



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 the overall fashion sector including clothing, accessories, footwear, & jewellery.



BUSINESS ASSISTANCE SERVICES



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

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India's imports amounted to US\$ 3.4 billion in 2023 for its Fashion industry.

Italy exported an estimated US\$ 68 million in Fashion products to India in 2023.

India's Fashion Industry was valued around US\$ 18 billion in 2023, with a CAGR of 10%.

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THE NEED

There is a great potential for Italian fashion companies and their products in the Indian market. The perception of Italian fashion companies in India is that of luxury and prestige, and designs that are chic. It is also often perceived that Italian Fashion companies dictates the most popular trends in the market. With social media and the accessibility that e-retail platforms provide, Indian consumers are exploring diverse range of fashion products, and can seek out niche/luxury fashion brands. In recent times, they are proactively seeking international brands that can satiate their want for niche and high-quality products.

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.

