



DA PIU' DI 55 ANNI, AL CENTRO DELLE RELAZIONI ITALO-INDIANE
SINCE MORE THAN 55 YEARS, AT THE CENTER OF INDO-ITALIAN RELATIONS



officially recognised by



Ministero dello Sviluppo Economico

members of



ASSOCAMERESTERO
ASSOCIATION OF ITALIAN CHAMBERS
OF COMMERCE ABROAD

MAKE in INDIA - by ITALY

Italian Engineering and Know-How for India's Manufacturing Growth

Proposal for Sponsors and Exhibitors
Jan 2023

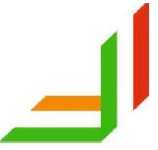
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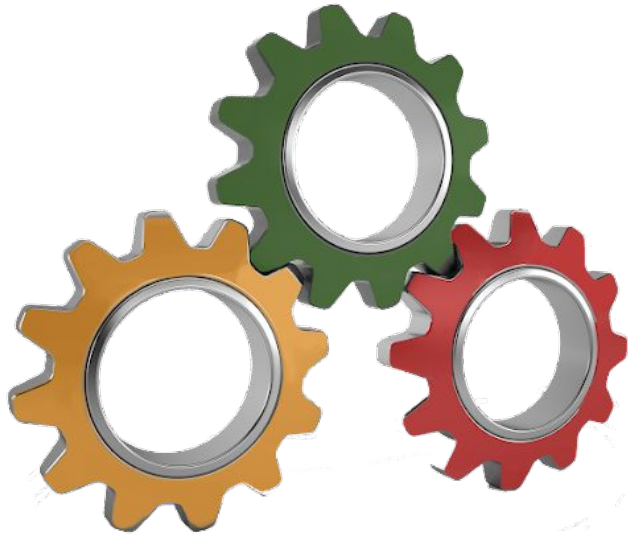
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New Delhi



MAKE in INDIA *by ITALY*

Italian Engineering and Know-How
for India's Manufacturing
Growth

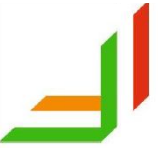
an initiative by



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INTRO

Italy is one of the **prime investors in India**, with some Italian companies establishing their presence before the liberalization of the 90s, bringing work, know-how, brands and technologies, and **contributed steadily to the economic development** of the country.

Government-launched programs like *Make In India* and *Skill India* are aimed at increasing the productivity of the national agriculture and manufacturing



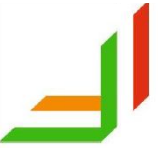
Italy has a very relevant role to play

more than 650 Italian companies

400 manufacturing plants

more than 50k employee

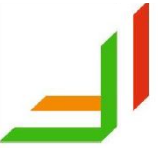
stock of investments of 6.5 billion US dollars since 2014



CONCEPT

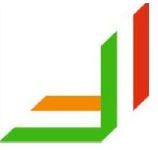
- ❖ In one of its **kind experience worldwide**, the **Embassy of Italy in New Delhi** and the **IICCI – Indo-Italian Chamber of Commerce and Industry**, will collect and display the **brightest examples of Italian know-how present in India** in a **collective exhibition** to highlight the contribution of the Italian technologies to the Indian economic and technological growth.

- ❖ The exhibition will be structured in the following industries and sectors:
 - Machinery & Manufacturing
 - Automotive & Auto-components
 - Engineering, Building & Construction
 - Farm Mechanization & Food Industry
 - Services



AIM

- ❖ Sharing **knowledge** regarding the contribution of Italian companies to Indian economic and technological growth
- ❖ **Promoting** the Italian culture of **fare bene (doing well)** in India and strengthening **positioning** of Italian brands in India
- ❖ Inscribing in an **institutional setting** the singular contribution of each participant company in the organic development of India
- ❖ Facilitate **business connections** and **market penetration**



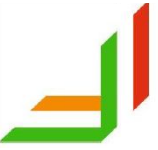
Embassy of Italy
New Delhi

PROGRAM

The following program will be organised in **Delhi** (from **Friday 3rd** to **Sunday 5th March, 2023**) and **Pune** (from **Friday 17th** to **Sunday 19th March, 2023**).

- ❖ Opening ceremony in Delhi with participation of Embassy authorities and other Indian and Italian Institutions
- ❖ Round Tables, Seminars and Panel Sessions on topics related to manufacturing in various sectors, skills development and easy of doing business in India
- ❖ Career-days with visits from universities, technical institutes, research centres
- ❖ Organisation of B2B meetings
- ❖ Dinners (by invitation)

[link to draft program]

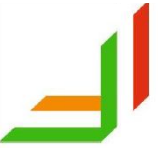


AUDIENCE

The exhibition is a branding exercise that aims at giving visibility to the great results Italian companies are achieving in India and hence inscribing the Indo-Italian entities that are proud actors of the economic environment of this Country in a cohesive representation.

The ideal audience for such initiative will be:

- ❖ Indian and Italian government agencies and authorities
- ❖ Students from technical education institutes and research centres
- ❖ Clients/customers of exhibitor companies
- ❖ Media partners
- ❖ General public

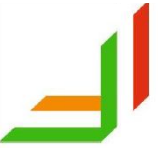


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DELHI 3-4-5 March 2023

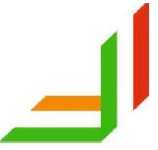
The Embassy of Italy in India





DELHI layout





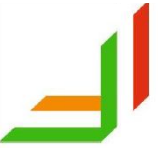
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PUNE 17-18-19 March 2023

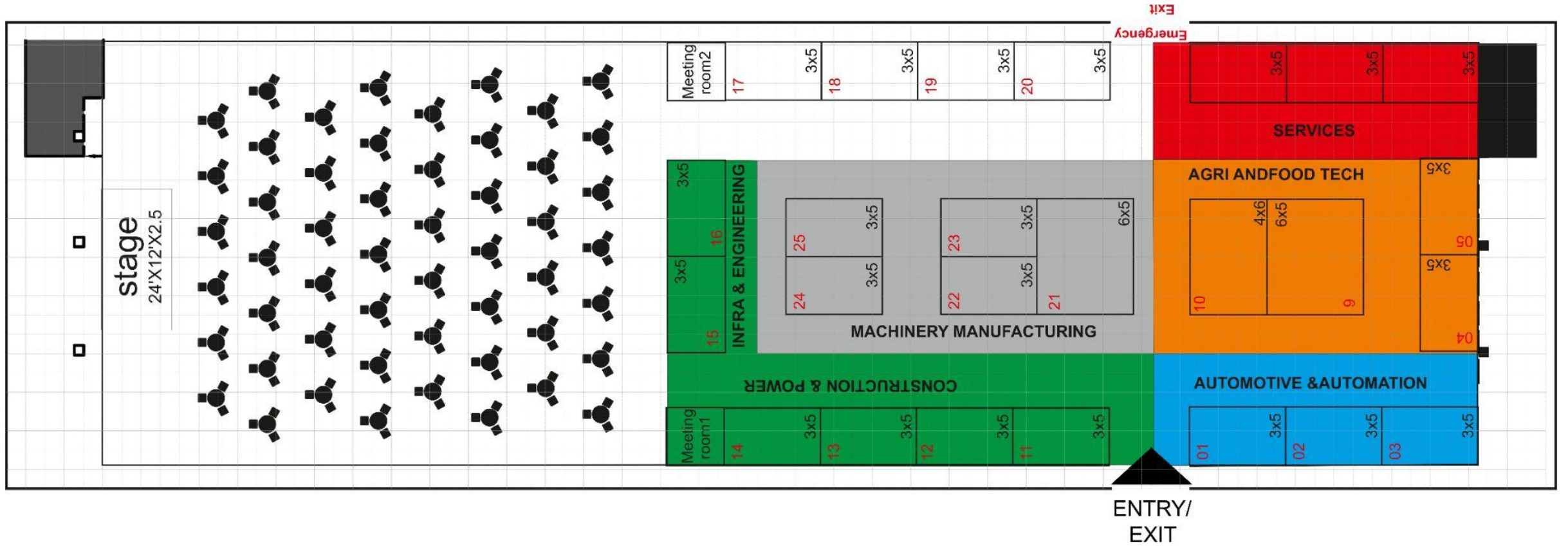
Auto Cluster Development and Research Institute

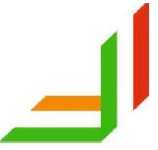
<https://autoclusterpune.org/>





Pune layout

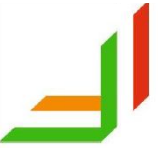




IICCI DELIVERABLES

ITEM	IICCI DELIVERABLE
1. EXHIBITION SET-UP and SPACE for INDIVIDUAL COMPANIES	Coordination with: <ul style="list-style-type: none">• participating companies in selecting suitable products/technologies to be displayed• vendors for the setting-up of the overall exhibition and bare spaces for individual companies• individual Italian companies and vendors – if required - for setting-up of the exhibition space• Freight forwarders for transportation and installation of products/technologies *
2. ACTIVITIES during EXHIBITION	Organisation of: <ul style="list-style-type: none">• A launch event in Delhi and a closing dinner in Pune, with participation of Italian and Indian institutions and eminent personalities/experts in the domain of innovation• Organisation of on-site B2B meetings with customers and prospects• Organisation of a careers-day, in collaboration with local universities and colleges, with students visiting the exhibition
3. PROMOTIONS	Publication of: <ul style="list-style-type: none">• One catalogue, with an introductory section on Italian investments in India and dedicated pages for each participating company• One dedicated website, to run before, during and after the completion of the project• Dedicated pages on IICCI social media channels• Special feature on sector-specific magazine and engagement with the press (local and national) for coverage

* Transportation costs to/from Delhi/Pune excluded



PACKAGES

	EXHIBITORS 4 lakhs INR	PARTICIPANTS 75,000 INR
Exhibition space (3x4 m - bare) and on-site branding	✓	✗
Invitees to launch event in Delhi and closing dinner in Pune	✓ 5 people	✓ 2 people
Logo in: <ul style="list-style-type: none">e-invites and “save the date” communication pre and post eventDedicated website and ICCI newsletter	✓ mention as “ exhibitor ”	✓ mention as “ participant ”
Mention (tagging) in social media campaigns (Facebook, Instagram, Twitter, LinkedIn), before, during and after the initiative	✓ at least 4 dedicated posts	✓ 2 dedicated post
Catalogue	✓ 2 dedicated pages	✓ half page
Website	✓ 1 dedicated page	✓ mention
Media coverage – articles on leading sector magazines and newspapers	✓ 30% discount on advertorials / articles	✓ 10% discount on advertorials / articles



GRAZIE!

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Embassy of Italy
New Delhi

IICCI PLATINUM MEMBERS

