



DA PIU' DI 50 ANNI, AL CENTRO DELLE RELAZIONI ITALO-INDIANE  
SINCE MORE THAN 50 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

**CORPORATE PRESENTATION**

***BE PART OF THE INDO-ITALIAN BUSINESS  
COMMUNITY!***

**JANUARY 2021**



# The IICCI – In Brief



- 5 offices in India
- 10 sector projects and flagship events
- 25+ professionals
- 1000+ members
- **ISO 9001:2015 Certified**



**Since more than 50 years, a rooted presence in India which guarantees:**

- Coordination and planning of activities
- Proximity to institutions and to the Indian market
- Deep knowledge of local regulations and praxis
- Deep understanding of the local territories and business culture



# Mission & Vision

## MISSION

We are an Association of Indian and Italian enterprises, professional and intermediate bodies recognized by the Italian Government. Founded in 1966, our mission is to support the establishment and development of industrial and commercial collaborations between India and Italy, thus furthering the economic interests of the two countries.

## VISION

The IICCI will be the common platform in India and in the Indian subcontinent for institutions, companies, academies and individuals (Italian, Locals and members of Italian Chambers of Commerce abroad) to facilitate, establish and develop business in their target markets.

Additionally, the activity of business development is supported, whenever possible, by cultural, social and scientific initiatives.







## Our Positioning: Innovative Services for Sector Clusters

The Indian market offers great opportunities, yet its dimension and complexities require a **focussed** and **continuous effort**.

Due to its extended and rooted presence in the Indian territory, the IICCI can guarantee **continuity** and **monitoring** of such projects.

We promote **sustainability**, besides **quality** and **design**, as specific values present in the Italian products and services.

We combine **traditional** (organization of fairs and exhibitions, delegations, B2B meetings) and **innovative** approaches (digital promotion, training, certification), which are tailor-made for each company.





# Our Service Strategy for the Indian Market



## FROM

- Focus on public institutions
- «Point to point» services
- Initiatives limited over time
- Geographical concentration
- Conventional services
- Subsidised projects and initiatives



## TO

- Focus on companies and associations
- Multi-stakeholder & cluster projects
- Multi-year projects
- Pan India projects
- Digital services (Industry 4.0)
- Project co-funding and pooling of financial resources





# Our Network

## Global Network



## Italian Chambers in Asia – South Africa



The IICCI is a part of the Italian Chambers Abroad's network, comprising 81 organizations present in 58 countries and represented in Italy by Assocamerestero.

The IICCI is part of the 12 Italian Chambers in Asia and South Africa



# Our Network - Italian Chambers in Asia – South Africa



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce



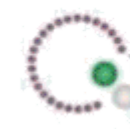
HONG KONG • MACAO



ITALIAN CHAMBER  
OF COMMERCE IN KOREA



หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE



The Italian Chamber of Commerce in Qatar  
Camera di Commercio Italiana in Qatar  
غرفة التجارة الإيطالية في قطر



ITALIAN CHAMBER OF  
COMMERCE IN JAPAN  
在日イタリア商工会議所



Italian Chamber of Commerce in Vietnam  
Camera di Commercio Italiana in Vietnam



المكتب الإيطالي للصناعة والتجارة في دولة الامارات العربية المتحدة  
(Camera di Commercio Italiana negli EAU)



ICCPI



Italian Chamber  
of Commerce  
in Singapore





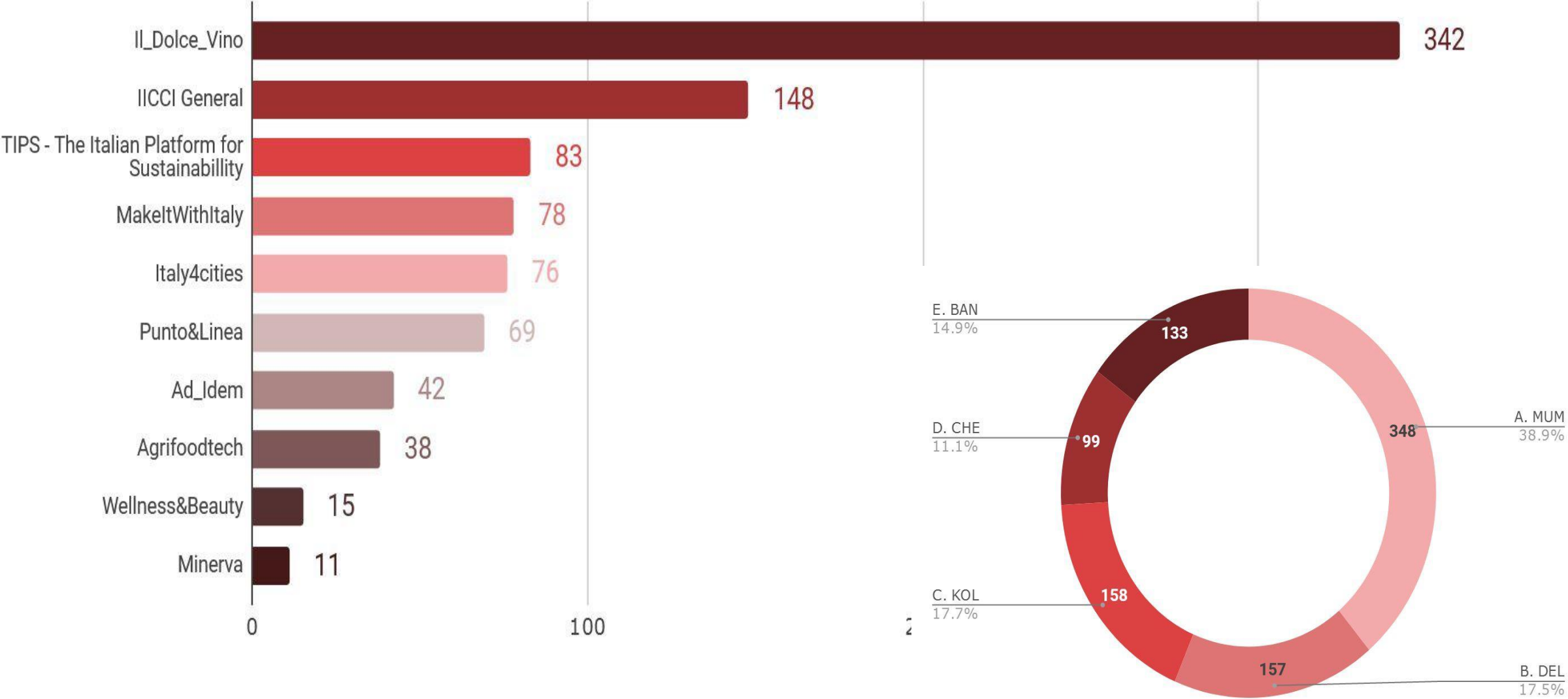
# Indo Italian Business Community







# Total Members – 1093 | Major Project wise segregation





# IICCI Value Proposition



An Integrated Package of Services to support Clusters of Companies in specific sector to make an entry and to develop their presence in the Indian or the Italian market

Information	Matching	Start-up & Operations	Promotions and Branding	Training
<ul style="list-style-type: none"><li>– Market Reports</li><li>– News-alerts</li><li>– Business Leads</li><li>– Financial facilities</li><li>– List of exhibitions and events</li></ul>	<ul style="list-style-type: none"><li>– Identification and Selection of Companies</li><li>– Financial Profiles of prospects and partners</li><li>– Organization of B2B /B2G meetings</li><li>– Follow-up</li></ul>	<ul style="list-style-type: none"><li>– Brand, Product and Technology Registration</li><li>– Certification</li><li>– Assistance for Tender Application</li><li>– Legal and Commercial Assistance</li><li>– Recruitment</li><li>– Translation and Interpretation</li></ul>	<ul style="list-style-type: none"><li>– Online and Print Media Marketing Planning</li><li>– Visibility on IICCI portals</li><li>– Participation to fairs and exhibitions</li><li>– Technology Demonstrations</li><li>– Organization of round-tables</li></ul>	<ul style="list-style-type: none"><li>– Recruitment of Indian students for Italian Schools</li><li>– Italian Language Courses</li><li>– Promoters of Made in Italy Products</li><li>– Vocational and post graduate courses in India</li></ul>



## IICCI Community Tools & Channels

**be in *it***

**link in *it***

**easy in *it***

Target	Description
IICCI members only	Monthly bulletin informing the IICCI Members on the executed, ongoing and planned activities by the IICCI and Sistema Italia.
30,000 contacts in Italy and India	Monthly Newsletter to present trade, business and investment opportunities in India and in Italy.
IICCI contacts in specific sectors	Sector specific market studies and researches on specific opportunities offered by the Indian market.





# VIVITALIA – The Italics Experience Center

## VIVITALIA

THE ITALICS EXPERIENCE CENTER



Leonardo Da Vinci,  
La Scapigliata  
1508

## VIVITALIA

THE ITALICS EXPERIENCE CENTER

The experience center for the Italics community in India in a prestigious location in the pulsating hearth of Mumbai exclusively dedicated to Italy, its lifestyle, culture, and brands. At VIVITALIA, IICCI will organize product and brand launches, conferences and seminars, art and design exhibitions, film screenings bringing together the Indo-Italian Business community in Mumbai

ITALICS  
SERIES

ART &  
DESIGN  
EXHIBITS

BRAND &  
PRODUCT  
LAUNCHES

IICCI  
EVENTS





## Il Dolce Vino (True Italian Taste)



ildolcevino



Italy is known in the world for the quality and variety of its food & wine products, which need to be suitably promoted in India.

Il Dolce Vino project is based on two networks:

- the ***Italics Wine Clubs in India*** and
- the Italian authentic restaurants certified ***Ospitalità Italiana***

In 2021, further impetus to the project will be given by the program **True Italian Taste**, supported by the Italian Ministry of Economic Development and Assocamerestero.

Training  
Programs

Wine  
Courses

Wine  
Dinners

Wine  
Tours



# Partnership IICCI Food & Wine – [www.ildolcevino.com](http://www.ildolcevino.com)



## ITALIAN WINERIES



## FOOD AND BEVERAGE





# Minerva – The Italian Education Hub in India



with the patronage of



*Embassy of Italy  
New Delhi*

MINERVA – The Italian Education Hub brings top Italian universities and vocational training institutes to India, to meet with the increasing demand for higher education of excellence and skills development in India and in Asian countries.

Promotions  
&  
Branding

Students  
Enrolment

Internship  
&  
Placements

Short  
Vocational  
Courses





Partner Universities  
[www.minervaeduhub.com](http://www.minervaeduhub.com)



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Project Partners



**VIVITALIA**  
THE ITALICS EXPERIENCE CENTER





## Agri Food Tech | Il Frutteto – The Italian Orchard in India



AGRIFOOD



To promote Italian technologies and solutions in the entire agro-industry value-chain (farm mechanisation, post-harvesting, cold-chain, food processing, and food packaging) in India.

**Il Frutteto - The Italian Orchard in India's** aim is to set-up a network of orchards in different Indian States utilizing Italian technologies with a specific focus on the horticultural segment.

**Training &  
Demo**

**Technical  
Workshops**

**Matchmaking  
& B2B**

**Pilot  
Projects**



# IIAFTC Stakeholders

[www.iaftc.com](http://www.iaftc.com)



## Italian Institutional Partners

## Indian Institutional Partners

## Participating Italian Companies



ALMA MATER STUDIUM  
UNIVERSITÀ DI BOLOGNA



## Media Partners







## Italy4Cities



**The ITALIAN COMPETENCE CENTER  
for SMART & SUSTAINABLE CITIES**

Italy4cities is the Italian Competence Center for Smart and Sustainable Cities and its aim is to promote Italian innovative solutions for Indian urban and infrastructural projects. By acting as a common platform for Indian and Italian governmental agencies, EPC contractors, service and solutions providers, associations and the academic world, Italy4Cities bridges the demand and the offer for urban planning, engineering, innovative construction systems, green building materials, etc.

**Business  
Leads  
Generation**

**B2Bs  
B2Gs**

**Technical  
Workshops**

**Marketing  
&  
Branding**



# Focus Sectors

## Infrastructure, Construction & Engineering

INFRA &  
CONSTRUCTION



### Institutional Partners



### Participating Companies







## Punto e Linea



A project that is focused on bringing the best products and materials from the Italian Furniture and Material sectors to Indian architects, designers and developers.

Access to  
Italian  
Suppliers

Factory  
visit in  
Italy

Support in  
Fairs in Italy  
in India



# Partnership IICCI

## Furniture & Design - [www.iifdmc.com](http://www.iifdmc.com)

FURNITURE &  
DESIGN



### Institutional Italian Partner

### Participating Companies



CINOVA



LOEMAGROUP

\_FLUX CS SRL\_



TMItalia

Varaschin  
OUTDOOR THERAPY



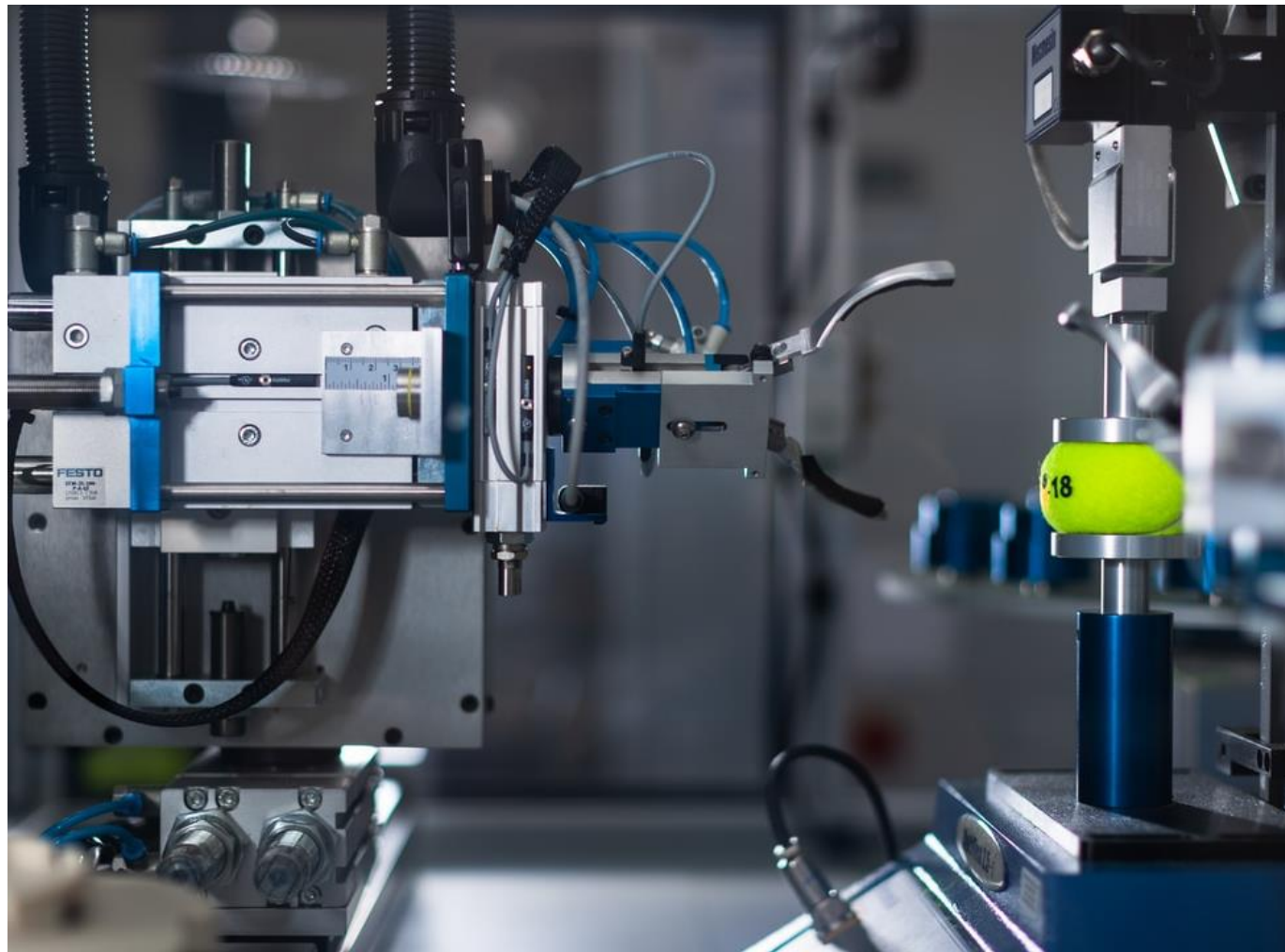
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PROMOS



## Make in India with Italy



**MAKE IN INDIA**  
**WITH ITALIAN**  
**TECHNOLOGY**

A platform for establishment and promotion of Italian defence technology and aerospace, plastic and rubber industry in India

Business  
Leads  
Generation

B2Bs  
B2Gs

Technical  
Workshops





## AD IDEM – The Bilateral Resolution Center



# AD IDEM

The Dispute Resolution Center  
of the Indo-Italian Chamber

in partnership with



The IICCI, as per its mission to facilitate the bilateral trade and investments between India and Italy, has established AD IDEM – The Dispute Resolution Centre”, with the purpose to provide companies with efficient, neutral, objective, and fair dispute resolution services.

Arbitration

Mediation





## TIPS – The Italian Platform for Sustainability



A common platform to support IICCI members (companies, professionals and NGOs) in implementing CSR policies and activities with a specific focus on the Environment, Human Rights and Social Responsibility.

Two main initiatives will be part of the projects:

- **Impresa Awards:** a recognition of best practices by IICCI corporate members in the field of sustainability, human rights, environment, and supply chain management
- **Get it Fair:** A responsible labelling scheme designed to transform reliable and verified information regarding the social responsibility risks (human rights, work conditions, health & safety, environment, business ethics) along the supply chains of buyers and brands

Promotions

Advisory

Training

Awards



## Beauty & Wellness



Assists Italian cosmetic, healthcare and wellness companies to making an entry into the Indian market.

Brand  
Registration

Matchmaking  
&  
B2Bs

Marketing  
&  
Branding



c/o VIVITALIA - Urmi Estate, 95, Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013 | Maharashtra  
[www.indiaitaly.com](http://www.indiaitaly.com) | [iicci@indiaitaly.com](mailto:iicci@indiaitaly.com)

## IICCI PLATINUM MEMBERS



Ducati India



SDA Bocconi  
ASIA CENTER



TITUS & CO.  
ADVOCATES

TITUS CONSULTING LLP





**THANK YOU**

