridge Startup School on a full scholarship provided by the promoters and the sponsors of

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Unite the Two Bays; that the Italian Cultural Institute organized an exhibition exploring the connections between the Opera of San Francisco and the Teatro di San Carlo; and that a number of fundraising

events, which were attended also by the Mayor of Naples Hon. Luigi de Magistris, served as an occasion for the chief executives of the two cities, and a number of political dignitaries, to meet each other and lay the basis for the ratification of three protocols for the collaboration between San Francisco and Naples in the field of technology, scientific research and human rights. It was for example because of this agreements that in May of 2014 the University of Naples Federico Secondo and the University of California San Francisco organized an international scientific meeting at Naples' Castel dell'Ovo to discuss the relevance of prions and beta amyloids in the diagnosis and the prognosis of neurodegenerative diseases, the meeting was attended by Nobel laureate and by the world foremost researchers in the field. It is our understanding that the collaboration between the two cities—including the possibility of loaning each other major works of art for exhibiting at premier museums--are set to continue with an upcoming scientific meeting in San Francisco in 2015 and a number of young Neapolitan entrepreneurs and startappers coming to San Francisco between 2014 and 2015 to study the business environment of the region. This are precisely the kind of initiatives that this office likes to encourage and which serve to strengthen California position around the world as a place conducive to business, open to the understanding of different economic and cultural realities, and interested to promoting relations that are mutually enriching with innovators around the world. We wish therefore to encourage you to stay the course, to continue supporting Unite the Two Bays, and to cooperate with California based operators to advance the aims of this project. We also commend you for your fortitude and your determination in driving this initiative to fruition, and assure you that you will always find in California an attentive and cooperative partner for endeavors miring to strengthen bilateral relations such as Unite the Two Bays.

Sincerely,

Davide Bolognesi

Head of International Investor Relations

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