



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 Furniture and Building Materials industry.



BUSINESS ASSISTANCE SERVICES



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Developing
Awareness
and **Market**
Penetration
for **Italian**
Furniture
and **Building**
Materials in
India.

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India's imports amounted to US\$ 1.2 billion in 2023, a 3.3% increase than last year for its furniture design & building materials sector.

Italy exported an estimated US\$ 54 million in furniture & building material products to India in 2023, a 13% increase than previous year.

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THE NEED

On an average, India imports more than \$8 billion in furniture design and building materials sector every year. Italy is the 4th exporter and India stands as the 10th largest extra-EU market for Italian products and there is great potential for Italian companies in the Indian market. Indian buyers, even those who are price conscious, love Italian design & quality. Our Business Assistance service aims to connect and fulfill the needs of Indian construction companies, importers, retailers, distributors, architects & interior designers with Italian exporters and manufacturers who have the required competences to offer a complete customised solution.

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.

