



# Naples - City Business Guide

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## Overview

Naples is the fast-paced capital of southern Italy, a city that likes to promote its individuality. Its recent cultural revival has resulted in the restoration of several museums and cultural sites, as well as a rejuvenation of its contemporary art scene. While steps have been undertaken to preserve and celebrate the city's musical and literary heritage, a large part of this renaissance has been about promoting new genres like Neapolitan rap and up-and-coming writers. Neapolitan theater has regained renown with the Falso Movimento troupe. Naples' tourism has increased 40% in recent years.

## Business Etiquette

- \* Customary attire is professional and stylish.
- \* If possible, use third-party introductions.
- \* The customary greeting is a friendly handshake.
- \* If your associates have academic or professional titles they should used when you address them.
- \* It is custom practice to exchange business cards with everyone present, following the introductions. Exchange cards first with older associates and women.
- \* Schedule appointments in advance. Times to avoid are early morning and just after lunch. Show up punctually.
- \* Extensive discussion and even back-channel methods are common in business negotiations. Interruptions and haggling are also frequent.
- \* Business meals often last many hours. If you are picking up the tab, arrange it in advance.
- \* Sensitive topics that should be avoided in conversation include World War II and the Mafia.
- \* Greet everyone individually with a handshake. Avoid greeting the group as a whole, for example with a wave.
- \* If invited to meet family, accept the offer.

## Chamber of Commerce

**Camera di commercio di Napoli** Tel. +39 081 7607111 ; [www.na.camcom.it](http://www.na.camcom.it)  
**British Chamber of Commerce Riviera di Chiaia** 124, 80100 Napoli, Tel.: +39 081 683-468 ; [www.britchamitaly.com](http://www.britchamitaly.com)

## Embassies and Consulates

**German Consulate** Via Crispi 69; Tel.: +39 081 248-8511 ; [www.auswaertiges-amt.de](http://www.auswaertiges-amt.de)  
**U.K. Consulate** Via dei Mille 40; Tel.: +39 081 423 8911 ; [www.fco.gov.uk](http://www.fco.gov.uk)  
**U.S. Consulate** Piazza Repubblica 2; Tel.: +39 081 583-8111 ; [www.usembassy.it/naples](http://www.usembassy.it/naples) ]  
**French Consulate** Via Crispi 86 - 80121 Naples ; Tel. : +39 081 598 07 11 ; [www.expatries.diplomatie.gouv.fr](http://www.expatries.diplomatie.gouv.fr)

## Business Centers

Most large hotels also have business centers that offer many of the same services that independent centers provide.  
**Centro Il Faro** Via Nazionale delle Puglie, Casalnuovo di Napoli; Tel.: +39 081 522-3306 ; [www.il-faro.com](http://www.il-faro.com)  
**Easy Offices** Via della Costituzione; Tel.: +44 0870 240 8378 ; [www.easyoffices.com](http://www.easyoffices.com)  
**Italy Center** Via Nazionale delle Puglie, 7, 80013 Napoli Casalnuovo ; Tel. : +39.081.5222687 ; [www.italycenter.it](http://www.italycenter.it)

## Conference and Exhibition Centers

**Starhotel Terminus Naples** Piazza Garibaldi, 91; Tel.: +39 081 7793-111; [www.starhotels.com](http://www.starhotels.com)  
**The Mostra d'Oltremare Center** P.le Tecchio, 52; Tel.: +39 081 7258-000

## Translation Offices

**New English Teaching** Tel.: +39 081 884 3781 ; [www.new-english-teaching.it](http://www.new-english-teaching.it)  
**Monica Paolillo** 15 via Martini della Liberta S. Giorgio a Cremano 1 80046 Napoli; Tel.: +39 081-270462. Fax: +39 081 270462 ; [www.medizin.li](http://www.medizin.li)  
**Giancarlo Avellino** Tel.: +39 081 526-6267

## Courier/Messenger Services

**UPS** Tel.: +39 800 877-877 ; [www.ups.com](http://www.ups.com)  
**DHL** Tel.: +39 199 199 345 ; [www.dhl.it](http://www.dhl.it)  
**FedEx** Tel.: 800 123 800 - Outside of Italy : + 39 02 2188444 ; [www.fedex.com](http://www.fedex.com)

## Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels also offer business centers equipped with computers and Internet access. Outside hotels, cyber cafes are available including:  
**Internet Cafe di Napoli AITIF** Piazza Garibaldi 73 (2nd floor); Tel.: +39 081 19565661 ; [www.mds.it/icafe](http://www.mds.it/icafe)  
**Blublu.it** Tel.: +39 081 877 4606 ; [www.blublu.it](http://www.blublu.it)  
**ClicNet Internet Café - Access Service Provider** Tel.: + 39 081 5529-370 ; [www.clicnet.it](http://www.clicnet.it)  
**New Print Service** Tel.: +39 081 5793-699 ; [www.newprintservice.com](http://www.newprintservice.com)

## Visas & Customs

Citizens of EU countries, US, Canada, Israel, Japan, Switzerland, New Zealand, and Australia do not need a visa for tourist visits up to 90 days. Regardless of your nationality, you are advised to register within eight days of your arrival with the foreigners' police if your stay in one city is longer than a week. If you are staying at a hotel, the staff will be able to take care of this. Duty-free allowances are 200 cigarettes or 100 cigarillos or 50 cigars or 250g of tobacco; 750ml of spirits (over 22% proof), or 2 liters of fortified or sparkling wine; 60g of perfume and 250ml of eau de toilette; 500g of coffee or 200g of coffee extract, and; 100g of tea or 40g of tea extract. Travelers arriving in Italy after visiting other countries are allowed to carry souvenirs purchased in other countries up to a total value of US\$500, and only a verbal declaration is required.

## Phone Information

The country code for Italy is 39. The area code for Naples is 081.

## Emergency Phone Numbers

Dial **112** for Carabinieri's service Dial **113** for the police service Dial **115** for the fire department Dial **116** for the A.C.I. (Italian Automobile Club) - for road side assistance Dial **118** for Medical Emergency

## Tips and Rules for Use of Phone in Country

Long-distance calls within Italy are dialed in the same way as local calls: the city code plus the number. Area codes contain one to three digits. Direct international calls can be made by dialing 00 to get out of Italy, then the respective country and area codes, and the number. For general information in English, dial 176. To place international telephone calls via operator-assisted service (or for information), dial 170 or long-distance access numbers. Public telephones are available throughout Italy. A local call from a public telephone requires the use of coins or calling cards. Toll-free numbers start with 800, while premium numbers begin with 116 or 900.

## Tips and Rules for Use and Rental of Mobile Phones

Italy's primary cellular standards are GSM, RTMS450, and ETACS. If you choose to bring your cellular phone into Italy, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service. Cellular phone numbers begin with 3. The three digit dialing code identifies the carrier.

## Money

As of January 1, 2002, euro became the official currency. Euro notes are available in denominations of EUR5, EUR10, EUR20, EUR50, EUR100, EUR200, and EUR500, while coins are in 1, 2, 5, 10, 20, 50 cents, and EUR1 and EUR2. The euro is divided into 100 cents.

## Tipping

- \* **Restaurants** 15% service is usually included, but it's customary to tip another 5 to 10% for good service.
- \* **Bars** Service is generally included, but it's customary to leave ITA200 for a coffee standing at a bar. If you sit at a table, prices are higher, and you should add a 15 percent tip
- \* **Airport Skycap/Porter** ITA1500 per bag
- \* **Taxis** 10% of the fare
- \* **Hotel Bell Desk** EUR1.50 per bag
- \* **Hotel Housekeeping** EUR1 per night
- \* **Hotel Room Service** 15 percent
- \* **Parking Attendant/Valet** EUR0.50
- \* **Haircare/Personal Services** 5 to 10% percent

## Time Difference

Italy is in the Central European Time Zone, one hour ahead of Greenwich Mean Time.





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## VAT & Taxes

VAT percentage range between 4% (food for every day consumption such as milk, pasta) and 20% (sport equipment, shoes, cars, garments and jewelry).

## Voltage

The electrical current in Italy is AC; the cycle is 50Hz 220 V. Plugs have round prongs.

## Local Transportation

Naples's transit system offers the Giranapoli, a 90 minute ticket that works for all of the Naples municipal public transits; a day pass is also available. The R1 through R4 are shuttle buses that runs frequent routes of major junction. The E1 loops in the city center. Funiculars take passengers up and down the hills of Naples.

Taxis are efficient and reasonable transit options. However, avoid unofficial taxis. Make sure that the meter is turned on and always get the receipt. Taxis can be flagged down, but empty taxis usually wait at designated taxi stands. Driving in Naples is not recommended.

## Health Info

No vaccinations are required for Italy, but exercise normal precautions, and take special care in the summer to avoid sun and heatstroke. Tap water is potable. Food is safe.

## Climate

Naples enjoys a generally moderate climate, except for the scorching heat of its summers. Average winter temperatures are about 40 degrees Fahrenheit in winter and 90 degrees Fahrenheit in summer.

## Public Holidays

- \* **New Year's Day** January 1
- \* **Epiphany** January 6
- \* **Easter** Sunday in mid-March or early April
- \* **Easter Monday** Monday after Easter
- \* **Liberation Day** April 25
- \* **Labor Day** May 1
- \* **Anniversary of the Republic** Sunday nearest June 2
- \* **Assumption** August 15
- \* **St Gennaro** September 19
- \* **All Saints' Day** November 1
- \* **Immaculate Conception** December 8
- \* **Christmas** December 25 St.
- \* **Stephen's Day** December 26

## Where to Eat

Naples' most famous restaurant is **La Sacrestia**, where traditional Neapolitan flavours receive a contemporary interpretation. **Brandi** is said to be where they invented the pizza margherita in 1889 in honour of the visiting Queen Margherita of Savoy. Created in 1916, the trattoria **Zia Teresa** is the place where politicians and show business stars meet to eat Mediterranean and Italian cuisine. **A Santa Brigida** is also popular for Neapolitan dishes, while posh eatery Caruso offers exquisite seafood-based meals and a spectacular view. One of the oldest restaurants and an institution in Naples is **Bellini**, which features appetizing pizza and seafood. At the stylish restaurant **La Cantinella** the food is traditional Neapolitan with touches of Continental and beautifully prepared and served.

## Local Gift Ideas

A good selection of Naples' most representative handicraft, the Presepe (nativity scenes), can be found in shops along the Via di San Gregorio Armeno in Spaccanapoli. Naples also offers good shopping for Italian fashion brands, particularly men's clothes and accessories. Contemporary works by local artists also make unique gifts.

## Leisure Time

The archaeological sites in Pompeii and Herculaneum make for interesting excursions. Extinct volcanoes are the draw of Campi Flegrei, while a splendid example of the region's Roman architecture is the Anfiteatro Flavio in Pozzuoli. On display at Muzio Archeologico Nazionale is an extraordinary collection of Italian sculpture, painting and mosaics.

The much-praised Teatro San Carlo opera gives performances between December and May. The Teatro Mercadante has a year-round program of touring Italian theater. Naples' vivid nightlife ranges from trendy discos to cozy piano bars. Many nightclubs operate on a membership system; in such cases, getting a membership card is recommended. The area around the bay hosts the best nightclubs.

A walk along the waterfront through Santa Lucia can be romantic, particularly at sunset.