



**The Italian Institute for Foreign
Trade (I.C.E.)**

**PARTNER FOR ITALIAN
FIRMS IN THE WORLD**

The Italian Institute for Foreign Trade (I.C.E.)

- Promotes, facilitates and develops
- trade between Italy and the rest of the world,
- encouraging the internationalisation of Italian firms and their establishment in foreign markets.

The History

The History (1926 - 45)

- ❑ Founded in 1926 by Royal Decree n. 800/1926, the Italian Institute for Exports had the main task of 'promoting development in the export of land products and Italian manufactured goods'.
- ❑ The same year, the first national branch was created (in Catania) and in 1930 the first international branch opened (in Hamburg).

The History

- ❑ In 1935 the Institute was assigned specific functions also in the field of imports, changing its name to 'Italian Institute for Foreign Exchange'.
- ❑ In 1945 it took on the present name of Italian Institute for Foreign Trade.

The History

The History (50's – 60's)

- The Fifties and Sixties saw a considerable increase in its functions, including: the study of markets and of all issues concerning the development of foreign exchange; quality and quantity controls on various products, mainly fruit and vegetable products; organization of fairs, exhibitions and advertising initiatives.

The History

- ❑ Recently, the implementation of two laws determined by the need to adapt the Institute's functions to the changing conditions of international trade, have deeply marked the life of the Institute:
 - ▶ Law n. 68/97 has made the Italian Institute for Foreign Trade a reference point for Italian firms in their internationalisation process, also considering the changes as far as federalism is concerned.
 - ▶ Decree n. 143/98 appointed the Italian Institute for Foreign Trade with the creation of an information portal for foreign trade (known in Italian as S.In.C.E.), whose aim is that of gathering information on foreign markets, business opportunities, world economy trends.
- ❑ This portal is today a reality, and it is updated chiefly by the Institute's international network.

The Network

We are present in **88 countries**

throughout the world






with **116** offices and

in Italy with **Headquarter in Rome** and

17 regional branches

to guarantee a global support to Italian firms both in Italy and abroad

The Network

EUROPE 44 branches	AFRICA 9 branches	AMERICA 20 branches	ASIA 40 branches	AUSTRALIA 3 branches
				

The Network



(**) Dipendenza gerarchica dal Direttore Generale e/o Staff alla Direzione
(*) Staff alla Direzione
(j) Estero

The Head Office in Rome is in constant contact with:

- Ministries and Public Institutions
- Associations of Entrepreneurs
- Regional Government
- Chambers of Commerce
- International Organizations

The Network

17 Regional Offices that work with:

- Territorial Institutions
- Local business-systems

to guarantee global support to the internationalisation of Italian firms

The Activity in Figures

- ❑ **365** Market studies
- ❑ **284** On-line Market Guides
- ❑ **412** promotional initiatives, supporting
- ❑ **57** product sectors **in 57** markets
- ❑ **13.500** Italian firms and **18.000** foreign companies involved in the ICE 2009 Promotional Programme

Figures 2008

The Activity in Figures

- ❑ **20 millions of pages read on www.gov.ice.it**
The official gateway to Italian business and trade
- ❑ **45.000** Italian firms registered on the
Italtrade web portal (www.italtrade.com)
- ❑ **74** annual training projects
- ❑ **2.512** participants and
- ❑ **11.096** hours of training every year

Services to Firms

The Italian Institute for Foreign Trade, therefore, provides services to firms allowing them to:

- gain information** on foreign markets
- obtain assistance** and operative support
- promote** their presence abroad
- employ** staff that is trained in the export sector

Services to Firms

Market analysis

- Country Presentations*
- Personalized market researches
- Information on contracts and requests for goods
- Product surveys
- Various information (customs, tax, financial and currency regulations)

Services to Firms

Assistance and operative support

- Research and selection of counterparts
- Confidential information on reliability and solvency of potential partners
- Organization of bilateral meetings
- Carrying out of procedures (including contractual procedures) required by local regulations
- Settlement of disputes
- Research of local human resources

Services to Firms

Company promotion

- Preparation of communication plans
- Company presentations
- Product presentations
- Organization of symposiums and press conferences

Services to Firms

Promotion of the “*Made in Italy*”

- ❑ Scouting of new and more complex markets
- ❑ Consolidation and acquisition of additional market shares in more advanced areas
- ❑ Organization of “special events” for the reinforcement of the “*Made in Italy*” image
- ❑ Participation in European Union programmes and International Organizations projects



Services to Firms

- ❑ Attracting foreign investments in Italy
- ❑ Offering foreign companies the services required to strengthen their relations with the Italian market
- ❑ Cooperation agreements with the regional government
- ❑ Initiatives in cooperation with the Ministry of Economic Development, the Ministry of Foreign Affairs, the Ministry of Agricultural Policies, the Chambers of Commerce, Trade Associations and with other public and private organizations, both national and international

Services to Firms

Intellectual Property Rights Desks

Desks aimed at protecting industrial property and fighting counterfeiting

- China** -Beijing, Shanghai, Hong Kong,Canton
- India** - New Delhi, Mumbai
- Vietnam** -Ho Chi Minh City
- Turkey** - Istanbul
- South Korea** - Seoul
- Taiwan** - Taipei
- United Arab Emirates** - Dubai
- Russia** - Moscow
- Brazil** -San Paolo
- United States** - New York

Services to Firms

Intellectual Property Rights Desks

Desks' Activities

- ❑ **Monitoring** markets to register cases of counterfeiting
- ❑ **Information** on industrial property rights protection in various countries
- ❑ **Consulting and assisting** in the registration of logos, trademarks, patents, models, industrial design and protecting product's origin
- ❑ **Legal support** to italian companies for problems related to industrial property rights violation
- ❑ **Representative cases** the italian government will cover costs for legal proceedings in cases considered significant for the Italian industrial system