

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant 2. Registration No.

**Finley, McDermott & Co.
521 Fifth Avenue, NY, NY 10175**

4523

3. Name of foreign principal 4. Principal address of foreign principal

Italian Trade Commission

**499 Park Avenue
NY, NY 10022**

5. Indicate whether your foreign principal is one of the following type:

Foreign government

Foreign political party

Foreign or domestic organization: If either, check one of the following:

Partnership

Committee

Corporation

Voluntary group

Association

Other (specify) _____

Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. **Italian Ministry for Foreign Trade**

b) Name and title of official with whom registrant deals. **Angelo Infusino
Deputy Trade Commissioner**

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals.

c) Principal aim

NA

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8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal **NA**

b) Is this foreign principal **NA**

Owned by a foreign government, foreign political party, or other foreign principal Yes No

Directed by a foreign government, foreign political party, or other foreign principal..... Yes No

Controlled by a foreign government, foreign political party, or other foreign principal Yes No

Financed by a foreign government, foreign political party, or other foreign principal..... Yes No

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes No

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

NA

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

NA

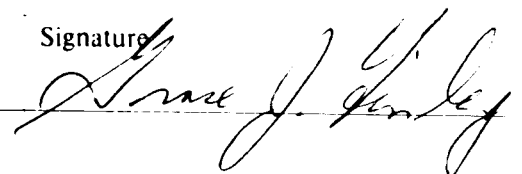
Date of Exhibit A

5/31/91

Name and Title

Grace J. Finley, Pr.

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Name of Registrant	Name of Foreign Principal
Finley, McDermott & Co.	Italian Trade Commission

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

The agreement is primarily an oral one, although it was preceded by a proposal (three copies attached). The proposal outlines the nature of support to be provided. However, certain elements will not be covered. The foreign principal already has a brochure and has a press relations officer, so these are unlikely activities. The registrant will be paid \$3,400 per month until such time as this agreement is terminated. No expenses are anticipated, but should they occur, they would be preapproved and paid separately.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Finley, McDermott & Co. will provide ongoing advice on markets and industries and respond to specific requests of the Italian Trade Commission for information and/or assistance with ongoing projects. From time to time, the firm will provide market research assistance to Italian companies as directed by the Italian Trade Commission.

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Finley, McDermott & Co. will assist in identifying industries and companies in the U.S. and Italy that might be interested in collaboration whether in the U.S. or in Italy.

The firm will identify appropriate trade shows and conferences for Italian participation and will assist at these events where appropriate. The consultant will assist in identifying topics of interest for the client's newsletter.


Finley, McDermott & Co. will assist in the preparation of seminars on cross cultural differences and business practices.

The consultant will respond to information requests from the Italian Trade Commission.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
5/31/01	Grace J. Finley President	

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, induce, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

A PROPOSAL TO PROVIDE CONTINUING SUPPORT TO THE HIGH TECHNOLOGY CENTER

Background

To date, the Italian Trade Commission has accomplished much of the preliminary work necessary to establish a successful High Technology Center. In a relatively short time an operational framework has been established by:

- assembling a team to execute the program's objectives
- conducting four market studies
- establishing initial contacts in the Italian and U.S. research communities
- organizing the first seminars
- participating in a high technology conference
- establishing data bases of Italian and U.S. companies interested in cooperative ventures
- starting a newsletter.

To assist the Italian Trade Commission in maximizing the effectiveness of its High Technology Center, Finley, McDermott & Co. submits this proposal to provide on-going support, especially in the following areas:

- updates on technology developments
- assistance in the creation and preparation of marketing tools
- deepening of contacts with all relevant constituencies
- creation of an on-going press relations and story placement program
- development of marketable products and services that fulfill needs of various constituencies
- identification of appropriate marketing opportunities and support for capitalizing on them
- assistance with data base updates and establishment of technology information sources.

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The objectives of the proposed work are to insure that in 1991 the High Technology Center achieves visibility and credibility. Visibility will be achieved by identifying all the constituencies of the high technology project and creating the appropriate outreach programs that will keep them informed. This will involve expanding the data base of contacts, keeping it updated, creating a variety of marketing tools and identifying promotional opportunities. Credibility will be achieved by developing and implementing programs that meet the needs of relevant constituencies in a timely fashion.

The assistance that Finley, McDermott & Co. proposes to provide would be a general overall support for the High Technology Center's objectives and programs. This assistance would include support for efforts in planning, program design and implementation.

Specific Work Examples

By its very nature, the high technology field is one of rapid changes, in terms of new trends and product developments as well as in terms of new companies and research efforts. It is essential that the High Technology Center be aware of new developments and changes in existing technologies that might impact its programs and/or directions and that would be of interest to its constituencies.

Finley, McDermott & Co. through its on-going work regularly monitors technology publications and has regular contacts with many of the members of the U.S. research community. The firm's president is a founding board member of The Technology Transfer Society and a frequent speaker on international technology transfer topics. The firm would utilize its contacts and experience to insure that the High Technology Center is kept informed about relevant technology developments. This work would have important implications for all of the Center's programs but would have specific impact on such programs as:

- story topics for the newsletter
- data base creation and updates
- seminar and workshop subjects
- trade show and conference participation
- press relations and story placement
- marketing tools.

Publications

In an effort to increase the visibility of the High Technology Center and to broaden and deepen its existing constituent base, several marketing tools need to be created. The most immediate need is for the creation of a brochure describing the High Technology Center, its objectives, organization and services as well as the ways in which one can access its services. The brochure must be carefully addressed to inform the following constituencies:

- Italian companies
- U.S. companies
- trade associations
- banks and financial institutions
- government agencies and economic development groups
- the press
- corporate, government and academic research communities.

Finley, McDermott & Co., working closely with the High Technology Center proposes to prepare an appropriate brochure that can serve as an introduction to the Center and its programs. The exact form of this important marketing tool would be determined in cooperation with the Center's staff. It is possible to develop one bound booklet or to develop a flexible brochure that includes differing content that would be inserted depending upon the intended audience.

Another important informational and marketing tool that Finley, McDermott & Co. would propose to assist in the preparation of would be a booklet detailing the methods of bidding on government contracts in the U.S. This publication would focus on agencies with contracts in the high technology fields. It would identify agencies, provide details on pre-bid qualifications, how to receive notice of relevant bids, show examples of forms used in bidding and provide specifics on how to prepare a valid and potentially winning bid. This work would clearly specify the accessibility of various agencies to foreign bidders and also include information on specific requirements for foreign bidders. As a corollary to this publication, Finley, McDermott & Co. would propose to assist the Center in establishing a continually updated data base of government contracts in high technology areas that would be matched to Italian companies that have expressed interest in receiving this information. This is an area where the Center could market its services for a fee, i.e., Italian firms would pay a fee to be a part of this network and receive notification of relevant bids. This could eventually be expanded to providing companies with assistance on bid preparation. A program such as this can have positive results in fostering cooperative ventures between Italian and American companies since some bids have domestic content requirements or would necessitate a U.S. partner.

With its data bases, the High Technology Center would be able to provide a broad array of assistance, including the names of potential U.S. suppliers and/or partners.

The newsletter would also be a publication that would receive support under this proposal. This publication is a very valuable tool in maintaining contact, providing information and leads and in helping to enhance the image of Italian technology in the U.S. Finley, McDermott & Co. would work closely with the publication's editor to provide any needed assistance. This assistance would include, but not be limited to the following areas:

- identification of story topics
- identification of suitable reprints of technology stories and assistance with necessary permissions
- identification of potential candidates for interviews and assistance in arranging for and/or conducting these interviews
- identification of potential joint venture and technology transfer leads to be highlighted
- assistance with preparation and updating of lists of those to receive the newsletter
- assistance with writing and story preparation as needed.

It is anticipated that 4 issues of the newsletter in English and Italian will be issued in the coming year. Finley, McDermott & Co. would propose to provide broad support for this effort from the identification of technology trends that merit attention to assistance with writing, interviewing and identifying the proper audience for the publication.

Seminars/Workshops

Seminars and workshops are important components in any educational marketing campaign. Finley, McDermott & Co. proposes to provide support for the High Technology Center in its efforts to organize and run a series of specific seminars/workshops. This support would include but not be limited to the following:

- identifying appropriate topics
- identifying subjects to be discussed for each topic
- identifying appropriate speakers and assisting in contacting and securing the participation of these speakers
- helping to identify appropriate venues
- determining dates for specific seminars (checking to determine that there are no conflicting events on a particular date; assessing and making recommendations on possible tie-ins with other events)

- assistance on logistical planning
- support in preparation of invitations and invitees list
- assistance in follow-ups to invitations
- participation in events as appropriate
- follow-up evaluations of each event.

The exact number and nature of seminars/workshops would be determined in close collaboration with the High Technology Center. However, some possible topics would include:

- * Industry-specific matchmaking workshop for Italian and American companies
- * Technology-specific seminar for members of the Italian and U.S. research communities
- * Seminar on the High Technology project for members of the Italian and American banking and financial communities
- * Cross-cultural training workshops for Italian and U.S. companies, concentrating on differences in business practices.

Promotional Activities

In addition to holding in-house seminars and workshops, participation in appropriate seminars, conferences, trade shows and conventions is an important element of any outreach program. Finley, McDermott & Co. would propose to:

- identify appropriate vehicles for participation by the High Technology Center
- assist in making arrangements for that participation
- provide training and support to staff in preparing for the event
- participate in these events as appropriate
- provide follow-up evaluations of each event.

Each event identified for participation must be carefully chosen to be appropriate and in keeping with the overall objectives of the Center. Care must be taken to insure that these events reach an identified target audience and that participation is cost effective.

Another element of the outreach program should be carefully designed targeted mailings of the Center's brochure. This brochure must be

accompanied by a personal letter specifically designed to appeal to each target segment. Finley, McDermott & Co. would assist the Center in the preparation of these letters as well as in the development and updates of the lists of target audiences to receive them.

An important element in any promotional program must be the establishment of an on-going press relations effort. Finley, McDermott & Co. would provide support and assistance to the High Technology Center in developing press kits, identifying events that merit press releases, writing press releases, identifying those to receive releases and keeping this list updated.

To maintain credibility, press releases must provide information on newsworthy and timely events. Seminars, trade show participation, joint ventures and news of new Italian technologies are all valid examples.

In addition to the press relations program, Finley, McDermott & Co. would assist the Center in a story placement effort. This effort would include:

- identification of potential publications
- contact with editors and authors
- identification of potential story topics
- assistance on story preparation as needed

Other Activities

In successfully designing and marketing a program, it is always important to know who the "competition" is and what they are doing. Many other nations are attempting to mount high technology projects in the U.S. Finley, McDermott & Co. would undertake to contact these agencies and determine the nature, state and scope of their activities. Any brochures or promotional literature would be collected and a report on these activities would be prepared for the High Technology Center. This report would identify any program elements that may exist in these programs but are missing in the Italian effort.

The report would provide an assessment of any on-going efforts and make recommendations on any lessons that the Center can learn from them.

Finley, McDermott & Co. would also assist the Center in its contacts with the U.S. economic development community. The firm's president is a member of the Board of Directors of the National Council for Urban Economic Development and President of the New York State Council for Urban Economic Development. These positions give the firm access to all of the major players in the U.S. economic development community.

The firm would use this access to help introduce the High Technology Center to this important group. Many states and localities are actively seeking to find joint venture partners for their companies and it is important that the Italian Trade Commission establish a working relationship with them. The assistance that Finley, McDermott & Co. would provide, would include but not be limited to the following:

- identify the regions that offer the greatest prospects
- identify the agencies and those within them that can be most helpful
- assist in the design of appropriate mailings
- contact individuals personally
- provide introductions to members of the Center's staff
- help organize workshops where appropriate.

The objective of the Center's activities are to achieve cooperative ventures between Italian and U.S. firms in high technology areas. One of the most important tools in achieving this objective is the data base and most specifically the use of the data base. Finley, McDermott & Co. would work with the High Technology Center to expand methods of updating and expanding the existing data base and would also assist in actually using the data base to match companies. The Center's role as a matchmaker must be proactive, especially in the early stages.

To insure that adequate resources are available to staff and to potential users of the Center's programs, Finley, McDermott & Co. would propose to assist in the establishment of a basic technology resource library. The company would also prepare a bibliography of readily accessible sources that companies can use to help them. This bibliography would include government and corporate publications, tax and legal publications and research guides.

As the Center's programs become operational and more widely known, there will be an opportunity to develop services that are tailored to specific needs and are provided to companies on a fee basis. Providing details of U.S. government contracts to companies was one example mentioned above. As the work progresses more opportunities will present themselves. Finley, McDermott & Co. would assist the Center by identifying potential services, assisting in their design, identifying potential buyers and assisting in determining the pricing.

Summary

This proposal is designed to provide the High Technology Center with general overall support and assistance in planning, program design and implementation. To achieve this goal the proposal needs to be flexible

and responsive to needs as they develop. This is the intent of the proposal. Specific work examples cited are meant to be indicative, not all inclusive.