

**Remarks on the Occasion of the 2006 Business Excellence Awards  
Sponsored by the Italian Chamber of Commerce and Scotiabank  
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The business of business is to foster the good life. And the good life is more than prosperities, profits and economies. The business of the good life is to bring a style of invention and entrepreneurship that make cities more than sustainable, more than livable; it is to give citizens a faith that to do things well is better than just getting the job done. Great business becomes vision; it move citizens beyond the notion of the world of aspiration.

As Toronto's ambassador for culture, my business is to champion the arts. But art begins when creativity is seen as a way of life, a way of raising families, a way of constructing buildings, a way of taking pride in everything we do. When business is combined with ethic and imagination it makes for great citizenship; great citizens create prosperous economies, because they are by excellence.

Excellence is a mind set, not a strategy. Excellence is a style of intelligence that makes a business of culture and a culture of business. A city that is just a place of opportunities becomes impoverished; a city with builders and leaders that create with care and imagination attracts investment, and it attracts the loyalty of one's children, those who will inherit the civic enterprise.

These Business Excellence Awards are given to those who have applied some imagination beyond the world of the cost effective. They are given to those who took risks in imagining more than they could bank on, and so got more than they banked on, in a style of city-making that is Italian; in the tradition of great Italian cities, in a spirit that married commerce and aesthetic.

Toronto is aware of what Italians have given to it. It is time to give Toronto what it did not expect – a tradition of excellence moored by a civic care shown in aesthetic, cultural investment and a protocol of business that makes graciousness the ultimate seductor of cooperation. The Italian Chamber of Commerce is dedicated to this ideal, and congratulates those who have made this city their own, by innovation for the common good. It is an ethic that must spread if we are to leave the legacy commensurate to the dreams we emigrated with. Toronto is not just a place of opportunity; it is a town we have built, and that we now invest with loyalty, care and passion. And this is our gift to the global city.

Pier Giorgio Di Cicco  
City of Toronto Poet Laureate