

# 2022 VALUE PROPOSITION

## MEMBERSHIP

### REPRESENTATION

- Advocacy & Lobbying (Indo-Italian and Indo-European)

### VISIBILITY

- Listing in IICCI Members Directory
- Right to participate in IICCI events as speaker
- Right to be invited in IICCI sector / activity-specific committees
- Right to apply for Impresa Awards
- Institutional co-branding (Platinum)

### ACCESS

- To IICCI network for preliminary business assistance
- To updates on Indo-Italian News, Trade, Investments at a Macro and Sector-Specific level

## SERVICES\*

### MARKET INFO & ENTRY STRATEGY

- Sector / Product-specific research
- Market Entry Strategy

### BUSINESS SCOUTING

- Partners search & Matchmaking
- B2B and company visits

### START-UP & OPERATIONS

- Company incorporation, location scouting, HR scouting
- Product / Brand registration and homologation
- Office space in Mumbai

### BRANDING & PROMOTIONS

- Digital campaigns
- Product launch, exhibit and demos (use of Vivitalia)

### TRANSLATION OF DOCUMENTS AND MANUALS

## TRAINING\*

### ITALIAN LANGUAGE COURSES

- Basic and advanced levels
- Tailor-made programs on Italian language for business

### VOCATIONAL TRAINING

- For promoters of Italian food & wine products
- For orchard operators
- For machinery operators

### EXPERIENCE, EDUCATIONAL & STUDY TOURS

- Italian universities
- Italian wineries and food producers
- Italian bikes and cars companies

**\*10% discount for IICCI member**