



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 food producing sector and industry.



IICCI
THE INDO-ITALIAN CHAMBER
OF COMMERCE AND INDUSTRY
**BUSINESS ASSISTANCE
SERVICES**

CONTACT US

Email

p.singh@indiaitaly.com

Website

www.indiaitaly.com

Address

11th Floor, Urmi Estate, 95,
Ganpatrao Kadam Marg,
Opp. Peninsula Business Park,
Lower Parel West,
Mumbai - 400013,



Developing
Awareness
and
Market
Penetration
for
Italian Food
Products
in India.

“

India's imports amounted to US\$ 31 billion in 2023 for its food sector.

Italy exported an estimated US\$ 150 million in food products to India in 2023.

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THE NEED

There is a great potential for Italian foods, beverages, wine and spirits products & companies in the Indian market. The perception of Italian cuisine in India is that of vibrant flavours and quality ingredients. Many consumers in India are developing an interest in exploring Italian cuisine as it is considered gourmet. Indian consumers have acquired the taste and developed palette for Italian food, wine & cuisine, by eating at Italian gourmet restaurants, purchasing imported Italian food products at grocery or specialty stores or on E-retail platforms.

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.

