

# This is how we promote the Made in Italy brand

di Nicola Carè\*

**CCIE: PLAYING A VARIED ROLE IN FOSTERING ECONOMIC RELATIONS BETWEEN ITALY AND OTHER COUNTRIES. To do business abroad, promoting Italian companies and products is just not enough – it is also necessary to promote Italian culture, traditions and values**



Italian business people don't often realise how important the role the Chamber plays in fostering the economic relations between Italy and other countries. Facilitating business abroad can't only be thought of as liaising between companies to create business – although this does remain as an important part of the Chamber's mission. It is essential to look further, focusing on becoming part of the culture and entering the local psyche to ensure our success.

**PROMOTING CULTURE TO HELP BUSINESSES SUCCEED.** Building a business in a country abroad would be much harder if the local business communities weren't interested – if they weren't receptive to Italy's vast appeal. This can only be achieved by continuing to increase the awareness of our country – an ongoing marketing campaign in a sense. It's important to realize that becoming part of a foreign market is not only selling products or services, but also about promoting ideas, concepts and an entire heritage of values and traditions. This is why the

Made in Italy brand succeeds. It has its own vibrant history – which is expressed through a number of forms. The Italian Chambers of Commerce in Australia continue to invest in this yearly area project, as they aim to expand and build on this original and unique idea.

**THE VALUE OF THE SYDNEY ITALIAN FESTIVAL.** The richness is expressed also in the end products, those "Brands of Excellence" – in the established areas fashion, food, farming and automotive industries as well as the emerging industries of communications, biotechnology and technology. This promotion is part of the prestigious Sydney Italian Festival – which is a reference event for the Italian Community in Sydney. The Chamber's involvement in this event is growing, as they work more closely with other Sistema Italia's members. Also this year will focus on education – as people are keen to learn more about Italian products – and why they are constantly associated with beauty, style and expertise which is unparalleled across the world. The events the Chamber has organised throughout its years of involvement in the Sydney Italian Festival have continued to promote Italian Lifestyle with more of the general public. This awareness lays the foundation for more business opportunities between Australia and Italy.



...che in un'area mirata, richieda un'esperienza unica e reale, un'occasione concreta, che si aggravi, a vicenda, del caso, attraverso una serie di incontri, di incontri, di confronti...

...In questa crisi, dunque, il grande impegno profuso dalla Camera di Commercio Italiana in Australia per portare avanti questi progetti è un segno della diffusione di quanto visto e provato...

**IL SUCCESSO DEL SYDNEY ITALIAN FESTIVAL.** Questa iniziativa, in concreto, si espone attraverso prodotti, servizi, iniziative, che, in un'ottica "horizontal" della realtà, dell'industria gli operatori e potenzialità, permettono poi di trovare convergenze nel campo dei servizi di informazzione, del turismo, dell'assistenza tecnologica, ecc. ecc.

...Anche quest'anno l'occasione sarà propizia per dare vita ad incontri che potranno avere valore educativo, prima ancora che professionale, a vantaggio di quanti saranno disposti a fruirne...

...Questa consapevolezza di fondo, d'altro canto, è sempre stata alla base della diffusione tipologica di attività che la Camera di Commercio Italiana in Australia ha sempre fatto di svolgere...

...non più ampio e variegato pubblico del New South Wales, per arrivare agli altri 60 milioni dell'Australia federale...

**VOI TUTTI, UN MAGAZINE PER PROMUOVERE L'ITALIAN STYLE.** Questo spazio, infine, sarà arricchito anche dal contributo di un'azienda italiana, che si occuperà di realizzare...

...Non si parla soltanto, in questi casi, di una rivista periodica di alto profilo e di diffusione capillare, alla cui realizzazione sono intervenuti i migliori esperti del settore...

...E, insomma, in definitiva, nasce anche attraverso questo l'occasione di un'attività, la cui portata di azione è di natura internazionale, attraverso iniziative e iniziative tipologiche di carattere di "cross-border business".

...E, infine, di relazioni economiche, più, o meno, come ogni cosa economica.



**HOW PLAYING A MAJOR ROLE IN FOSTERING ECONOMIC RELATIONS BETWEEN ITALY AND OTHER COUNTRIES**

**This is how we promote the Made in Italy brand**

...Italian businessmen don't often realise how important the role the Chamber plays in helping them to do business in other countries. Fostering business abroad...

**PROMOTING CULTURE TO HELP BUSINESS GROW.** Building a business in a country abroad is often a long and difficult process. It is essential to look further beyond the borders of the culture and entering the local market to ensure success.

**TO DO BUSINESS ABROAD, PROMOTING BUSINESS OPPORTUNITIES AND PARTNERSHIPS IS JUST ONE ASPECT - IT IS ALSO NECESSARY TO PROMOTE ITALIAN CULTURE, TRADITIONS AND VALUES.**

...The Italian Chamber of Commerce in Australia is proud to be the only one that is able to do this. The Chamber is committed to promoting Italian culture, traditions and values...

**VOI TUTTI – A MAGAZINE TO PROMOTE THE ITALIAN STYLE.**

Voi Tutti, the Italian lifestyle magazine published by the Chamber is certainly an unparalleled feat. Not only is it a high profile, stylish, glossy magazine with high profile contributors, it is also a high impact product which transcends borders, and speaks to everyone – not just Italians. It serves as a meeting point between culture, and a wonderful promotional tool for the Chamber's network. The esteem in which this publication is held can be seen by the members and advertisers who take part in each issue.

Famous names like Ferrero, Barilla, Luxottica and Canturi – just to name a few. Business opportunities prosper through this medium – enhancing the unique Italian and Australian identity, and further marketing the brand which is Italy.

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