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## Research on the Integration of Chinese Immigrants in Turin: A Case Study of Bar Francesca

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### Abstract

Integration of immigrants, particularly their social integration, is a core keyword in the studies in Italy on immigration nowadays. Negative conducts of Chinese immigrants in Italy in their social integration are in stark contrast to their economic success. This contrast has long been criticized by Italian authorities and academic community. From January to May 2016, the author undertook a case study on the integration issues of Bar Francesca, which was run by a Chinese family in Turin and on the basis of the survey the author wrote this article. From the perspective of a family and a small bar, this paper tries to achieve an understanding of the integration of Chinese immigrants and interpret the successful interaction between Chinese in Turin and the local community. This article studies the challenges and countermeasures in the integration of Chinese immigrants, especially in the process of social integration and it provides references and suggestions for the benign interaction of Chinese immigrants with the local society and the integration of Chinese community in Turin and even in Italy. It also calls on a wider participation of both official and academic circles of China and Italy to provide assistance and incentives for the full integration of Chinese immigrants so that this group can play a more active and important role in the new era of Sino-Italian relations.

**Key words:** Italy; Turin; Chinese immigrants; Social integration

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### INTRODUCTION

The Italian word “integrazione” or its cognate and synonym in English, integration, is a core keyword in contemporary Italian Intercultural Communication Studies and is also a highly repeated topic in its Immigration Studies, especially in the studies on Chinese immigrants in Italy. According to the Grande Dizionario della Lingua Italiana, published in 2015 by an Italian authoritative dictionary provider Garzanti, “integrazione” means “entrare a fare parte di un ambiente, di una struttura adattandosi a essi”, namely “to become a part of an environment, a structure and adapt to it.”

Forty years ago, the entire Chinese immigrants in Italy were no more than four hundred (Carchedi & Ferri, 1998); since 1980s, Italy has gradually become one of the most important migrant receiving countries in Europe and the number of Chinese immigrants in Italy started to grow sharply (Marsden, 2014); since the beginning of the new century, the number of Chinese immigrants in Italy has been increased to 50,000, surpassing the number of immigrant groups from any European country except Russia (Laczko, 2003). Now, in Italy there live about 350,000 Chinese immigrants with Chinese nationality. In the European countries, Italy has the most numerous immigrant group in which people still hold the passport of People’s Republic of China (Cologna, 2016), of whom about 80% come from Wenzhou and Qingtian in Zhejiang (Silvestri, 2014). On the one hand, the majority of them have been long-term and stably living and working in Italy; on the other hand, they pay great attention to their connections to their motherland and hometown

(Cologna, 2014). During the recent twenty years, with the continuous growth of the number of Chinese immigrants and the improvement of their economic status, how to help Chinese immigrants successfully become part of the Italian community and avoid violent clashes with the local community has become an increasingly important issue for the Italian government and academia.

The most classic and widely recognized judgment of Italian scholars on Chinese immigrants' problems is "hot economy and cold culture" or "economic inclusion, social exclusion". Some scholars also call it Cultural Lag (Berzano, 2010). Researches on Italian Chinese immigrants are increasingly concerned about the social and cultural dimensions of the integration problem. How to deal with the "gap between the inclusion of immigrants in the economy and their lack of integration into the social fabric" (Pieke et al., 2004) has become a core topic.

The author has no objection to the fundamental assertion of Italian academic circle on the issue of integration of Chinese immigrants because it does reflect the overall integration status and characteristics. However, that does not mean that all Chinese immigrants reject social and cultural integration. It is probably due to limitations of their economic status, educational level, and the legal system and other aspects: It's not likely for them to get the recognition and acceptance of the local community. Indeed, the improvement of their economic status and material conditions as well as a higher level of education are in favor of the social integration of immigrants (Cologna, 2015), but this is not to say that opportunity of social and cultural integration can only belong to the elite.

As scholars studying social problems, we cannot be satisfied with the overall static description, but should conduct continuous dynamic observation and try to find new trends and new changes from special research subjects and then explore the possibilities which may lead to new changes of the overall situation. From January to May 2016, author was a visiting scholar at the ToChina Centre at University of Turin, where he conducted a survey on the interaction between Chinese immigrants in Turin and the local community. The author personally contacted the Bar Francesca and found its good integration with the local community instructive and exemplary, and then conducted a case study on it. The investigation includes 2 to 4 hours of participant observation per day during the five months, 50 semi-structured qualitative interviews with guidelines (each interview's duration is 90 to 180 minutes) on the bar staff, customers and other bar practitioners in this community and a large amount of feedback and communication with investigated subjects. The case of Bar Francesca just proves that, open and sincere attitude and appropriate efforts can help ordinary immigrants simultaneously achieve economic and social integration and they can even be expected to build a

platform and provide help for mutual recognition and acceptance to more immigrants and local society.

This article was written on the basis of the investigation, trying to understand the overall situation from the perspective of a family and a small bar. It is intended to interpret the successful interaction of Chinese immigrants in Turin with the local community, study the challenges and countermeasures of Chinese immigrants in the integration process and provide references and recommendations for the positive interaction and integration of the Chinese community and the Italian community. The article firstly provides a brief introduction of the basic situation of Bar Francesca, and then explores its successful practice in terms of integration from three aspects, analyzes the facts and at last draws conclusions from lessons learned.

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## 1. BAR FRANCESCA OVERVIEW<sup>1</sup>

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Bar Francesca (later referred to as F Bar) was opened in 2011 and it has been in business for five consecutive years. It is located in Turin's main street Corso Regina Margherita and in the block of Lungo Dora Siena, about 300 meters away from the Campus Einaudi of University of Turin and very close to several densely populated residential areas such as Montebello. F bar's indoor business area is more than 50 square meters and there is a small glass shed on the sidewalk outside the door with more than ten seats.

Its customers are mainly from three groups: First, residents of nearby communities and they come to the bar throughout the day and enjoy their breakfast, lunch and aperitifs at the bar; second, students from Campus Einaudi; third, employees from plants along Dora River and they mainly come for lunch.

The owners and operators of F bar are a couple from Wenzhou. The husband is 45 years old and the wife is 44 years old. Their 22-year-old eldest son is a full-time waiter in the bar and they also have a Romanian kitchen helper. This couple has three daughters and they all are minors, still studying and not involved in the work in the bar. Initially this bar was run by an Italian. The business in general was average and there was no significant difference with other bars in the vicinity. Five years ago, he intended to sell this bar. The present proprietress of the bar discussed with him and claimed the right to work for several months before deciding whether to take it over. After the boss agreed, she worked in the bar for five months and got familiar with the business as well as the customers. The harmonious relationship with customers gave her confidence, prompting her to take it over with a fee of 150,000 euros.

The business of F Bar currently is booming. It has a harmonious relation with the local population and has

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<sup>1</sup> All the description of personal information in this paper has the consent of the parties.

frequent exchanges with locals. It actively provides assistance for new immigrants to help them integrate into the local community and also does a lot of work for the promotion of Chinese language and culture in the local community. This family owns their own house and cars in Turin and they are leading a relatively stable and prosperous life. They have neither intention to return to China nor any plan to expand the size of the bar or open new branches.

## 2. THE SUCCESSFUL ATTEMPT OF F BAR ON INTEGRATION

This chapter will describe and analyze the successful attempts of F Bar on integration from three aspects.

### 2.1 Daily Operations Adapted to Local Conditions

The successful operation of the bar ensures its integration at the economic level: If it could not generate enough economic benefits, F Bar would be in danger of bankruptcy. In the daily operations of F Bar, the consistently hard-working spirit of Chinese immigrants has been observed. This also has been considered an important factor for the business success of Chinese immigrants in Italy (Cologna, 2005). However, it is not a sufficient condition for the successful integration. How does F Bar adapt to the customary, psychological and cultural needs of the customers and the community in order to win commercial success, recognition and acceptance? The question is worth exploring.

First, it is crucial to determine who will be the major customer groups, i.e. the so-called target customers. F Bar did not choose the old way of many Chinese catering enterprises to open a Chinese restaurant or a restaurant of snacks and foods with Chinese characteristics, and therefore it is not an ethnic restaurant, which is mainly patronized by Chinese compatriots, nor a curiosity satisfying exotic business (Genova, 2010). The former is more common in Chinese concentrated area, such as the Porta Nuova Railway Station and Piazza Repubblica; the latter appears in tourists' favorite urban areas, such as the bustling commercial street Via Lagrange and the like. The community where F Bar is located has very few Chinese residents and tourists there are scarce. Selecting locals as the main customer base is a wise choice of F Bar. The three groups introduced in the introduction section provide a high attendance at this bar.

The second is to choose an operation way which is familiar to, accustomed to and accepted by the local customers. The name of the bar comes the first. Francesca is the most common female name in Italy and it is not like "Huaqiao (Overseas Chinese)" or "Benda"<sup>2</sup> or other

Chinese names which sound strange<sup>3</sup> to local people, nor like "Ti amo (I love you)"<sup>4</sup> which seems awkward and weird. A common female name makes local guests feel familiar, friendly and easy to accept. In terms of decor and furnishings, it is no different from ordinary Italian bars. It has indoor and outdoor partitions, pay-to-use darts and games, "Toilette" for guests to use and staff private toilet marked with the word "Privato". The menu and other promotional indications (such as "No Credit") are all written in Italian. The main dishes of this bar are common Italian foods and drinks, such as pasta, prosciutto, common cheese, coffee and alcohol and so on. *La Stampa*<sup>5</sup>, *La Gazzetta dello Sport*<sup>6</sup> and other mainstream Italian newspapers rather than *European Times*<sup>7</sup> are neatly stacked on the table at the door; the television is broadcasting Rai News and quiz shows instead of CCTV4. When local customers come to the bar, they will not have any awkward feelings. Conversely, if it takes the "non-mainstream" direction, it is possible to make local people have two concerns: they may not know what F Bar offers or worry about paying a high price for psychological adventures. And for ordinary factory workers who just want to have a lunch, either "adventure" is not worth trying.

The third is a reasonable business hours schedule, which also wins initiatives for F Bar in the peer competition. The surrounding competition is very intense. Within a radius of less than 100 meters, there are another five bars. Except a bar called Rossini which opens during 17:30 to 04:30 and is night market-based, the other four bars take breakfast and lunch as the main business hours. The male owner of F Bar is responsible for the kitchen. He is good at cooking, but does not have any expertise in cocktails. They have no intention to hire bartenders, so they mainly offer breakfast and lunch as well as afternoon snack. They never have the plan to set foot in the night market, although that might bring more profits. This choice means that F Bar must be different from the four competitors. Their business hours are longer than all its rivals: the competitors generally open at 08:00 am when they start to work while F Bar opens at 07:00. In fact they have already begun preparatory work early at around 06:30 in order to ensure that when the first guests come at 07:00, they can start to eat immediately. F Bar is closed at 20:00 and that is one hour late than its competitors. According to our observations, during 19:10-19:50, guests often walk into the bar for a cup of coffee to boost their spirit or order a pasta to appease their hunger. In addition, F Bar gives up the break time after lunch (15:00-

<sup>2</sup> They are all real restaurant names in Turin.

<sup>3</sup> Even with the Pinyin, the locals have problems to pronounce them..

<sup>4</sup> Ditto.

<sup>5</sup> They are the most influential newspapers in Turin.

<sup>6</sup> The most important sport newspaper in Italy.

<sup>7</sup> A Chinese newspaper in Europe. It can be seen in most Chinese stores in Turin.

17:00). Its continuous operation is very welcome among “nowhere to go” locals in the community. Opponents who have break after lunch to hand over this piece of cake to F Bar.

Fourth, F Bar also stands out of its components at competitive price and food amount. 13:00-14:30 is the lunch time and the period with the largest customers as well the period during which the competition is the most intense. The winner of this period is undoubtedly F Bar. Chinese saying goes: “everyone likes cheap stuff.” This sentence also applies in Italy. The price of F Bar in this neighborhood is undoubtedly the lowest, 10%-30% cheaper than other similar bars. The price of drinks is even cheaper. Take lasagna as an example. The price of it at F Bar is five euros, while the price at its competitors is generally 6 euros; people with large appetite can eat a seven-euro package, while the package price at other bars is usually 10 euros; the very common sparkling wine Prosecco in F bar is only 2 euros per glass, while it is priced at 3-5 euros in other bars. Under the premise of ensuring the same good taste as competitors, the food amount of F Bar is significantly more than what its competitors offer. Hence it is welcomed by the main force of lunch time—college students from Campus Einaudi: “After school I’m so hungry. I can just eat two spaghettis at other restaurants; if so, I would overspend. Fortunately, F Bar offers big portion and the price is cheap.” (19, Male, 22 years old, college student) Inexpensive dishes with large portion and the low-margin, high-volume strategy have won more customers for F Bar. Lunchtime becomes a “state of war”. The bar is quickly filled to capacity. Everyone is in full load operation. Trotting is necessary for the staff; otherwise customers could not be well entertained. While talking with customers, the female owner of the bar uses gestures to direct her son and the Romanian helper, who are moving fast between the kitchen and the tables. The shed on the street side was built two years ago in order to receive more guests. It is also often full of guests. Some customers have selected the takeaway, and some have a conversation and smoke outside the bar while waiting for vacancies. By comparison, looking at its competitors, the highest attendance is no more than 50% and employees work calmly and do not have the slightest hurry.

F Bar often listens to the views of customers and makes timely adjustment to its dishes. It currently offers seafood noodles every weekend, upon the request of customers for additional new products. Since it was launched, it has become increasingly popular and also attracted more and more customers on weekends.

## 2.2 Construction of Harmonious Interpersonal Relationships

For a business run by immigrants, a foothold in economy just meets their most basic needs in their exotic survival, and multifaceted, deep, high levels of integration

should include more informational and even emotional exchanges, the establishment of a new relationship beyond pure trade relations and understanding, recognition, acceptance and trust gradually given each other in the long-term exchange and communication. F Bar has placed emphasis on communication with customers and the local society, and it has actively built healthy and harmonious interpersonal relationships.

This is primarily attributed to the open communicative attitude and a good integration consciousness of the key figure of the bar, Mrs. Hu. In fact, Francesca is Mrs. Hu’s Italian name. Except for registering for residence, tax registration and other legal formalities, she rarely uses her Chinese name; therefore, very few people know who “Hu” is. The Tax department once came looking for “Mrs. Hu”. All the customers glanced questioningly at one another, not knowing who it was. She usually refers to herself by using her Italian name, but also hopes others, including the Chinese people coming to dine at the bar to call her with her Italian name. When her husband mentions her to customers, he also uses *Francesca*, as if this was her birth name. According to Mrs. Wu’s description, the name was given to her by a familiar Italian customer to facilitate her work<sup>8</sup> just after her first arrival to Italy when she was working in a Chinese restaurant, and it has been in use for ten years. The author is not emphasizing or even exaggerating the important role of using an Italian name in the process of integration, but at least this reflects their positive attitude and willingness to integrate into the local community and be accepted by the local people. As early as three hundred years ago, Italian missionaries and sinologist Giulio Aleni and Alfonso Vagnoni, in order to obtain recognition of Chinese society, “changed themselves into the Chinese people” (Zang, 2008, p.52). They first prepared authentic Chinese names for themselves, which provided a convenience for their later interaction with Chinese (Zang, 2013). Though Mrs. Hu does not know them, she also uses a similar means of communication.

Mrs. Hu refuses to be self-enclosed, and she actively communicates with others. Her excellent language skills are a necessary condition to build a harmonious interpersonal relationship. Responsible for the reception, she is fluent in Italian, although with syntax errors, but enough to meet the needs for daily communication. She is very skilled at her business. When she introduces dishes in Italian with a slight accent of Zhejiang, it sounds very fluent and is like the sound of machine guns<sup>9</sup>. The Italian customers are full of praise for her. It is easy to remind Chinese customers of the traditional Chinese cross talk

<sup>8</sup> The pronunciation of Chinese is difficult for ordinary Italian people. “H” in Pinyin represents a sound that does not exist in Italian, so the pronunciation of “Hu” is not easy for Italian people.

<sup>9</sup> *Sembra una mitragliatrice*. A very common metaphor in Italian describing a person speaking very fast.

called *Reporting the Names of Dishes*. During the author's stay in Turin, he investigated the Italian skills of local Chinese students and have been volunteering to teach Italian to Chinese students. From a professional judgment, the daily oral proficiency and listening comprehension ability of Mrs. Hu is significantly higher than the average Chinese students and restaurant workers there. Considerable language skills enable Mrs. Hu to have emotional exchanges with her customers, impress people with her enthusiasm and win people's respect and love while working.

Mrs. Hu is always warm and thoughtful to guests and gives them care and incentives to build a more intimate relationship rather than a pure trade relation. When old customers come into the bar, Francesca always has a small talk with them, sometimes hugging and kissing cheeks (only with same sex). Young students have a big appetite and she will ask if they need more for free. If guests order an aperitif and they will be presented a dish of prosciutto. Their drink portion is also about 20% more than anywhere else. When customers check out, she often gives preferential treatment for various reasons: "We all are Chinese people, no need for the fraction" or "we are old friends and the glass of wine is my treat". Doing so makes customers feel close and gets preferential treatment. In fact, almost all the regular customers have enjoyed such concessions. This behavior is familiar to Chinese people, and it is not that common in bars in the Italian industry. This difference also strengthens customers' intimacy and their recognition of the F Bar.

As mentioned earlier, in F Bar's major customer groups, old folks around the block is the most stable and loyal part. They come on a daily basis, and some even "come three times per day": "At 08:40 am, I come here to have breakfast, read newspaper, chat, and then go for a walk. Later I come back for lunch, and then I go home for a nap. At 07:30 pm I come to drink an aperitif" (I16, Male, 67 years old, retired worker). This group of the old folks is usually over 65 years old in general and they are retired people with children not around. They own their own apartments in the neighborhood, living there for over 30 years. For them, F Bar is not only food and beverage services, but also an indispensable social place with their emotional sustenance. Except the busiest lunch time, Francesca often walks beside the guests and talk to them. They have known each other for a long time. Mrs. Hu and they are like old friends. She knows their family situation, hobbies, life troubles and they are happy to talk to Mrs. Hu and get encouragement and comfort. For them, their emotional feeling also finds a place to express. An aged lady who shares the same Italian name Francesca with Mrs. Hu is 85 years old. She is not native. Her husband, brothers and sisters have passed away and she is only accompanied by a care giver. She always complains that she has lived too long. Especially on weekends when the care giver is off work, she feels more and more lonely

and appears emotional. In such situation, the best choice for her is to dine at F Bar, not only because Mrs. Hu understands her taste preferences and is always ready to offer delicious meals for her, but also because Mrs. Hu is willing to chat with her, listen to her nagging and troubles and give her patient comfort. When Mrs. Hu's daughters are in the pub, they also willingly play with the old lady for a while to make her happy. In our five months of observation, she always came with an unhappy face and left with a smile.

After their business had become stable, Mrs. Hu also considered closing the bar on Sundays, just like most Italian bars do. This idea was strongly opposed to by their customers, because Sunday is the day when Italian people take a rest and they need parties and socialize, and this is especially true for seniors, for whom travel is inconvenient. Considering their good relations, Mrs. Hu does not want to be too harsh nor hurt the old people's hearts: "I want to take a break, but if I rested, where would these old people go?" Within a radius of one kilometer only F Bar is open on Sunday. Customers do not want to lose the place for rest and communication. In 2015, Mrs. Hu's family went back to their hometown and the bar was closed for three weeks. The customers really felt a loss and they felt unaccustomed to new places they found. Some customers simply ask them when to come back every day via instant messaging software until they returned to Italy.

Customers treat Mrs. Hu and her whole family with friendliness, warmth and trust, regarding them as part of the community and friends. When F Bar's power or water facilities experience a failure, Fabio living upstairs always volunteers to help repair, not taking a cent and just drinking a cup of espresso.

Customers also often present Francesca with some small gifts, most of which are some native specialties from their hometown. Francesca is also happy to share friends' gifts with her customers. During my investigation, she once invited me and other guests there to share cherry wine and cheese; the former was given by a neighbor whose hometown is in Sardinia and the latter was a gift given by a college student coming from Parma.

Mrs. Hu and her family are always willing to help others. People really like and trust the whole family. Next door to F Bar is a mobile phone shop, which is operated by a young Italian and an elder Italian partner. The younger one is responsible for the morning and the elder one is responsible for the afternoon. There is one hour break between the two periods. They do not meet, but entrust the shop key to Francesca or her families at noon and in the evening to pass to the other partner. Although with only a "thank you" and no real benefit and actually taking on some additional responsibilities, Francesca and her families are also willing to help and feel satisfied and contented with neighbors' trust. Nearby shopkeepers entrust their own property to a neighbor, a foreigner

meeting no more than five years. Without adequate psychological acceptance and trust, it would be impossible to make such a decision.

### **2.3 Building a Platform for Cultural Exchange**

F Bar interacts with the local community, not only by individually making active attempts on behalf of immigrants to win recognition and acceptance, but also, more importantly, through their efforts to make people realize that the same individual immigrants can actively introduce and promote some excellent parts of their national culture. In this way, they actively build a platform for cultural exchange in order to facilitate the greater integration of immigrants, and promote goodwill and cultural awareness among the local population for people of immigrant backgrounds. They make contributions beyond the individual level to mutual understanding and tolerance between different groups of people and different cultures.

Mrs. Hu and her family have a strong sense of national pride, and seize any opportunity to introduce Chinese culture to the local community. F Bar primarily serves Italian food, but occasionally cooks some Chinese specialties, initially only to meet their own needs (Hu's family dine in the bar) as well as those of some Chinese customers; they do not; however want to win the local people's stomachs and hearts. By chance, Mrs. Hu's steamed buns aroused the curiosity of Italian customers, and won praise after they had been tasted. As the steamed buns won more "fans", F bar began making some regularly at the request of some customers, by which means, Mrs. Hu also introduced China's dietary traditions and habits, and both her buns and her introduction of them have won praise. Originally made just for a few regular Chinese customers, Chinese pork noodles prepared with a clever mix of ingredients and flavors of broth have won strong praise, therefore Mrs. Hu spread, among local people, Chinese people's concepts about nutrition, and gastronomic health and compared the different ways in which Chinese and Italians enjoy pasta. In Turin, pig's trotters are considered an unusual or scary culinary ingredient, but the trotters on Mrs. Hu's table have attracted brave takers; this kind of bravery stems from customers' long-term trust in this Chinese family. The praise of the adventurous ultimately failed to make trotters as successful and popular as steamed buns, but the couple's knowledge of the tonic characteristics of their cuisine won customers' admiration.

F Bar introduces Chinese people's living habits and food culture to the local people. Although, it does not necessarily do so in a specialized, in-depth manner, it at least contributes to active communication that is not limited to simple and passive receiving. In contrast with customers' typical experience of Chinese restaurants, this, to some degree, serves to change the way people think about "cheap, low quality Chinese food," giving them

an opportunity to understand and appreciate Chinese immigrants' wisdom about as well as love and pursuit for better life. To some extent, it reversed the old concept that Chinese people only work hard, compressing their own personal life because they do not know how to live (Ceccagno, 2007).

F Bar also participates in the promotion of Chinese language and culture in more direct ways by providing spaces and other conveniences. Every Sunday, from 15:00-20:00, F Bar reserves an area on its north side as a dedicated venue for the University of Turin's "Chinese Corner". The event was founded by Professor Maria Zhao and is organized by the Department of Cultures, Politics and Society. Those from this department doing research on contemporary China, including undergraduates and graduate students from different countries, are the main participants, with local Chinese scholars and students participating as volunteers. The event has also attracted Turinese people from all walks of life who are interested in Chinese culture. Mrs. Hu has done a lot of work promoting and organizing the event. In addition to providing free space, F Bar also provides discounts on participants' consumption.

In recent years, the number of Chinese students is increasing rapidly in Turin. According to the statistics offered by the Federation of Chinese Students and Scholars in Turin, there are about 2,500 Chinese students studying in Turin, such that an average of one in every four foreign students is from China (Rigitano, 2015). The Olimpia Residence near F Bar is accommodating a growing number of Chinese students. With the purpose of helping them overcome language difficulties and integrate into local life as quickly as possible, a new event named "Italian corner" has been held, still strongly supported by F Bar. Chinese students have come from four universities in Turin and received a warm reception from Mrs. Hu. She has also mobilized the elderly in this community to volunteer and communicate with students, helping them to improve their speaking abilities and knowledge of local society. These volunteers are a wealth of hidden talents as many of them are retired writers, reporters, and other creative workers. Even an octogenarian retired teacher named Francesca has taken part in this activity to help the students. Chinese young people did benefit from this arrangement and from their enthusiastic help and patient explanations. Volunteers also often ask students to drink a cup of espresso, and make them feel more welcome in a foreign land. The elderly can find distraction from loneliness in such exchange, and also derive satisfaction from feeling needed by others. Some students, who cannot understand what is said to them due to their low levels of listening skills, are helped by Mrs. Hu with her interpretation in Chinese. She encouraged students to speak boldly and share her own learning experiences with them. Many of the students have used this platform

to meet Italian students interested in improving their Chinese and have become language partners with them, thus gaining a better chance and means to learn the local language and culture.

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## CONCLUSION

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Through the introduction and analysis from three aspects in the second part, it is not difficult to find that the integration of F Bar represents clearly a significant improvement compared with Chinese people in Italy appearing in the mainstream literature and stereotypes.

Unlike a large number of compatriots who have become successful and economically integrated with the help of extended family, fellows from their hometown or Chinese communities, the integration of F Bar relies mainly on the efforts of the nuclear family and it receives very limited help from the Chinese community. F Bar has a more open attitude towards the local community and interacts more actively and more directly with the locals, rather than counting on the cohesive Chinese community, which in most cases helps Chinese immigrants deal with almost all external exchanges and relationships (Ricucci, 2010).

Mrs. Hu's families have higher language and communication skills and they have knowledge of the local social culture. Before starting the business, they had a detailed preparation and conducted a careful investigation to have a more in-depth first-hand knowledge of the local market, and based on this they chose a right business orientation.

While counting on hard work and their advantages in amount and price and winning their own living space, they also pay attention to and succeed in the emotional communication with customers. They treat people with sincerity, affection and have won the respect, recognition, acceptance and love of local people, and established a relationship based on economy, but a more solid and profound connection more than a simple trading relationship. Not only from an economic perspective, but also from the point of view of social interactions, F Bar has truly become an organic part of their community.

Today when Sino-Italian exchanges have been becoming increasingly frequent, within its capacity F Bar introduces Chinese culture to people in Turin, providing convenience and building a platform for people in Turin to understand China and for Chinese students to integrate into local life. Its exemplary effect on the integration of immigrants has broken through the individual level.

Italy has a seriously aging population, according to a report of Italian National Bureau of Statistics (ISTAT) released in early 2016, presently, people over 65 account for 21.4% of the population, which is significantly higher

than the EU average of 18.5%. This situation will be increasingly compounded by a low birth rate (Colombo, 2016). How the elderly can enjoy happy and dignified lives is a problem of great concern to Italian society. F Bar's enthusiasm for and patience with the elderly community has won praise, and is one of the important elements contributing to its successful integration.

Conversely, the reason why a large number of Chinese immigrants have difficulties integrating, especially in terms of social integration, is because they lack an attitude of openness, lack language and communication skills, and investigation into and understanding of the local community. Moreover, they over-rely on the strength of their extended families and fellow Chinese in the community, seeking little support from other sources and platforms. In the case of the average, given that the average Chinese in Italy has a relatively lower education level, and is not socially and economically resourceful enough, it is not sufficient for them to rely solely on their individual efforts and conscious struggle to solve their problems. Further attention is required from Chinese and Italian officials, along with an increase in investment, especially in giving immigrants more support in terms of education, training, and social services. Academic interest and participation between China and Italy is very limited: The former nation must pay attention to Chinese immigrants in Italy as they are almost a blank area of research and conduct multi-disciplinary, multi-dimension (not just from language and cultural perspectives) studies (Zang, 2015); the latter nation should step out of their traditional Chinese studies, doing work more like that of Antonella Ceccagno, Daniele Cologna and other such scholars who pay more attention to practical problems and do empirical research.

The impact of the success of F Bar is very limited, but if the entire 19,000 Chinese people (Torinotoday, 2015) and nearly 2,100 Chinese enterprises in Turin (Tortello, 2014) act together, and even all 350,000 Chinese and 66,000 Chinese enterprises in Italy (Repubblica, 2014) can achieve deep integration in economic and social dimensions, the mutual understanding and tolerance between Chinese and Italian society will be significantly enhanced. This will also offer new channels and new ideas for the development of the new era of Sino-Italian relations and bring new progress and opportunities.

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