



Italy Space

MADE IN ITALY 100 %

The Brand Made in Italy in the world



PROMOTION OF MADE IN ITALY IN EMERGING AREAS OF THE WORLD

- *Introduction*
- *Project presentation*
- *Short term project*
- *Medium term project*
- *conclusion*





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Introduction

The ITALYSPACE project consists in the promotion of agri-food production excellence in areas of the world considered as economically "emerging" and with a strong predisposition to the Made in Italy brand.

Through events and presentations in the countries indicated below, we promote Italian products in collaboration with local partners who are already importers / distributors of high quality products.

We cooperate with the Italian institutions present in the area (Istituto Commercio Estero, Italian Cultural Institute) which, at certain times of the year, thanks to events on a global scale such as the Week of Italian Cuisine in the World and the Italian Design Day, increase the possibility of meeting with local realities interested in the purchase of Italian products



Among the activities planned by ITALYSPACE, to encourage the promotion and visibility of Italian products, there are:

- showrooms (temporary and permanent)
- participation in trade fairs
- presentations of companies and their products
- B2B personalized meetings
- cultural (artistic and musical) and fashion events suitable for consolidating the image of Italy in the world

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ITALYSPACE is a great common space for those who are interested in new foreign markets and who want to make use of specific skills in the countries where our partners operate which are, for reasons of language and culture, difficult to reach.

The crucial aspects we take care of are the study of the local market, the identification of the partner, the verification of its commercial and financial soundness and the consequent preparation of both physical and online meetings for a first acquaintance aimed at starting a relationship. lasting commercial.

We employ managers who have accumulated significant international experience and are responsible for supporting and assisting Italian companies in negotiations with potential local partners.

We provide the Italian manufacturer with on-site interpreting and accompaniment services, follow-up of negotiations and the start-up of future commercial activities (restaurants, shops, etc.) and help in identifying the best legal, logistic and local customs structures. to speed up the procedures necessary for the good performance of the business

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The only way to start developing your company is to make people talk about you in the world

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Through our online platform (italyspace.it) we offer web support with a virtual showcase that you can access to learn about the offers of our companies and buy the products present in real time

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Maurizio Aschero
Export Manager



Augusto Cestra
Export Chief



Prof Domenico Crocca
Art Director Food



Antonio Andreozzi
Official Chef

Team

This project foresees two phases of short and medium term

Short period

(October 2022- March 2023)

- Croatia, Georgia, Tunisia, Switzerland

Middle period

(March 2023-June 2023)

- Kazakhstan, Oman, Qatar

Short
November 2022, Tunisia and Croatia - December 2022, Switzerland - January 2023, Georgia
Medium
February 2023, Qatar - March 2023 Oman Kazakhstan

Why Georgia

Country with a strong tourist vocation

BUSINESS ENVIRONMENT AMONG THE BEST IN THE WORLD

Georgia is a nation at the crossroads between Eastern Europe and Asia with a marked Western inclination, and at the same time a very strong and rooted millenary culture. The country is very rich in historical sites

and its capital, Tbilisi, is one of the most popular destinations for tourists from all over the world. In fact, despite having a population of just under 4 million inhabitants, it attracts about 10 million tourists

every year, thanks to its hospitality and the infrastructures built in recent years, which allow pleasant and not particularly expensive stays.

Georgia has a great culinary and wine culture, which places the country as one of the most interesting sites for any connoisseur of quality food.

Potential investors find in Georgia a land that, according to the various international rankings, presents the highest standards in the area in terms of respect for legality, fight against corruption and adherence to

the principles of European integration, having made significant progress in the last decade. Georgia occupies the first regional position and sixth overall in the "Ranking on the ease of doing business 2019" drawn up by the World Bank and the 16th place in the "economic freedom" ranking drawn up by the "Heritage Foundation". According to data provided by Geostat (Georgia Statistical Institute), Italy is Georgia's third European trading partner.



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Italy and Georgia

Market shares

Italian products generally enjoy an excellent reputation in Georgia. Italy is Georgia's 9th supplier and 15th customer. The market share of our exports is equal to 2.5%, lower than the German one (4.7%), but higher than that of France (1.8%), Spain (1.2%) and the United Kingdom (0.8%).

Economic relations

Italy and Georgia have excellent economic relations, which is largely explained by the high degree of trust widespread in Made in Italy, as well as by the fact that Italy and its lifestyle have long represented a sure point of reference for a good part of Georgian society. In addition, Italy has been in second place for years among the countries from which remittances to Georgia come.

Favorable outlook

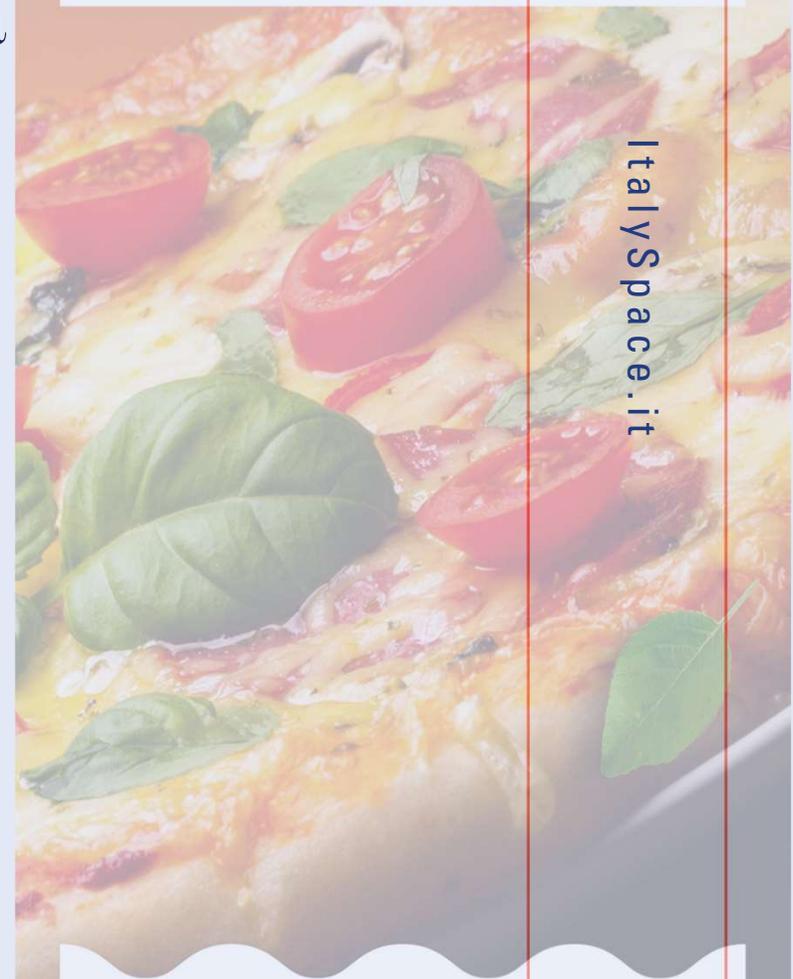
Despite the great "appeal" that Made in Italy collects in Georgia, in 2021 only 16 million euros of food products and 4 million euros of beverages (alcoholic and non-alcoholic) were exported from Italy, out of a total of about 700 million in imports of food & drinks. It should be noted that, thanks to the quality / price ratio of the accommodation facilities, Georgia has an "all-year-round" tourism (prevalently European) both for the seaside resorts such as Batumi, both for the mountain ones (Kutaisi, Gauri) and for the wine production areas (Khaketi, Imereti). These tourists, in any case, require Italian products (coffee, cheeses, wines).

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VERA PIZZA ITALIANA

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ItalySpace - Georgia

Our partners in Georgia are among the largest importers and distributors (also in the horeca sector) and often ask us for high quality Italian products. The program of events and presentations in Georgia includes the opening of a stable showroom in Tbilisi, a week of kitchen-shows with Italian chefs, a conference on Italian agri-food quality and an important fashion event linked to Italian cinema

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Why Tunis

Country with a strong tourist vocation

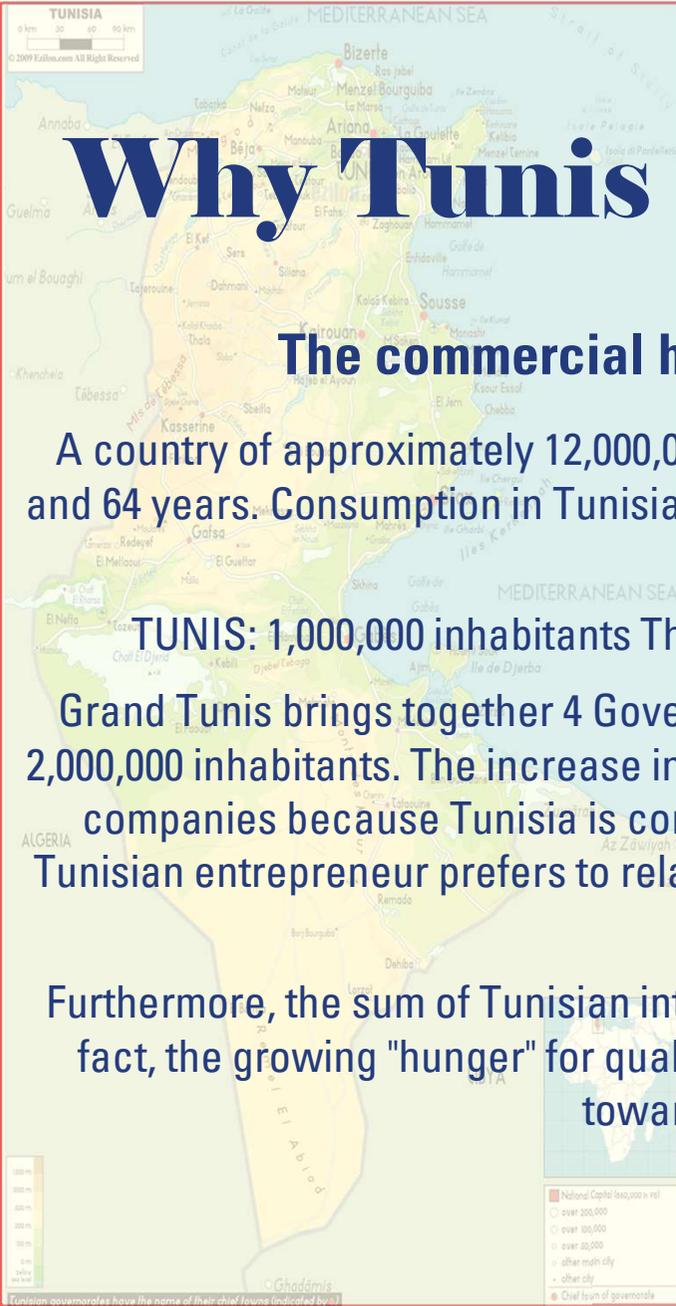
The commercial hub of North Africa that loves "Made in Italy"

A country of approximately 12,000,000 inhabitants, of which 67% falls within the age group between 15 and 64 years. Consumption in Tunisia is much higher in percentage than those forecast for this number of inhabitants.

TUNIS: 1,000,000 inhabitants The capital of Tunisia is considered the "capital of North Africa".

Grand Tunis brings together 4 Governorates: Tunis, Ariana, Ben Arous and Manouba for a total of over 2,000,000 inhabitants. The increase in trade between Italy and Tunisia is a very important factor for Italian companies because Tunisia is considered a gateway to the Maghreb and Africa in general and the Tunisian entrepreneur prefers to relate to the Italian entrepreneur for cultural reasons and geographical proximity.

Furthermore, the sum of Tunisian internal consumption can be considered as potential consumption. In fact, the growing "hunger" for quality and luxury products automatically leads the customer to move towards Italy and Made in Italy in general.



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Italy and Tunis

Economic relations

Thanks to the favorable taxation for foreign citizens, many Europeans are moving their residence to Tunisia and consequently are looking for Italian products also in food. Furthermore, many African citizens regard this country as "glam" and avant-garde

Market shares

Tunisia has recently signed free trade agreements with Libya, Egypt, Morocco, Jordan, Mauritania, Kuwait, Sudan, Senegal, thus placing itself as a very important "window" for the development of Italian exports that can install its commercial structures in a politically stable country and therefore offering less risk.

Favorable outlook

In the period January May 2022 compared with the same period 2021, exports between Italy and Tunisia increased by 39.6% (from 1,181 million euros to 1,650 million euros) with a net growth in the agricultural, fishing and forestry, which had already seen quadruple growth from 2019 to 2021



ItalySpace - Tunis

Our partners in Tunis are ready to open a stable showroom with the best Italian agri-food products and to promote events and exhibitions aimed at highlighting the great qualities of Made in Italy

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Why Croatia

Country with a strong tourist vocation

«Made in Italy» in Croatia

A few hours by sea and by car from Italy, Croatia is the most economically growing country among those close to Italy. Thanks to its attitude to tourism, its far better pricing policy, modern infrastructures and a tax policy that is very attentive to the promotion of investments, Croatia is a reliable and stable partner for the next few years. In 2021 there was a reversal of the trend, characterized by a sustained recovery of the economy and by a GDP growth (10.4%) significantly higher than the previous levels -Covid 19, supported by favorable financing conditions, by resources coming from EU funds, from private consumption and from an excellent performance of the tourism and export sector

Italy and Croatia

Economic relations

Trade exchanges between Italy and Croatia increased by 66.7% in the first 5 months of 2022 compared to 2021. The import of food products from Italy increased 10 times from 2020 to 2021 (from 232 to 2,570 million euros) and even more in the beverage sector (from 16 to 260 million euros)

Market shares

The forecasts of the European Commission show that in the two-year period 2022-3 there will be a more modest but solid growth in GDP which will stand at values of 3.4 and 3% respectively due to a limited exposure of the Croatian economy to the effects of crisis triggered by the Russian invasion of Ukraine. GDP will be supported by private consumption - albeit to a lesser extent than last year due to the rise in prices induced by the increase in the cost of raw materials on international markets (hydrocarbons, gas and cereals)

Favorable outlook

In the period from January to May, tourism saw, in the first 7 months, 10.7 million overnight stays and 54 million overnight stays. Also in this case, as in examples already reported in other countries, the European presence is growing strongly and therefore the consumption of quality Made in Italy products. Furthermore, the large number of pizzerias (about 2000) and Italian restaurants in general, involves the request for hundreds of tons of cheeses, oils, olives, canned tomatoes, flour, possibly from Italy



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ItalySpace - Croatia

Our partners in Croatia are ready to open 3 stable showrooms in Dubrovnik - Split - Zagreb, a city with a strong tourist impact, with the best Italian agri-food products and to promote events and exhibitions aimed at highlighting the great qualities of Made in Italy

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Why Svizzera

Country with a strong commercial vocation and free zone

The commercial hub for the Western world that loves "Made in Italy"

A neighboring country, stable and with a large Italian community that bases its diet almost exclusively on Italian products. Considering the proximity to some Italian border cities, the bond between the two nations is strong. Suffice it to consider that thousands of Italian citizens go to Switzerland every day to work in offices or commercial activities. This has facilitated the habits of residents towards the consumption of the Italian Brand

Italy and Switzerland

Economic relations

Switzerland has increased its imports from Italy from 10,663 million euros in the period January-May 2021 to 12,250 million euros in 2022, i.e. a 15% more in the same period of 2022

Market shares

In food products, Switzerland imported 10% more in 2021 than in 2020, about 911 million euros. In beverages, the positive difference was 7%

Favorable outlook

In the period January May 2022 compared with the same period before the covid, the export between Italy and Switzerland has increased dramatically, so as to induce local traders and other countries to take an interest in the ItalySpace project



ItalySpace - Switzerland

Our partners provide us with a showroom in Lausanne, which is located in a very advanced economically and highly prestigious area that could serve a very populated area between Switzerland and France

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Solutions ItalySpace

Everywhere in the world

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ItalySpace is the ideal space for the promotion of the Made in Italy Brand in any country in the world. It can be built in commercial areas or in the important centers of cities with a high population density. ItalySpace is strategic for commercial platforms used to import products of excellence of Made in Italy, facilitates visibility and purchases to local importers and traders.

ItalySpace - Showroom con Food court

ItalySpace is a project of great interest to local investors who intend to promote the true excellence of Italian agri-food products, and that is why it is also proposed in the version, as well as for the sole display of the products, of animation through corners used for preparation and sale of pizza, cooking of pasta, preparation and sale of ice cream, etc.

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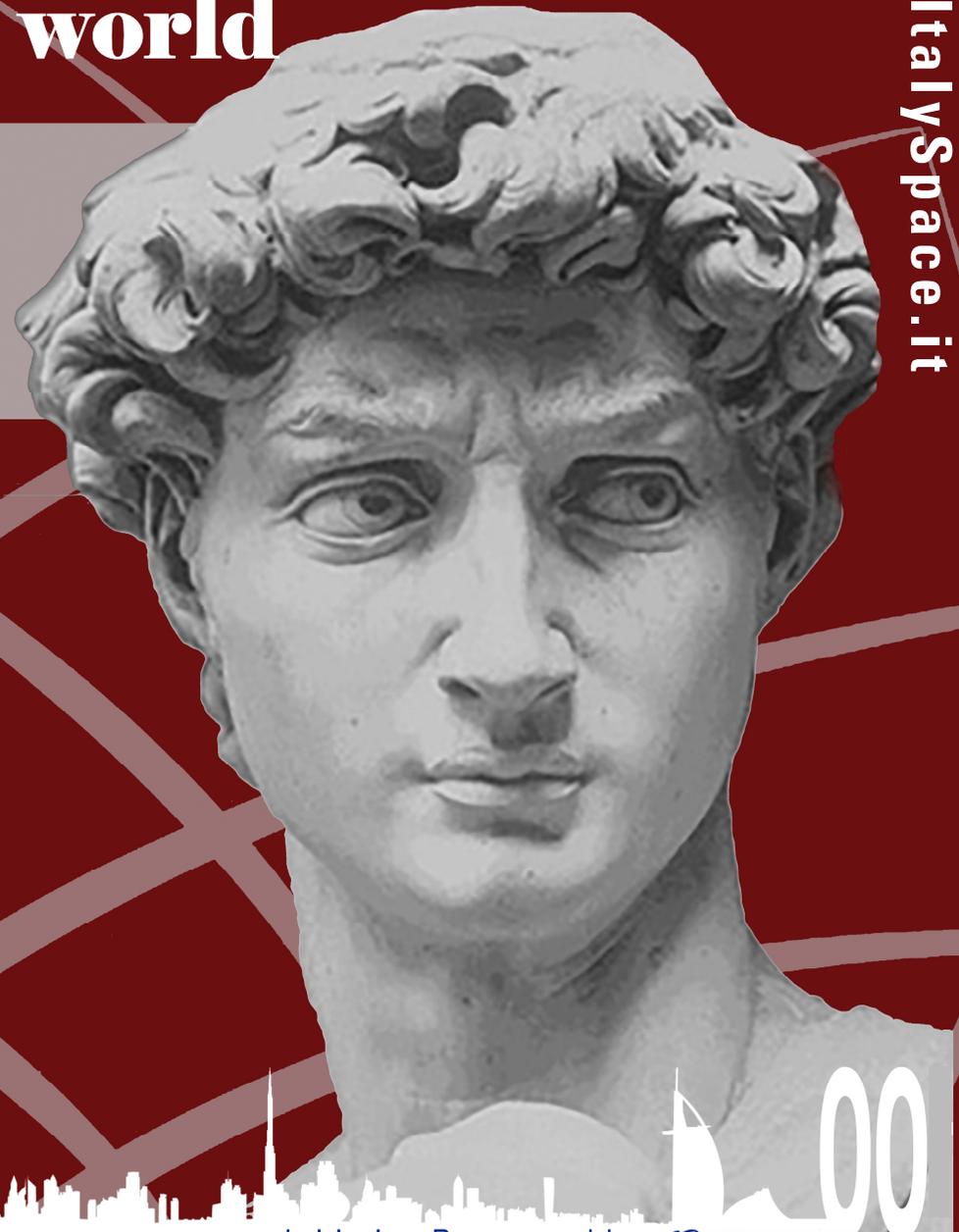
ItalySpace - Square of the world

MICHELANGELO BUONARROTI

(Caprese, March 6, 1475 – Roma, Febbraio 18, 1564)

“The greater danger for most of us lies not in setting our aim too high and falling short; but in setting it too low, archieving our mark.”

“Il pericolo maggiore per molti di noi non sta nel mirare il nostro obiettivo troppo in alto e mancarlo; ma nel fissarlo troppo in basso e raggiungerlo.”



CIOCIARIA SQUARE : Philosophy

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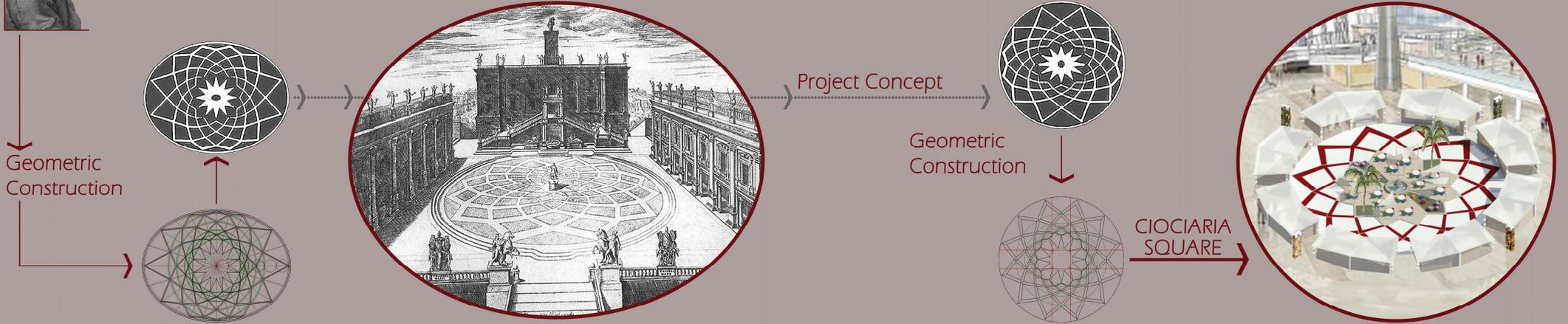
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CAMPIDOGLIO SQUARE_Rome, Italy

Michelangelo Buonarroti (1475-1564)

CIOCIARIA SQUARE_Dubai, United Arab Emirates

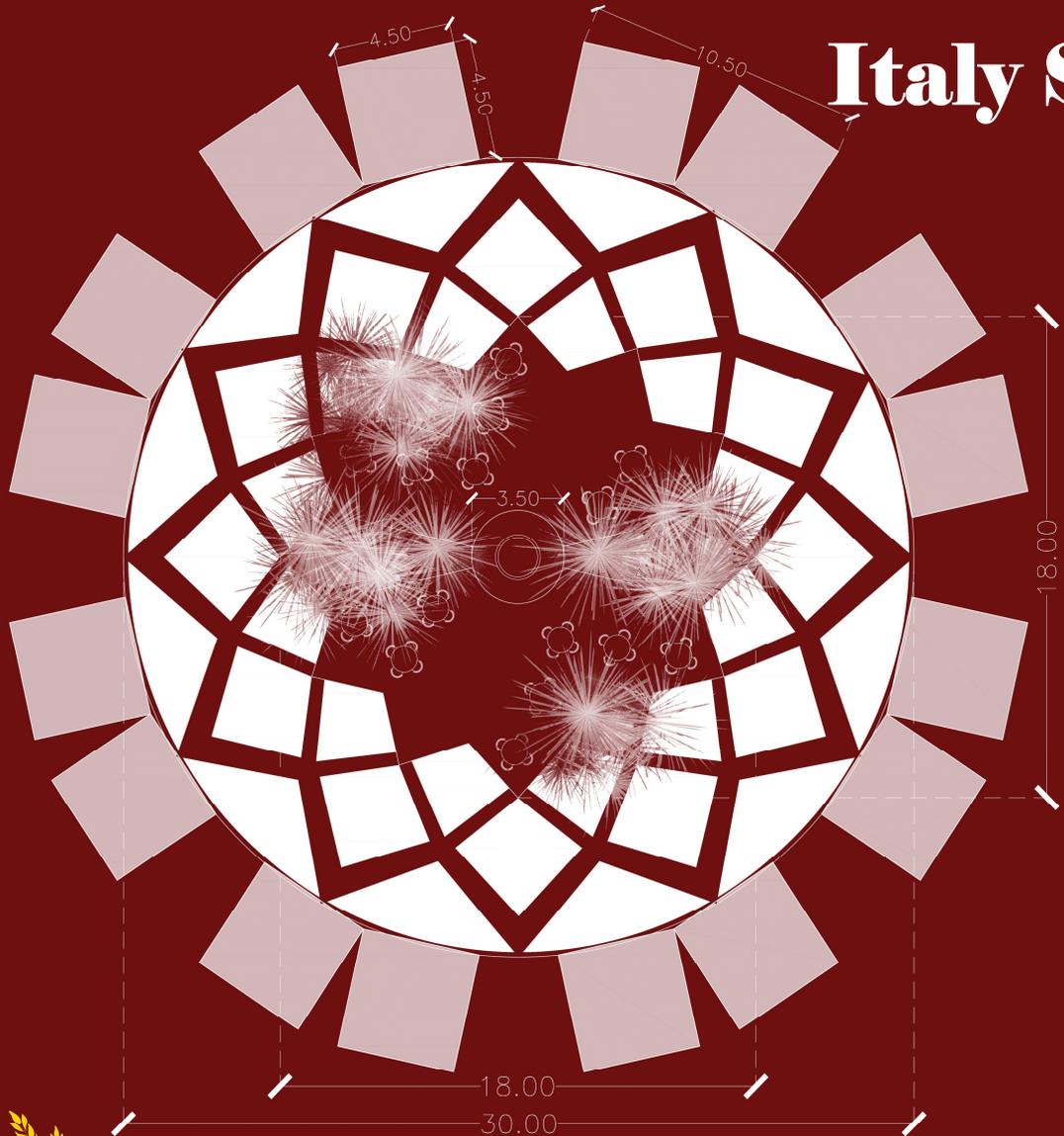


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The ideal Space for buying the Italian products in a relaxing and friendly environment

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ItalySpace drink and food version

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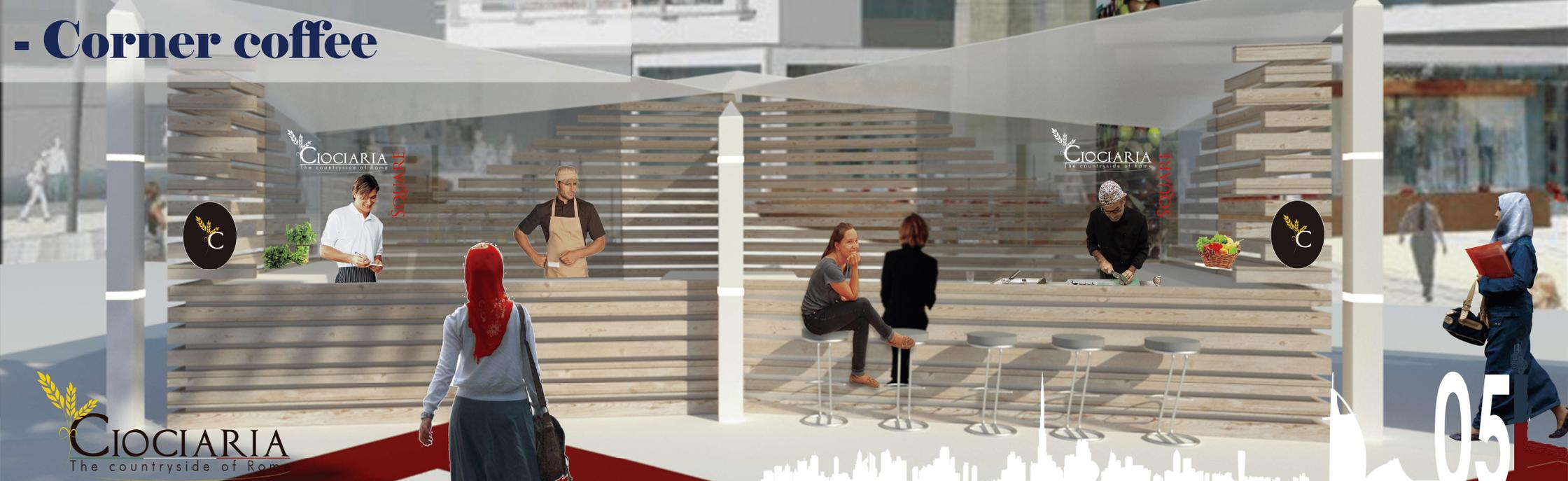
CIOCIARIA SQUARE

specialized corners

- Corner pizza
- Corner pasta cooking
- Corner ice cream
- Corner wine
- Corner cake and dessert
- Corner coffee

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ItalySpace, quality Italian brand

CIOCIARIA
The countryside of Rome

SQUARE

CIOCIARIA
The countryside of Rome

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The countryside of Rome



ITULO PRESENTAZIONE

06

Initiative Promoted by *Confartigianato*
Impresa Frosinone

Thank you

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