



*The Ambassador*



*Embassy of Italy  
Washington*

It is my great pleasure to contribute some introductory remarks for the 2015 edition of Eduitalia's Guide "Study in Italy". This initiative is part of the many activities which, by bringing American students to Italy, contributes to confirming Italy's position as US students' second favorite destination in the world, and their first preferred non-English speaking country.

This speaks volumes about the attraction that Italian culture and language exerts over Americans, regardless of their origin. We are proud to share the very best of what our Country has to offer in terms of our great cultural heritage and tradition, but also our capacity for innovation and research: science, art, film, music, theater, photography, food, design, the beauty of our landscapes, literature... and, of course, the Italian language.

The great success of the AP Italian Language and Culture Exam is absolutely meaningful. The 18% increase registered in the number of exams taken in 2014 is testament to the huge interest towards our language which is spreading throughout the USA. The reinstatement of Italian in the AP Program – strongly promoted by the Government of Italy and supported by major Italian-American Organizations and various important Italian companies – has been pivotal in promoting the Italian language in the United States. Those taking AP Italian can earn credits valid at the university level while still in high school. The prerequisites are there: over the course of the last ten years, America's desire to learn Italian has grown continuously – our language is trendy and increasingly seen as an expression of culture, art and style, but also a tool opening work opportunities.

The synergy launched with Eduitalia and a number of scholarships offered by this institution to students who register for the AP Italian exam are a wonderful added incentive. In fact, these students can win and, subsequently, experience Italy as a destination during their program of studies. And, as we all know, the best way to improve one's language skills is to practice them on site – in the Country where the language is spoken. During the ceremony that was held last October to award these scholarships, the winners spoke in glowing terms of their experiences in Italy over the summer, which were made possible by Eduitalia. What better way to promote the Italian language and culture than the words of the very students!

Thank you, Eduitalia, for your repeated support, and we trust we will be able to confirm this success in 2015.

I wish happy and productive studies in Italy to all – buono studio!

*Claudio Bisogniero*