



Founded in 1966, **The Indo-Italian Chamber of Commerce and Industry (IICCI)** is an association of Italian and Indian enterprises, firms, intermediate bodies and individuals. Our mission is to **support the establishment and development of industrial and commercial ventures** between **India and Italy.**

IICCI with its vast network of Italian and Indian companies in both countries, serves as a fruitful platform for Italian producers or exporters and Indian importers or distributors in relevant regions to connect and create opportunities for harmony amongst Italian and Indian companies in agricultural products, machinery, equipments & automation sector and industry.



BUSINESS ASSISTANCE SERVICES



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Developing
Awareness
and
Market Penetration
for **Italian Agricultural Products**
in India.

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India's imports amounted to US\$ 37 billion in 2023 for its Agriculture industry making it the 8th largest importer.

Italy exported an estimated US\$ 11 million in products of Agriculture to India in 2023.

India's Agricultural sector was valued at 20% of India's GDP, US\$ 515 billion in 2023.

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THE NEED

The agricultural sector in India employs more than 50% of the total workforce within India. Indian farmers consistently seek innovative ways of increasing their yield and production, by frugal means or purchasing more sophisticated mechanisms and agricultural equipment. Indian consumers are also seeking exotic produce that is otherwise difficult to grow in India as well as R&D, gourmet meat and dairy products, making the import of produce a potential avenue of business expansion for Italian companies in India. Italian machinery & their manufacturing are perceived as reliable, high quality and state-of-the-art across sectors, including agriculture for machinery, tools, equipment and automation.

OUR PROPOSAL

- Learn the business landscape of your sector through **Market Intelligence**
- Get directly in touch with genuine **Italian Exporters / Producers** and **Indian Importers / Distributors**
- Visits to both **Italian and Indian companies** on request
- Support for participating in any relevant **fairs** and **exhibitions**

BENEFITS OF IICCI MEMBERSHIP

- Become Part of the dynamic **Indo-Italian Business Community**.
- Access to the **Indo-Indian Market**.
- **B2B Meetings** with relevant Exporters, Producers, Importers, Distributors and Retailers in the Indo-Italian Market.
- **Full Consultancy Support** from IICCI at the time of Exporting Products or Engaging In Company Incorporation India.
- **Visibility** on our **Website** and **Digital Promotions** through our **Newsletters** and **Social Media Platforms**.

OUR SERVICES

Market Info & Entry Strategy

- Sector or Product-specific Research
- Market Entry Strategy
- Preparation of Financial Reports
- Profiling of both Indian and Italian Companies

Business Scouting

- Partners Search & Matchmaking
- B2B and Company Visits

Start-Up & Operations

- Company Incorporation, location scouting, HR scouting
- Product or Brand Registration and Homologation
- Co-working Space and Desk in Mumbai
- Assistance for Registration of various Indian Certification, Regulatory Frameworks for Specific Products, and Sectors.

Promotions & Branding

- Digital Campaigns
- Product Launch, Exhibit & Demos
- Events showcasing Italian Brands.

