



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

# ITALIAN TECH in INDIA

## Italian Know-How for India's Energy Transition and Manufacturing Growth

Proposal for Sponsors and Exhibitors  
February 2023

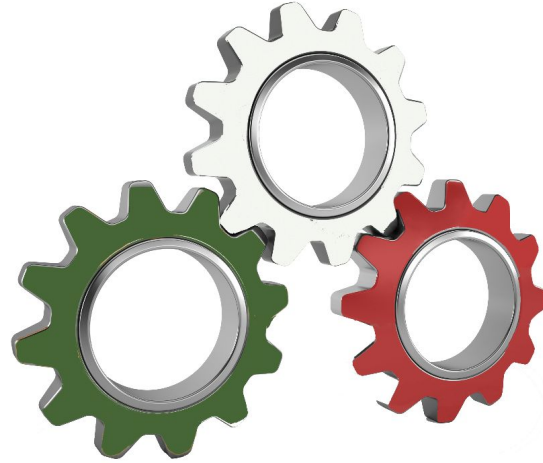
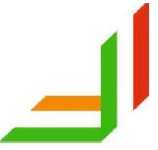
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Embassy of Italy  
New Delhi

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# ITALIAN TECH in INDIA

Italian Know-How  
for India's Energy Transition  
and Manufacturing Growth



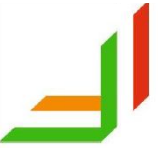
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an initiative by



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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



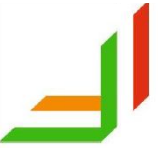
**Italy has a very relevant role to play**

more than 650 Italian companies

400 manufacturing plants

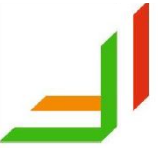
more than 50k employee

stock of investments of 6.5 billion US dollars since 2014



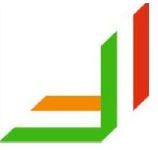
# CONCEPT

- ❖ 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**



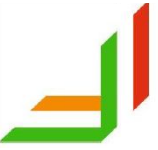
Embassy of Italy  
New Delhi

# PROGRAM

The initiative will take place in **Delhi** (from **Friday 3<sup>rd</sup>** to **Sunday 5<sup>th</sup> March, 2023**) and **Pune** (from **Friday 17<sup>th</sup>** to **Sunday 19<sup>th</sup> 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 program]



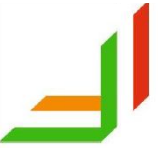
# AUDIENCE

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





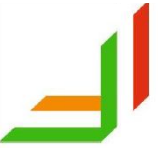
Embassy of Italy  
New Delhi

# DELHI 3-4-5 March 2023

## The Embassy of Italy in India



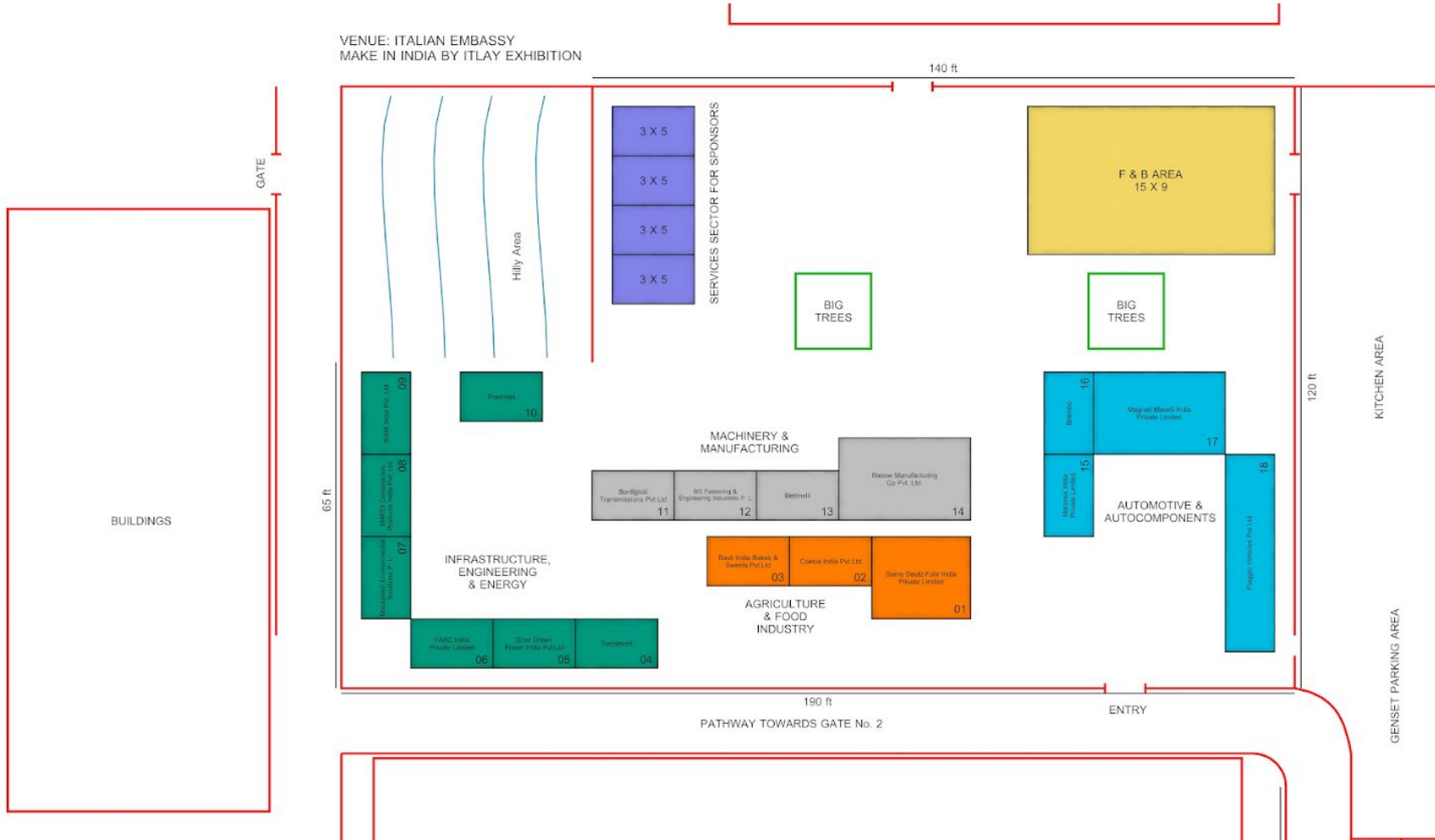




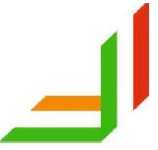
# DELHI layout

VENUE: ITALIAN EMBASSY  
MAKE IN INDIA BY ITLAY EXHIBITION

- Agriculture & Food Industry**
  - 01. Same Deutz-Fahr India Private Limited
  - 02. Coesia India Pvt Ltd
  - 03. Bauli India Bakes & Sweets Pvt.Ltd
- Infrastructure, Engineering & Energy**
  - 04. Tecnimont
  - 05. Enel Green Power India Pvt.Ltd
  - 06. FAAC India Private Limited
  - 07. Moccoferri Environmental Solutions P. L.
  - 08. MAPEI Construction Products India Pvt. Ltd.
  - 09. WAM India Pvt. Ltd.
  - 10. Prodrman
- Machinery & Manufacturing**
  - 11. Bonfiglioli Transmissions Pvt Ltd
  - 12. BG Fastening & Engineering Industries Pvt.Ltd
  - 13. Bettinelli
  - 14. Biesse Manufacturing Co Pvt. Ltd.
- Automotive & Autocomponents**
  - 15. Piaggio Vehicles Pvt Ltd
  - 16. Brembo
  - 17. Marposso India Private Limited
  - 18. Magneti Marelli India Private Limited
  - 15. Piaggio Vehicles Pvt Ltd



- 3 X 5 BOOTH  
TOTAL = 2 BOOTHS
- 6 X 5 BOOTH
- 3 X 5 BOOTH  
TOTAL = 3 BOOTHS
- 5 X 8 BOOTH
- 3 X 5 BOOTH  
TOTAL = 7 BOOTHS
- 3 X 5 BOOTH  
TOTAL = 2 BOOTHS
- 8 X 5 BOOTH
- 3 X 12 BOOTH
- TOTAL = 18 BOOTHS
- ABOVE ALL THE BOOTH DIMENSIONS ARE IN METRES



Embassy of Italy  
New Delhi

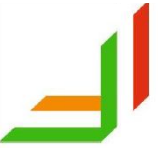
# **PUNE** 17-18-19 March 2023

## **Auto Cluster Development and Research Institute**

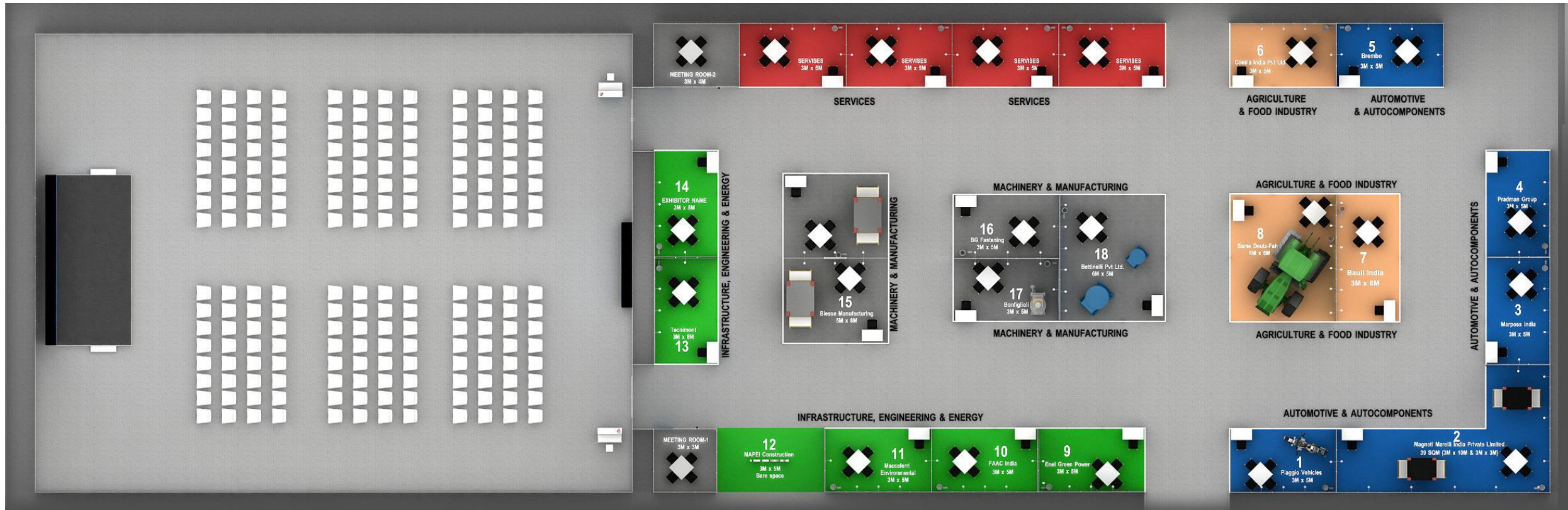
<https://autoclusterpune.org/>

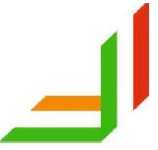






# Pune layout





# IICCI DELIVERABLES

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

\* Transportation costs to/from Delhi/Pune excluded



# DIGITAL PROMOTION – social media

an initiative by

supported by

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

Embassy of Italy New Delhi

IICCI THE INDO-ITALIAN CHAMBER OF COMMERCE AND INDUSTRY

AXIS BANK

SAVE THE DATE

3-5 MAR 2023  
EMBASSY OF ITALY IN INDIA, DELHI

17-19 MAR 2023  
AUTO CLUSTER EXHIBITION CENTER, PUNE

EXHIBITING COMPANIES

PARTICIPATING COMPANIES



IICCI - The Indo-Italian Chamber of Com...

9,275 follower

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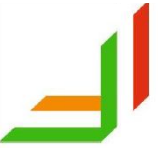


Save the date! Italian Engineering and Know-How come to India. Join us for the Make in India by Italy in March 2023. Don't miss this opportunity to explore the latest Italian technologies and innovations in the **#manufacturing**, **#automotive**, **#construction**, **#engineering**, and **#food** Industry sectors. Come and meet with industry leaders and experts from both **#Italy** and **#India**. Stay tuned for more details

To visit: <https://lnkd.in/dpRj2yxh>

Bauli Group Bettinelli Automation Components Pvt. Ltd. BG FASTENING AND ENGINEERING INDUSTRIES LIMITED Biesse Group Bonfiglioli India Coesia S.p.A. Enel Green Power FAAC Simply automatic. Maccaferri Marelli Mapei India Marposs Piaggio Vehicles Pvt. Ltd. Same Deutz-Fahr Group S.p.A. Carraro Technologies India Pvt. Ltd. Danieli Group Ferrero Green Gear Trasmissioni S.r.l. Guala Closures Group OMR Bagla Automotive Systems Pvt. Ltd. Industrie Saleri Italo S.p.A. Axis Bank





# DIGITAL PROMOTION newsletter



Embassy of Italy  
New Delhi

## IICCI UPCOMING ACTIVITIES

### MAKE in INDIA | by ITALY - SAVE the DATES



With more than 650 Italian companies established in India, 400 manufacturing plants, more than 50k employees and stock of investments in the tune of 6.5 billion US dollars since 2014, Italy is one of the prime investors in India.

To highlight the contribution made by Italian technologies to the Indian economic and manufacturing growth, the *Embassy of Italy in India* and the *IICCI – Indo-Italian Chamber of Commerce and Industry*, with the support of IICCI's banking partner *Axis Bank*, will organize in March 2023 in New Delhi and Pune the collective exhibition **MAKE in INDIA - by ITALY** showcasing a selection of the brightest examples of Italian manufacturing know-how and technology present in India.

Besides the exhibition, a series of events, panel discussions and round tables on the topic of "ease of doing business in India", "skill development and talents acquisition", and "Made by Italy" will be organized. A detailed program will be shared soon; in the meanwhile, save the following dates and locations:

- From Friday 3rd to Sunday 5th March - *New Delhi*, Embassy of Italy in India
- From Friday 17th to Sunday 19th March - *Pune*, AutoCluster Exhibition Center

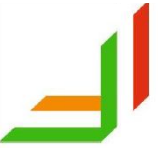
Do you want to exhibit in the show?

[CLICK HERE](#)

Do you want to know more about the initiative?

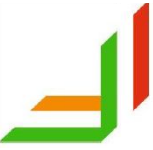
[CLICK HERE](#)





# PACKAGES

	EXHIBITORS 4 lakhs INR	PARTICIPANTS 75,000 INR
Exhibition space (3x5 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"><li>e-invites and “save the date” communication pre and post event</li><li>Dedicated website and ICCI newsletter</li></ul>	✓ mention as “ <b>exhibitor</b> ”	✓ mention as “ <b>participant</b> ”
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

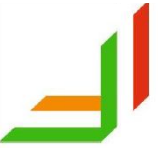


# PACKAGES for SPONSORS



Embassy of Italy  
New Delhi

	TITLE SPONSOR	PREMIUM SUPPORTER	SUPPORTER
	1,000,000 INR 12,000 EUR	500,000 INR 7,000 EUR	200,000 INR 2,500 EUR
<b>SERVICES</b>			
Speaker slot	✓	✓	
Introduction email to IICCI contacts (+45k)	✓	✓	✓
Invites for cocktail (Delhi) / dinner (Pune)	8 (1 reserved table)	5 seats	3 seats
Space in the catalogue and dedicated website	✓ company profile	✓ company profile	✓ logo
<b>BRANDING</b>			
General branding materials (exhibition, digital and print materials)	✓ mention “title sponsor” + company profile	✓ mention “premium supporter” + company profile	✓ mention “supporter” + company profile
Display and meeting area at the exhibition	✓ stall 3x5 m	✓ stall 3x5 m	✓ counter (table+backdrop)
Social networks promotions: before, during and after the event	✓ 2 dedicated posts with video-interview	✓ 2 dedicated post	✓ 1 post



**GRAZIE!**

IICCI - The Indo-Italian Chamber of Commerce and Industry  
c/o VIVITALIA - 11th Floor, Urmi Estate, 95, Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013, Maharashtra  
P: +91 2267728186 | E: [iicci@indiaitaly.com](mailto:iicci@indiaitaly.com) | W: [www.indiaitaly.com](http://www.indiaitaly.com)



Embassy of Italy  
New Delhi

## IICCI PLATINUM MEMBERS

