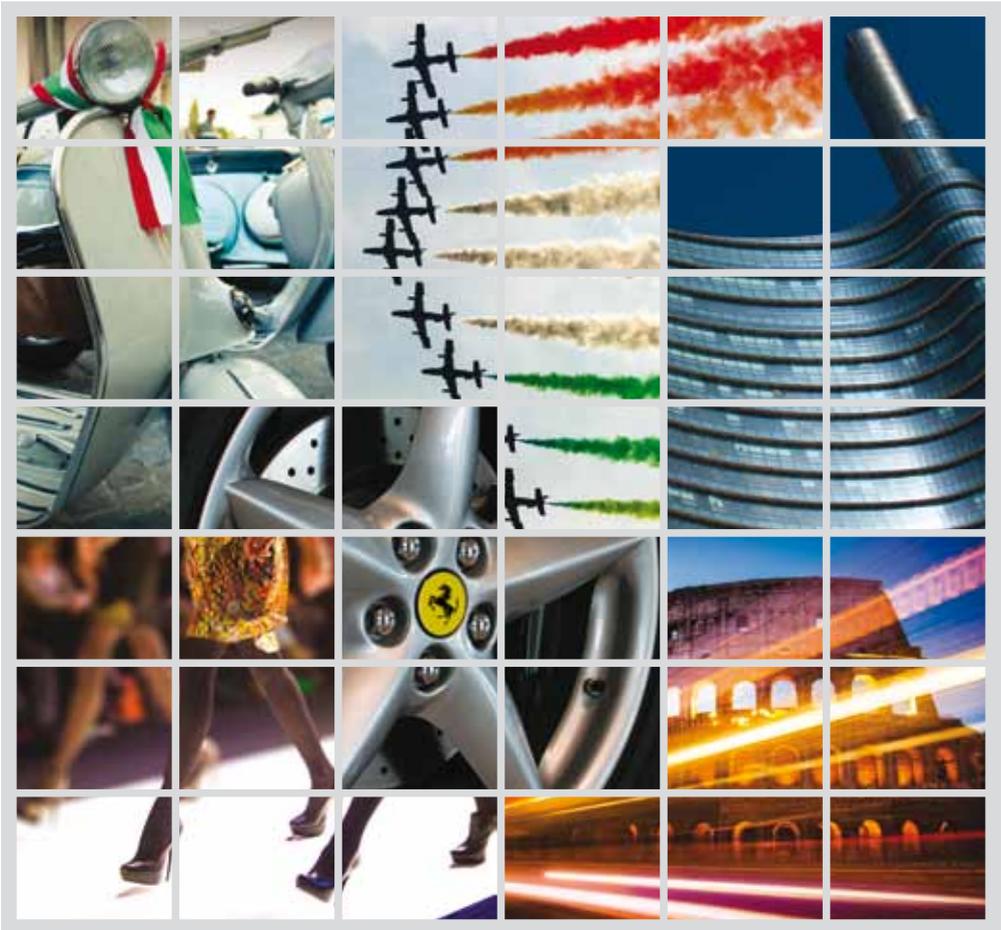


Trade: Exporting to the world

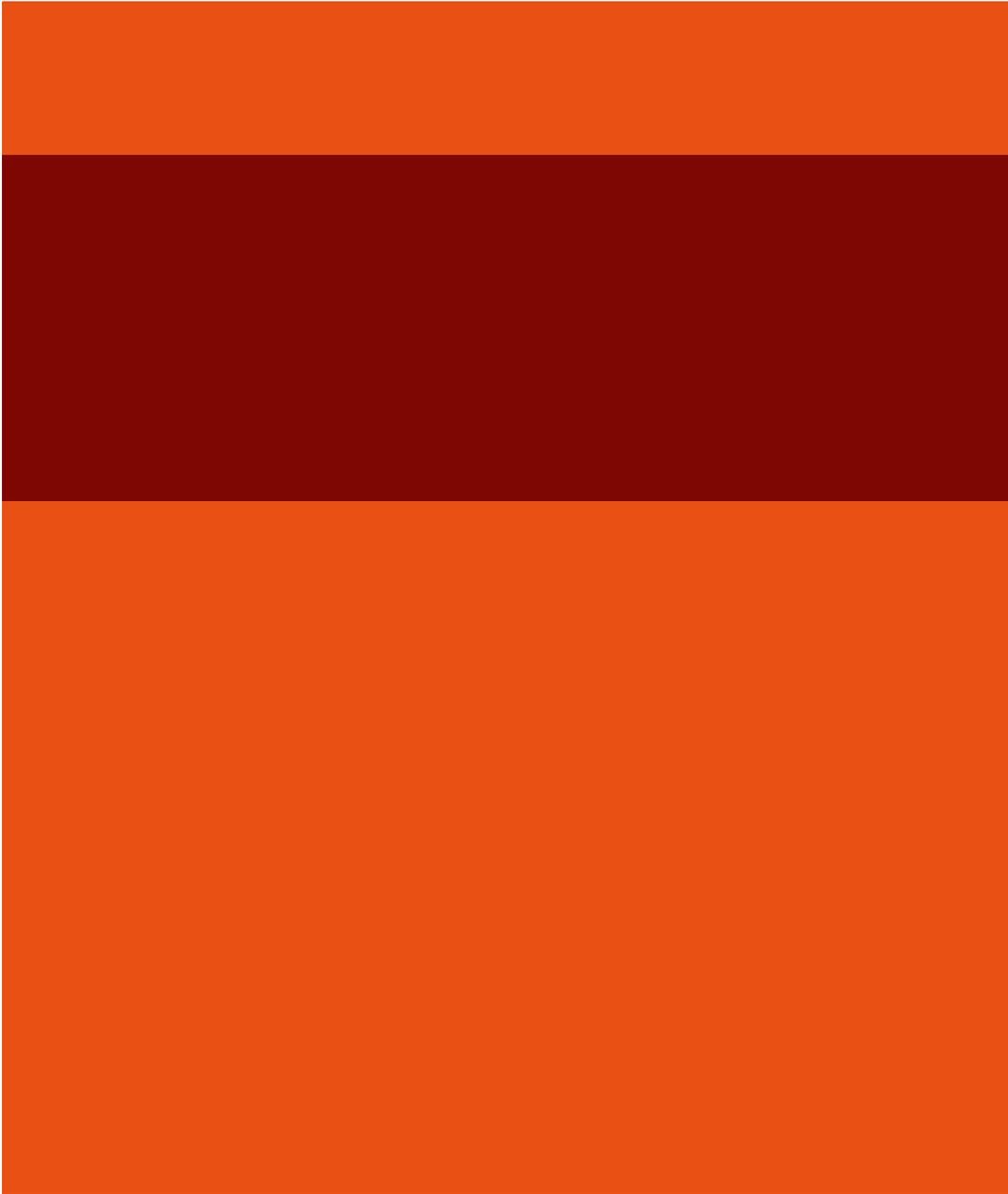
UK
TRADE &
INVESTMENT



Winning business success in Italy

We can help your business expand further, faster

www.ukti.gov.uk



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The Italian companies we met were very distinguished and represented real opportunities for potential partnership”.

Graham Scott, Director of Factory Master

Welcome to UKTI Italy

Our team is part of UK Trade & Investment (UKTI) – the Government organisation that helps UK firms achieve their international business potential.

Our job is to help you identify valuable business opportunities in Italy and to work with you to make them a reality.

You can find our Italian team in the British Consulate General in Milan, the office in Naples and the British Embassy in Rome. We work in cooperation with the British Chamber of Commerce for Italy. This relationship gives us access to the ‘much sought after’ local knowledge and contacts that we use to help companies like yours succeed.

With our knowledge, services and advice, you’ll never feel alone.

We can help you:

- Explore whether Italy is right for you and your service or product
- Find out how to access the Italian market
- Locate agents, distributors and develop direct sales channels
- Meet with a particular company, organisation or Government department
- Overcome language barriers to achieve success
- Make people or businesses in Italy more aware of your company
- And more

UK Trade & Investment (UKTI) Italy

The way we work

Whether you're just venturing into new markets or you're already an experienced exporter with a keen eye on Italy, you're bound to face some challenges. We're here to help you identify and tackle these, fast and effectively.



Treating your business as an individual

Instead of providing off-the-shelf support packages, we tailor our services for your business needs. Our charges are based on the amount of detail and support requested by your company. We always hand pick the right people in our team to provide it. This means you'll never pay for anything you don't really need and can always be sure of excellent value.

You can expect:

- Specialist support related to your specific industry
- Your key strengths taken into account when identifying opportunities
- Access to both information and high level contacts to help you meet your goals
- Market information that plugs your knowledge gaps
- A focus on providing whichever services you need the most e.g. capacity building, translation, research, etc.

We adapt our services to your business needs, so you can always be sure of excellent value.

Our hand-picked team

Each of our Italy-based Trade Advisers has a strong background in the private sector and can help you in any field you operate in. We also have specialist Trade Advisers who cover:

- Fashion and Design
- Security and Defence
- Energy and Climate Change
- Healthcare
- Food and Drink
- Education
- Marine
- Aerospace

Exporting to Italy

How UKTI Italy can help you succeed

There's no better place to get advice than from a team that lives and breathes the Italian market every day. Already based in Italy we have access to extensive resources and a reputation that speaks for itself.

We use our resources to help you identify export opportunities in Italy, offering practical assistance to help you realise them. We also give sound advice to mitigate the risks associated with trading in an unfamiliar market, culture and economy.

Examples of what we offer:

Access to Trade Advisers – guiding you 'A to Z' through the steps involved when exporting from the UK to Italy.

Help in the UK – an international trade adviser based near you assisting you before you enter the market.

Bespoke research and planning – building your knowledge of the market for the goods or services you want to sell and helping you develop an action plan for lasting success.





A full range of services to breathe life into your Italian export ambitions.

Trade and cultural knowledge – helping you understand local trade procedures and business culture – including how to approach contacts and build valuable relationships.

Help to make contact – supporting your hunt for customers, distributors, agents or business partners. Also arranging face-to-face meetings for you at their location or our offices and helping you find a reliable interpreter.

Marketing expertise – helping you to raise your profile and promote your company through Italian media channels, including trade press and newspapers.

Event and seminar hosting – making our official premises available to you – British Embassy, Ambassador's Residence, British Consul General's residence or the Consulate in Milan or our Naples Trade Office.

Exhibition advice – helping you identify the right events to attend and ensuring your presence there is promoted.

Face-to-face in Italy

Ranging from small seminars through to major exhibitions, we can give you a view of upcoming events across Italy, invite you to UKTI organised events and help you develop an overall event contact strategy.

General events and exhibitions

Italy is one of the top international exhibition areas. With so much going on, we can help you identify the right events and prepare effectively. Ultimately it's about helping you to get the most value out of every investment you make.

UKTI events

We regularly organise events to help UK-based companies make valuable contacts in Italy and promote the products and services they offer. You can find out more about upcoming events dedicated to Italy on the UKTI website www.ukti.gov.uk (go to 'Export' then select Italy).

Your events

If you want to raise your company's profile or develop important relationships, we can help you organise your own presentations, seminars and workshops. Available to hire for this purpose are:

- The British Consulate – with its conference room and covered terrace in the heart of Milan
- The British Consul General's Residence – Milan
- The Ambassador's Residence, 'Villa Wolkonsky' – a prestigious setting in Rome
- UKTI Trade Office – Naples



Marketing expertise

UKTI can help you reach your audience in the most cost-effective way

Getting a great return on marketing investment is tricky, even in familiar territories. When you're venturing into a different country, exploring what works best can be incredibly costly. That's why our Commercial Publicity Service is worth its weight in gold.

From top tips and key contacts, to a complete go-to-market strategy. You name it.

Based in Milan, this part of our team can deal with many aspects of marketing on your behalf. We have a wealth of information on Italian media and advertising channels and we enjoy well-established relationships with many media contacts, from TV to trade press.

As you'd expect, we can tailor these services to meet your needs. Simply use us to help you understand linguistic and cultural differences, or allow our media specialists to help you develop a complete marketing strategy.



What we can offer:

- Translation of your marketing material, press releases and website
- Publication of Italian and English versions of your press releases on our 'UK in Italy' website www.ukinitaly.fco.gov.uk
- Distribution and targeting of press releases to specialist and trade press in Italy (we work with 30 different sectors)
- Promotion of your business via our official social media channels (Facebook and Twitter)
- Organisation of press launches and events in our official locations or local venues
- Targeted efforts to gain publicity of your products in magazine and TV photo shoots
- Event invitation card design
- Access to local photographic services
- Help gaining filming permissions for TV companies



What our clients are saying



Helping you spend wisely and build business relationships that will last a lifetime.



The Queen's Jewels – British designer jewellery pop-up shop

(Milan, 31 May-24 June 2012)

We had some brilliant responses from the press about our collection The Next Pashmina. UKTI Italy did a very good job showing 13 British designers' work at la Rinascente to celebrate the Queen's Diamond Jubilee. All the UKTI staff were very friendly and helpful."

Jianhui, Designer and Founder of Jianhui London

The Green Closet – Fashion Week Exhibition (Milan, 25-27 February 2012)

I've had the most amazing time in Milan at the Green Closet. I felt completely supported and guided throughout the three days, and have had such wonderful and positive feedback on my headpieces, which are quite a new concept to Italy. I'm so excited and pleased at what my presence in Milan will bring to Hatastic's future in luxury fashion."

Chloë Haywood, Designer of Hatastic!

The Green Closet – Fashion Week Exhibition (Milan, 25-27 February 2012)

This was our first visit to Italy. Marina Iremonger and her UKTI team have been excellent in their attention to detail and in putting a lively and energetic event together. Turtle Bags has been warmly received and we are delighted to be travelling back to the UK with orders."

Beth Williams, Founder and Managing Director of Turtle Bags

West Midlands Delegation – Visit to Campania's aerospace cluster (Naples, June 2011)

Congratulations for the organisation and planning of the activities during the market visit. The Italian companies we met were very distinguished and represented real opportunities for potential partnership".

Graham Scott, Director of Factory Master

Meet the Buyer and the Commercial Officers – International Boat Show (London, January 2011)

On behalf of the BMF's Export committee, I would like to add my personal congratulations to UKTI Italy's Marine team for a job exceedingly well done."

David Barrow, Chairman of the British Marine Federation International Committee

Meet the Buyer and the Commercial Officers – International Boat Show (London, January 2011)

I'd like to thank the Naples Team for all the hard work and continuing support in making 'meet the buyer' a success for the Italian Buyers and UK suppliers. It was really great to have such a powerful contingent here, a job that I doubt we could have done without you."

Chris Grosscurth, BMF International Development Executive

The Italian business market

Italy is the world's eighth largest economy with a GDP of almost \$US 2.1 billion (was \$2,055,412 billion) in 2010 and a population of about 60 million.

It is one of the founders of the EU and a member of GATT/WTO and OECD as well as the G8 group of industrialised countries and the European Monetary Union.

Thanks to its diversified industrial base, it is in the world's top ten of manufacturers and is one of the world's top exporters. The main exports are machinery and appliances, followed by metal products (other than machinery), transport means, metal working activities, chemicals, vehicles and trailers, food and drink, clothing and leather goods.

A solid economic environment

- The infrastructure is robust and there is a high level of internationalisation
- A host of new Government reforms and opportunities exist
- Demand is strong across all sectors, with an ecommerce boom at present
- Italy has international recognition for exhibitions with global appeal
- Italian trade press is powerful and high-quality
- Success provides an excellent potential route to global markets via Italy's key players

An enviable location

- Italy is a gateway to the Mediterranean and a crossway between Europe, Africa and the Middle East
- It is easy to reach with low cost flights from several UK regional airports

A sophisticated consumer market

- There is a culture and appetite for innovation and technology
- Italian people and businesses welcome well designed, attractive products
- Those who can afford quality are generally prepared to pay for it
- Consumer needs are growing and ethnicity is widening

SMEs rule supreme

- The flexibility of SMEs is a key strength of the Italian economy
- They represent the majority of all enterprises – contributing around 70 per cent of GDP
- Ninety-two per cent are family owned and, in spite of their size, many are successful exporters
- Professional services are widely needed to secure international growth



A rich economy with no shortage of opportunity for you.

A wealth of reasons to invest

Bilateral trade is strong

- Italy and the UK are already strong European Union partners
- We have long-standing, close political, defence and trade relationships
- General trade in goods was worth £23.99 billion in 2011
- Italy was listed as the seventh largest UK trade partner for imports and seventh largest UK export market in 2011
- From 2010 to 2011 the UK's export value (to Italy) grew by 12 per cent

Top UK exports to Italy by value in 2011

(Source: HMRC)

1. Machinery & transport equipment

Best performers: road vehicles, electric machinery, app & appliances, power generating machinery & equipment, general industrial machinery, equipment & machines

2. Chemicals & related products

Best performers: medicinal & pharmaceutical products

3. Miscellaneous manufactured articles

Best performers: articles of apparel and clothing, professional scientific & controlling instruments & appliances

4. Manufactured goods classified chiefly by materials

Best performers: non-ferrous metals

5. Mineral fuels

6. Food & live animals

7. Crude materials, inedible, except fuels

8. Beverages & tobacco

UK investment is already welcome

- There is a wide appreciation for British professional services and technologies
- Desire for up-market British consumer goods is high
- UK companies are recognised as being well placed to meet SME requirements

Image: Shell Eco-Marathon

This is a unique competition that challenges students to design, build and drive the furthest using the most energy-efficient car. 12 Italian teams took part in the last edition with young engineers pushing the boundaries of fuel efficiency.



Doing business in Italy

What to expect

A complex, discerning consumer market

- The purchasing power of Italian families has reduced recently but their debts are still low and household savings remain high
- Sixty-eight per cent of Italians own a house and 41 per cent of Italian families' debts are house mortgages
- In 2010 ten per cent of households owned almost 45.9 per cent of the total wealth
- Wealth distribution is geographically uneven. Per capita incomes of Italy's northern regions are among the richest in Europe, whereas several areas in the South, where unemployment is higher, are far behind
- Quality of product and service is very important

Quality products, a personal touch and a little bit of patience are the keys to your success in Italy.





An open-minded business market

- Italian exporting companies can't rely on a well-structured state support
- Forty-six per cent of medium-size exporters turn to external consultants for internationalisation and outsourcing activities – related to legal and contractual aspects of their business
- Professional services are in demand. Typically to improve manufacturing processes and comply with more stringent quality, environmental standards, etc.

The right approach is essential

- Don't underestimate the importance of the right contacts
- Focus on building strong personal relationships
- Stay in tune with the market conditions and challenges
- Prepare to invest time and money in the market to secure a good return
- Don't expect immediate results

Image: The Vodafone Village

Vodafone's new eco-tech headquarters premises, was opened in June 2012. The new facility houses approximately 3,000 employees in Milan and represents Vodafone's biggest ever investment in real estate anywhere in the world.

More information

Visit us online

UKTI website: www.ukti.gov.uk
(go to 'Export' then select Italy).

Look for:

- 'Doing business in Italy' guide (pdf download)
- Business opportunities
- Sector briefings
- Success stories

UK in Italy: www.ukinitaly.fco.gov.uk

As from February 2013 our official website will change.

UK-Italy business awards:
www.uk-italybusinessawards.it

UKTI general enquiries including information on exporting overseas:

www.ukti.gov.uk
or call +44 (0)20 7215 5000

Contact our team

UK Trade & Investment

British Consulate General
Via San Paolo 7
20121 Milano MI

Twitter: [@UKTIITALY](https://twitter.com/UKTIITALY) and [@UKTIITALIA](https://twitter.com/UKTIITALIA)
Linkedin: [UKTI-italy](https://www.linkedin.com/company/UKTI-italy)

UTKI Italy contact:

Nicole Andrew

Commercial Co-ordination and
Customer Relations

T +39 02 72300 237/234

F +39 02 7202 0153

E milancommercialenquiries@fco.gov.uk

Commercial Publicity Service contact:

Raffaella Previtiera

Head of Communications Team

T +39 02 72300 215/253

F +39 02 8646 5081

E communicationsmilan@fco.gov.uk

Inward Investment contact:

Danielle Allen

Head of Investment Group

T +39 02 72300 222/247/008

E inwardinvestment.milan@fco.gov.uk

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Any enquiries regarding this publication should be emailed to us at:

enquiries@ukti.gsi.gov.uk

Or you can call: **+44 (0)20 7215 8000**

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+44(0)20 7215 8000

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

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2010 winner Best Trade Promotion Organisation in the developed world.