



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



members of



# IICCI Institutional Presentation and PRESENCE of ITALIAN COMPANIES in INDIA

March 2023



# Italian Companies in India - Regions and Main Cities

Delhi NCR & North (Delhi)	= 168 companies
Maharashtra & West (Mumbai & Pune) West	= 285 companies
Bengal & North-East (Kolkata) Karnataka &	= 20 companies
South (Bangalore)	= 83 companies
Tamil Nadu & South East (Chennai)	= 70 companies



**Italian Investments in India = 600+**

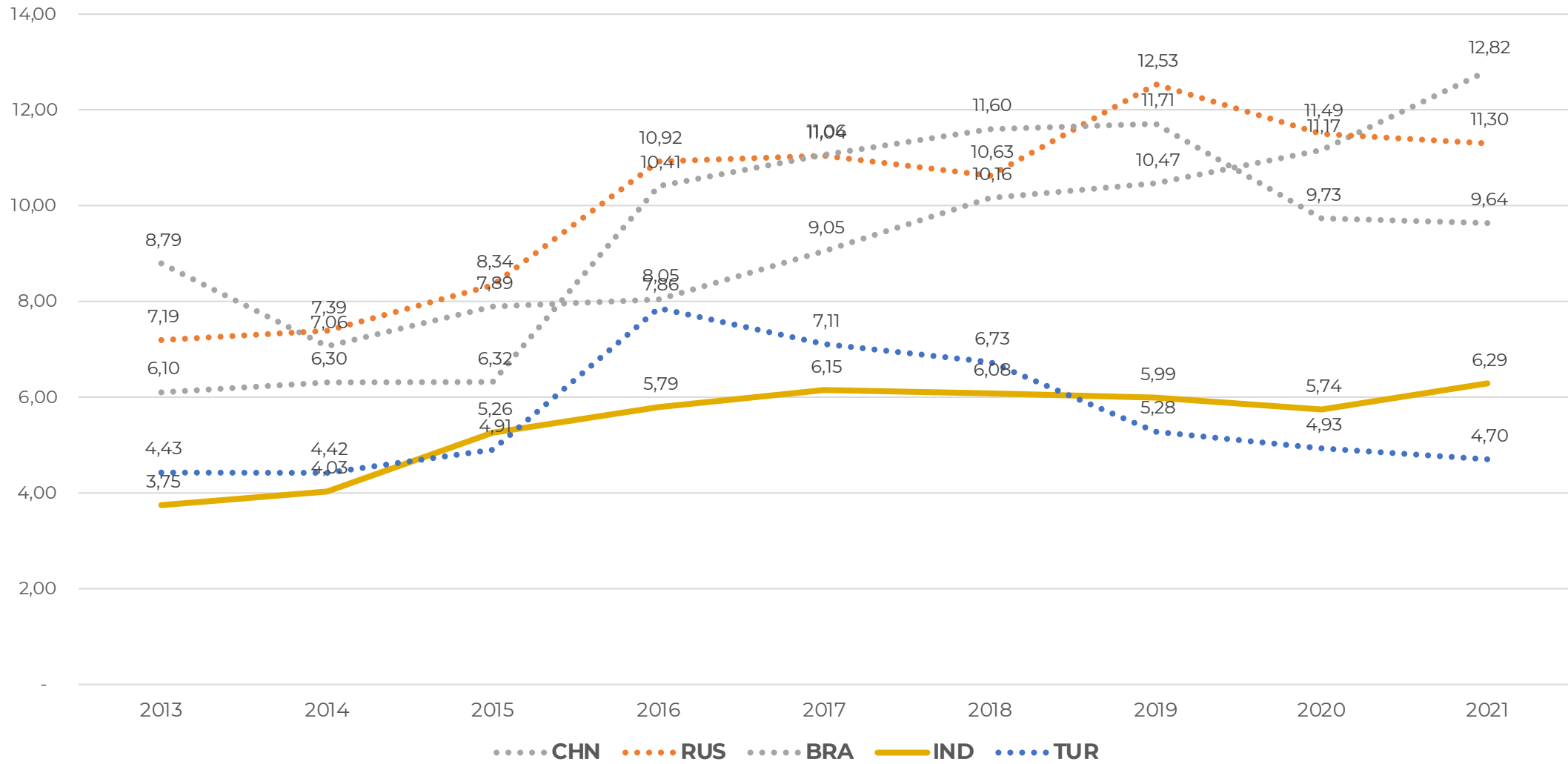
**Investment Stock in India from Italy since 2013 = 50 billion Eur**

**Employment generated by Italian companies in India: ~50k**

**Italian Brands present in the Indian market: +2000**

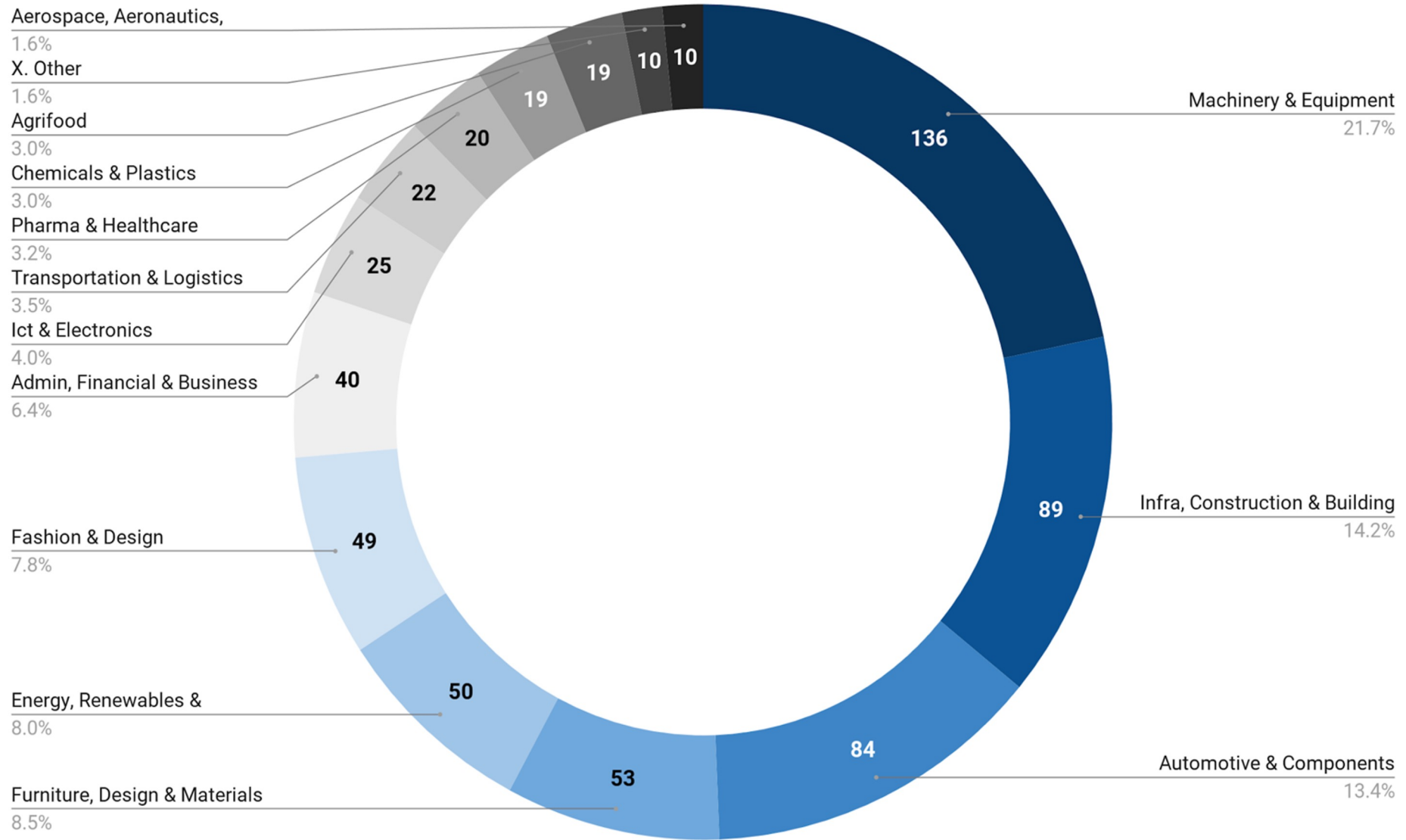


# Italian Investments Abroad – Focus India



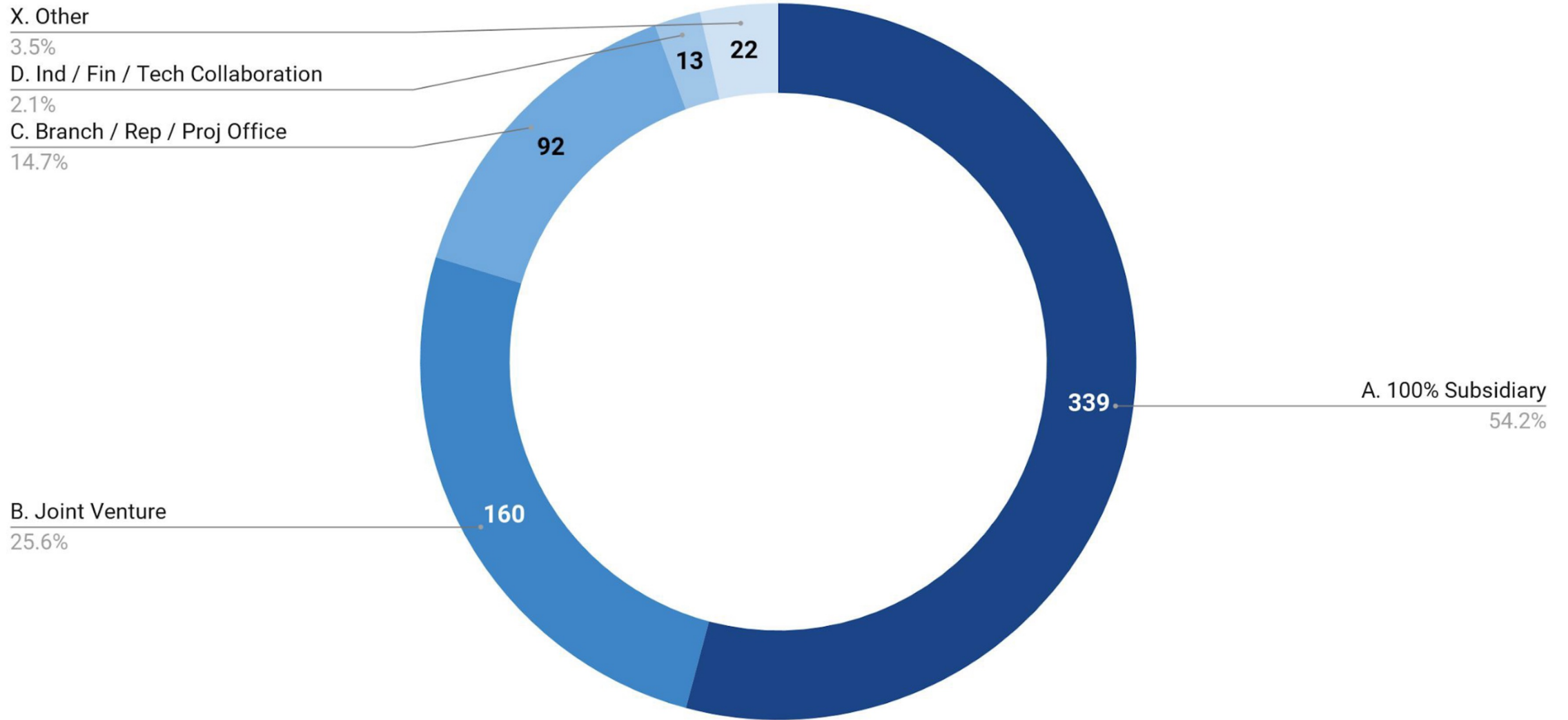


# Italian Companies in India - Sectors



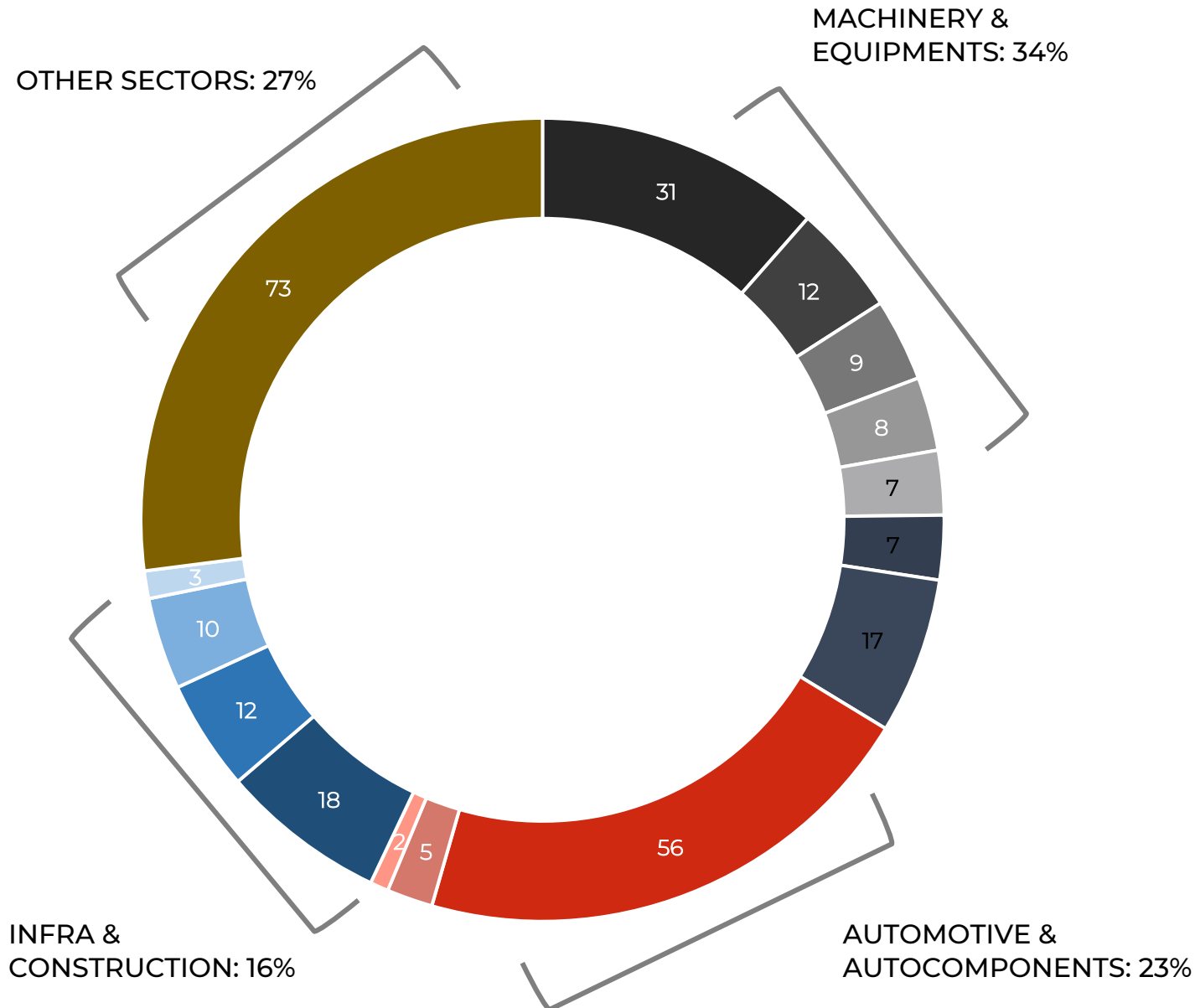


# Italian Companies in India - Classification





# Italian Companies with Productive Plants in India - Sectors



**270 Indo-Italian Companies with Manufacturing Units in India**

- Machine Tools
- Food processing
- Plastic
- Agricultural
- Textile
- Metal
- Other Machinery
- Components
- Tractors
- Vehicles
- Building Materials & Equipments
- Engineering, Architectural & Industrial Design Services
- Infra & Building Machinery
- Other Construction
- Other sectors



# IICCI at a glance

## MISSION

We are an **association** of Italian and Indian enterprises, professionals and intermediate bodies whose objective is to *support the development of commercial and industrial collaborations between Italy and India, to promote the economic interests of both countries.*

- Founded in 1966
- 5 offices in India
- 30 professionals employed

CATEGORY	2022-23
Corporate Members	583
Individual Members	323
Institutional Members	20
<b>Total Members</b>	<b>926</b>



Check our members' directory with details of our members: [www.indiaitaly.com/members-directory](http://www.indiaitaly.com/members-directory)



# FACTS & FIGURES

## 9 Projects

- *Minerva* - The Italian Education Hub
- *Il Dolce Vino* - True Italian Taste
- *Il Frutteto*: The Italian Orchard in India - Agri Food Technology Center
- *Ad Idem* – The Dispute Resolution Centre
- *Vivitalia* - The Italics Experience Center and Co-Working Space
- *Italy4cities*
- *Punto&Linea*
- *Make it with Italy* - Italian Machinery Desk in India – AMAPLAST and UCIMU
- *The Italian Platform for Sustainability*

**44** New corporate members

**52** Language and Training Course Conducted

**89** Events conducted online and in-person

**408** Companies Assisted with B2B

**552** Students Counselling with Minerva Project

**692** students enrolled in Italian Language Courses

**696** email campaigns sent

**700** Clients Services for Translation of Documents

**778** IICCI Members

**2,205** Social Media Post

**3,918** participants to our events

**31,529** Social Media Followers

**26+ million** emails sent





# 2022 – FOCUS SECTORS & INITIATIVES

SECTOR-SPECIFIC
<b>IL DOLCE VINO</b> (food and wine)
<b>MAKE IT WITH ITALY</b> (manufacturing)
<b>IL FRUTTETO</b> (agro-industry)
<b>ITALY4CITIES</b> (smart cities)
<b>PUNTO&amp;LINEA</b> (furniture and design)
<b>WELLNESS &amp; BEAUTY</b> (cosmetics)
CROSS-SECTORIAL
<b>MINERVA</b> (higher education)
<b>AD-IDEM</b> (dispute resolution)
<b>TIPS</b> (Sustainability & Corporate Social Responsibility)
<b>SAY IT LIKE MONNA LISA</b> (Italian language)
<b>VIVITALIA</b> (experience center)
<b>FESTA ITALIANA</b> (flagship event)
<b>IMPRESA AWARDS</b> (connected to TIPS)



# 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

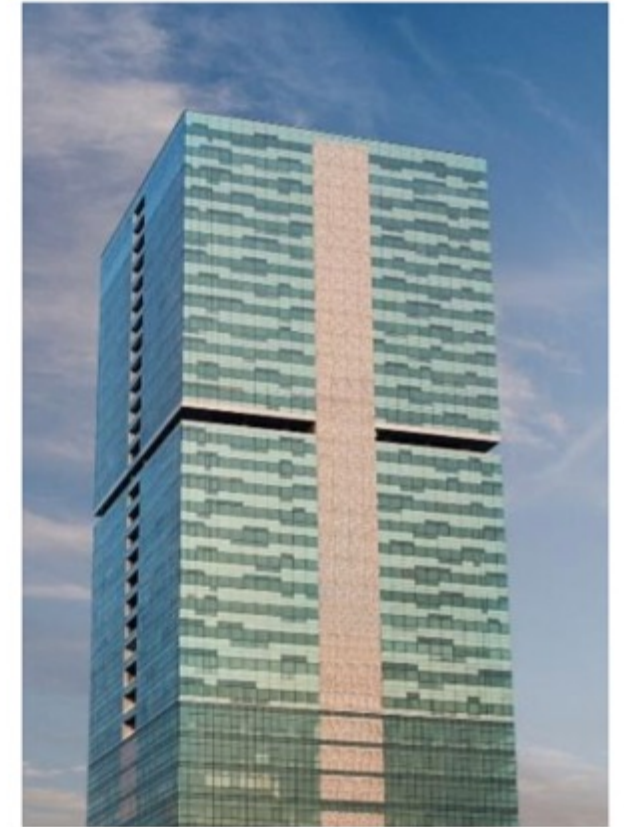
### EXPERIENCE, EDUCATIONAL & STUDY TOURS

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



# IICCI new home in MUMBAI

## VIVITALIA



a project by



in partnership with



VIVITALIA – The Italics Experience Center in Mumbai is a +350m2 space in a prestigious location in the pulsating heart of Mumbai.

It is exclusively dedicated to the promotion of Italy its lifestyle culture and brands



# IICCI new home in MUMBAI





# IICCI – VIVITALIA | Events and Experience Center



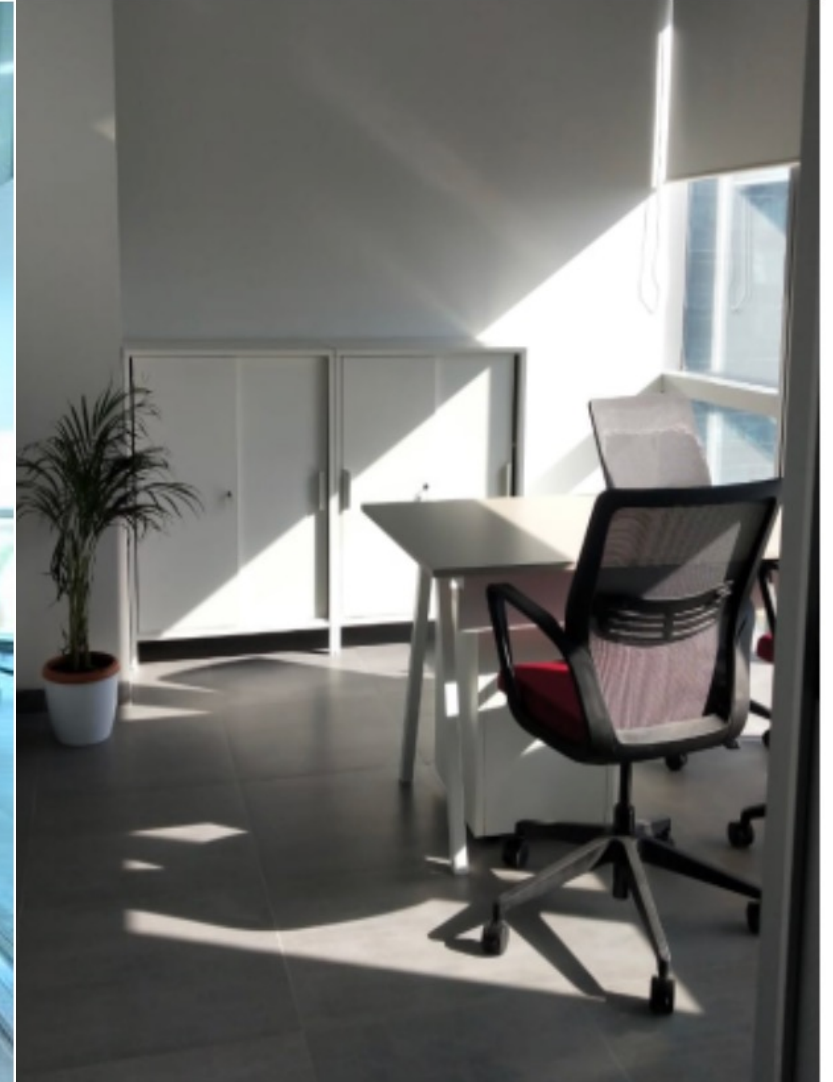


# IICCI – VIVITALIA | Events and Experience Center





# IICCI – VIVITALIA | Co-Working Space



# GRAZIE!

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This presentation, and all the projects, events, initiatives and activities organised by the IICCI – Indo-Italian Chamber of Commerce and Industry, would not be possible without the support of our members and of the Indo-Italian business community. Amongst them, our Platinum Members & Partners, deserve a special mention.

## IICCI Banking Partner

